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A simplified approach to food traveler segmentation



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Challenge

- The best method for segmenting food travelers based on involvement required 20+ items and complex statistical analysis (Levitt et al, 2019)



Method

- Survey of American travelers—balanced by age and gender
- N=489



Survey & analysis

- 3 questions on purchase involvement (adapted from Mittal & Lee, 1989)
- Measured with a 7-point Likert-type scale
 - I would choose where to eat on a trip very carefully.
 - Deciding where to eat on a trip would be an important decision for me.
 - On a trip, where I eat matters to me a lot.
- Scores added together:
 - 18+ high involvement
 - 15-17 medium involvement
 - <15 low involvement



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Additional survey questions

- Respondents answered multiple attitudinal and behavioral questions using 5-point Likert-type scales
- Responses from the three segments were compared



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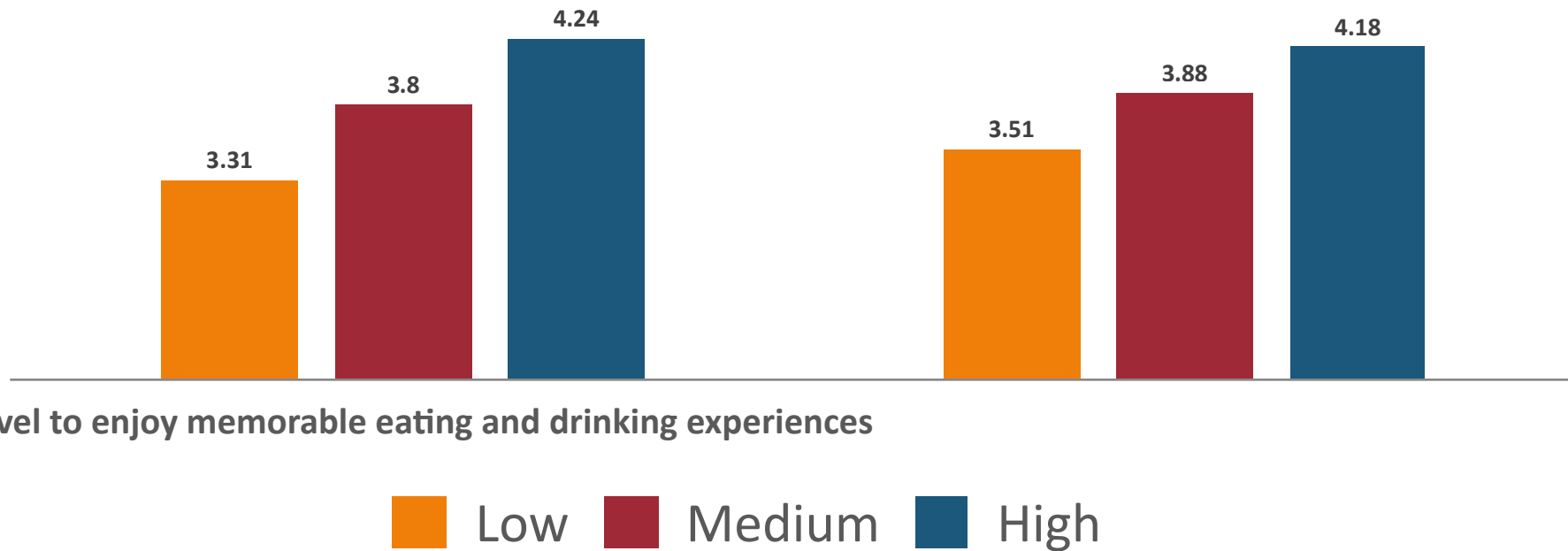
Did this analysis yield 3 distinct segments?

YES!

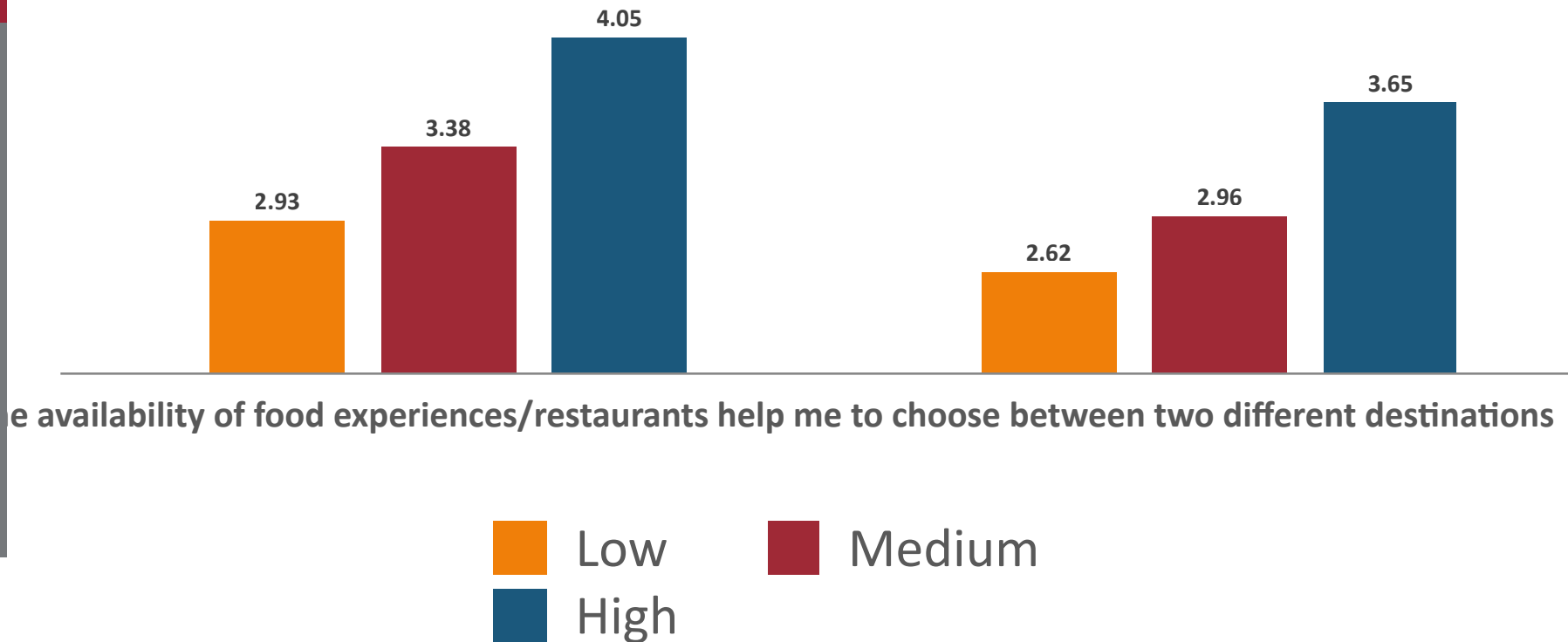
$p < .001$ for all comparisons



Attitude toward food & drink



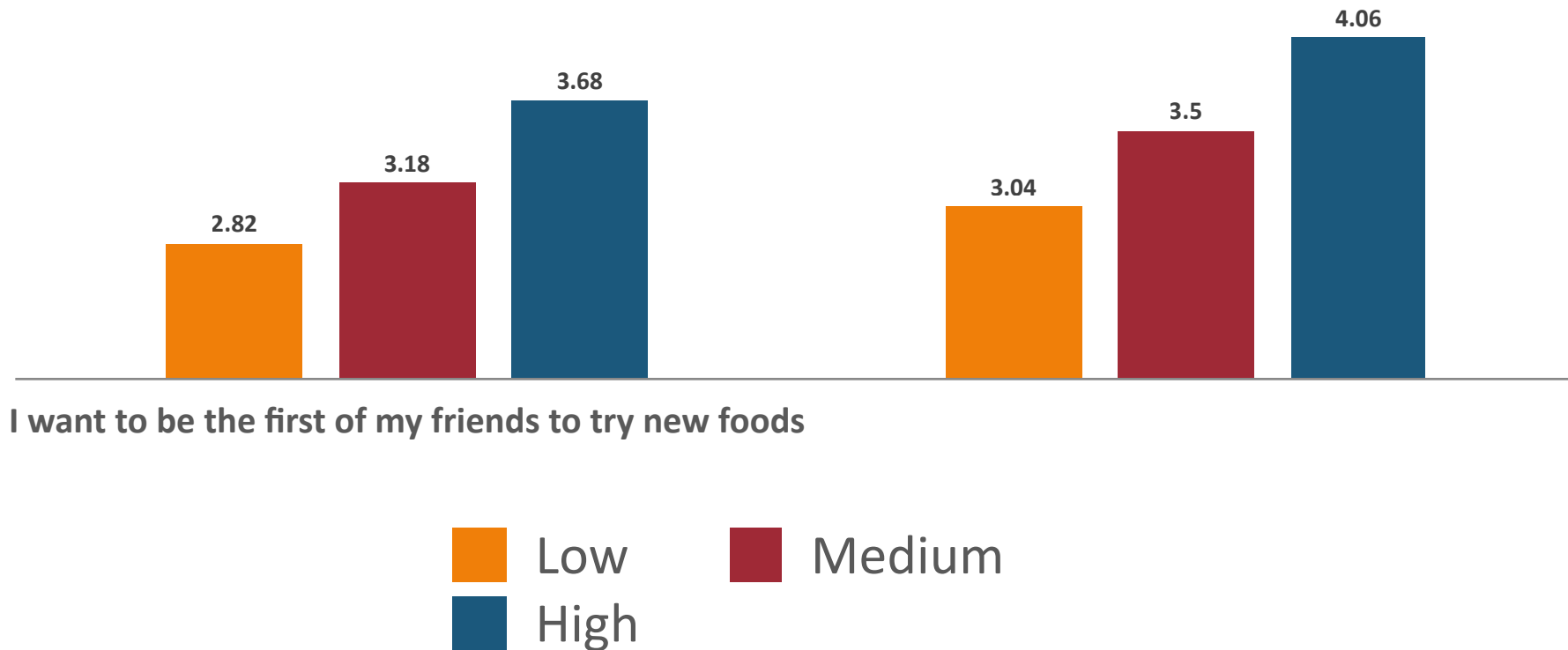
Role of food & drink in destination choice



the availability of food experiences/restaurants help me to choose between two different destinations

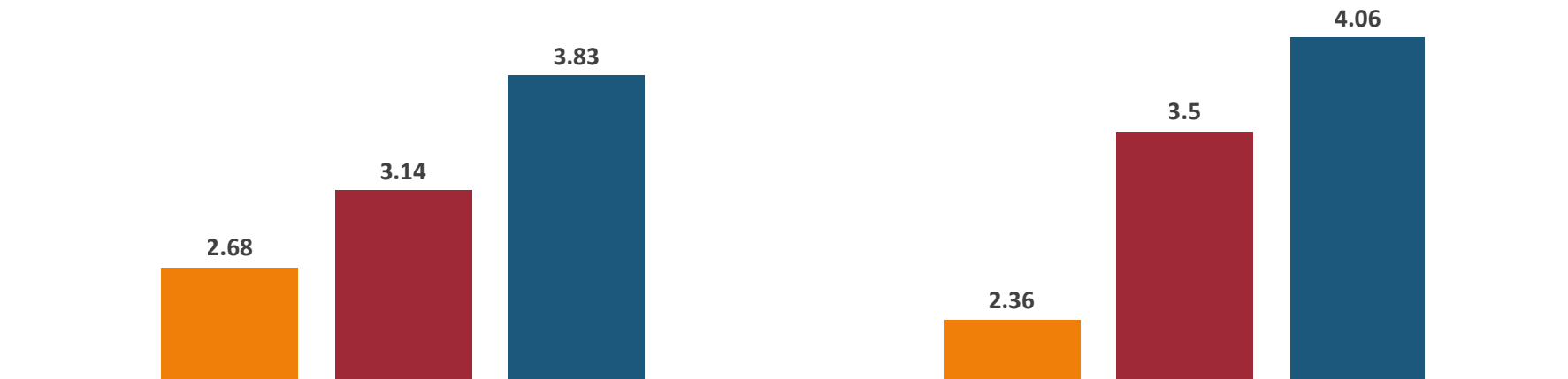


Social influence on food & drink





Food & drink activities

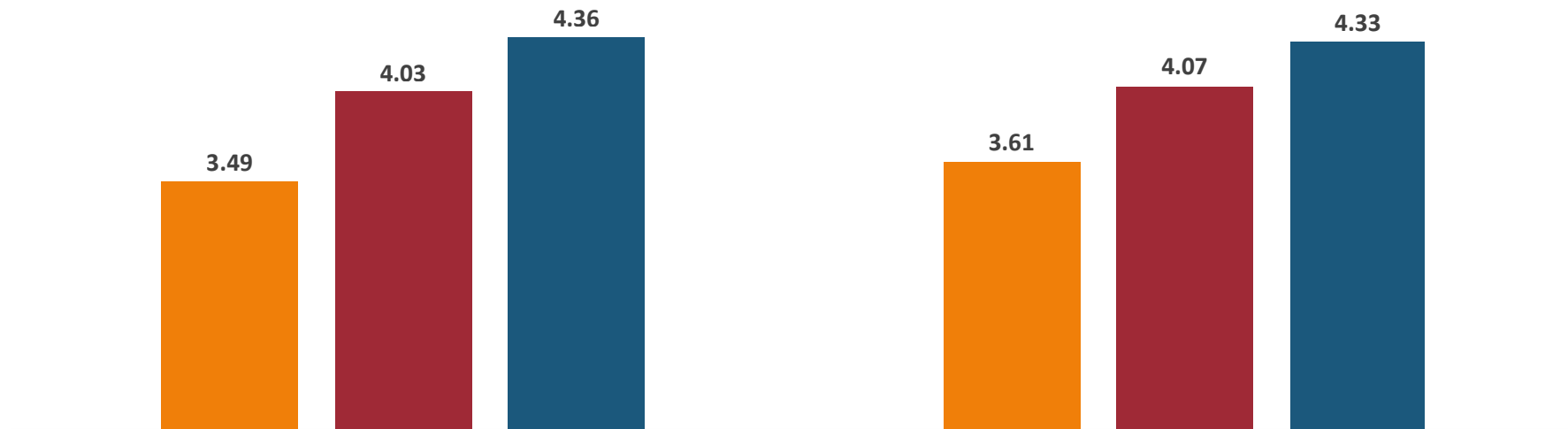


portable spending a significant amount of money on gourmet meals.





Post-travel impact



drink experiences are important to the overall satisfaction of my trip





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Conclusion

Using a 3-question battery of items yields a clear segmentation of food travelers



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