
Tourist buying intention towards local food: A Systematic Review

¹ Abhay Chamoli

Research Scholar Subharti College of Hotel Management Swami Vivekanand
Subharti University Meerut

² Shiv Mohan Verma

Head of the Institution Subharti College of Hotel Management Swami Vivekanand
Subharti University Meerut

³Devashish Pandey

Assistant Professor IMS Unison University Dehradun

⁴Naveen Uniyal

Assistant Professor IMS Unison University Dehradun

⁵Deepika Sajwan

Assistant Professor IMS Unison University Dehradun

Abstract

Local food buying is an important phenomenon in the touristic activity. The study is one of the first attempts to identify all kinds of direct and indirect variables that influence consumers local food buying intention and analyzing theory of planned behaviour as the baseline model for such research. A systematic literature review on 60 different publications is conducted with application of Bibliometrics of tware(VOSviewer) to exhibit local food research network and tourist local food buying intention. Through a comprehensive review of important publications, the key findings provide, a classification of numerous variables along with (TPB) theory of planned behaviour as a baseline framework for analyzing local food buying intention in sync with existing variables.

Important implications through this research are for researchers, marketers and decision-makers who are involved in developing and recognizing concerns relevant to the consumption of local food. The study further limits itself for further analysis in different population regions, with some quantitative approach.

Keywords: local food, tourist, buying intention, theory of planned behaviour, systematic literature review

Introduction

Understanding the concept of local food

As researchers discuss the word "local food" there is an absence of a valid or largely accepted definition in relation to local produce, as compared to organic food. In context to the topography of dealers, retailers, and users, Local products may also be exhibited besides attributes of societal guidelines and words from the distribution channels such as "local produce" "local cuisine system,"

and "localization". Such words often serve as a conventional phrase for food products produced near to the selling place, where they are intended to be ingested. Besides that, the latest Oxford-American dictionary defines "locavore" as a native resident who seeks to eat food grown locally within a 100-mile radius. whereas per (Durham, King and Roheim, 2009) local food can also be recognised by its speciality and uniqueness to grow in a particular region, rather than marking it as per distance and radius.

As a result, whenever it comes to assessing distance, there are many different points of view. Therefore, one can conclude that distances assumed as local could vary according to region. Though some research moreover recognizes regional statutory labelled goods as a food products (Jekanowski, Williams and Schiek, 2000).

Impact of local food

Local food is regarded as an important feature in the selection of tourist locations as well as a key component in tourist contentment and experience (Warshawsky and Vos, 2019). Tourism with local food adds monetary, ecological, and ethnic benefits to the tourism experience (Vuksanović and Demirović Bajrami, 2020). There has been a significant increase in tourist numbers in areas where local and traditional foods have been highlighted through various food-related strategies (Lai, Khoo-Lattimore and Wang, 2018).

Meals are significant while travelling, but a destination's food can also pique an individual's interest. (Stone, Migacz and Wolf, 2019). Furthermore tourists today, love to invest in a trip where they can experience local ingredients, giving them a sensory feel of involvement (Ting *et al.*, 2019). Infect marketers today are aggressively trying to converse local food as an important component of tourism experience, developing food as a face image of the destination. (Sánchez-Cañizares and López-Guzmán, 2012). The uniqueness about most of the Local foods is its numerous medicinal properties. (Krishnakumar, 2019). According to (Choe and Kim, 2018) local food can easily pique the attention of tourists if it is prepared with well-known ingredients and methods but also accompanied by an explanation tailored to their comprehension.

Besides that, in relation to other novel experiences, tourists' principal concern is generally wellness and pleasure (Özdemir and Seyitoğlu, 2017). Specially now at the time of Covid -19 pandemic where every country is seeking new horizons to retrieve tourist flow, Local food is one vertical now that not only offers need of the hour but creates a brand image as well (Marty *et al.*, 2021).

Aim of the study.

This study aims to identify potential variables affecting tourist buying intention towards local food. The study also reviews the theory of planned behaviour as a baseline framework for the study.

Literature Review

Tourist Purchase intention towards local food

The tourism sector not only pulls profit margin at a particular venue but also creates significance at the regional level (Sundström, Lundberg and Giannakis, 2011). Among various available literature, major studies suggest demographic variables such as age (Balderas-Cejudo, Patterson and Leeson,

2019) **gender** (Ares and Gámbaro, 2007), **Nationality** (Akdag *et al.*, 2018), **Behaviour** (Aliaga-Ortega *et al.*, 2019) and **personality traits** (Sivrikaya and Pekerşen, 2020) as vital determinants influencing purchase behaviour. Researchers have a different approach towards tourist perceptions when it comes to purchasing intentions related to local food. The contentment and understanding of tourists make a substantial and keen effect on the desire towards buying local produce (Rahman *et al.*, 2018). Thus, the current analysis seeks to determine various variables which influence the purchase intent of tourists during their visit to a destination.

However, developing countries are more successful in attracting tourists across borders when it comes to local food (Arsil *et al.*, 2014) as they find the expression "local" as a healthy eating option (Blake, Mellor and Crane, 2010) additionally there is a powerful and empirically efficient connect among local food items and motive to explore the destinations (Alderighi, Bianchi and Lorenzini, 2016).

Methodology

An internet-based literature quest was performed to find publications relevant to consumer or tourist experiences towards local produce. The pursuit was for only peer-reviewed papers accepted for publication and seminars. The current study adopts a systematic review literature (SLR) technique. The method of data retrieval included the recognition and processing of pertinent information from the selected publications (Mengist, Soromessa and Legese, 2020). Since the systematic review is a form of scientific study which seeks to incorporate the findings of scientific investigations on a specific study (Flyvbjerg, 2006).

This paper is a review of the various papers with a critical and methodical approach including 60 research studies analyzing tourist buying intentions towards local food. Publications have been accessed by a comprehensive keyword offering peer-reviewed, scientific publications in the topic of focus. The sorting of exact keywords and their repetition cycle was extracted from google scholar database (Fig 1) and processed through Bibliometric software (Vosviewer). Wherein references have been made to the related papers reviewed and chosen if they meet the eligibility requirements such as "Local Food", "Tourist buying intention" and "Theory of Planned Behaviour".

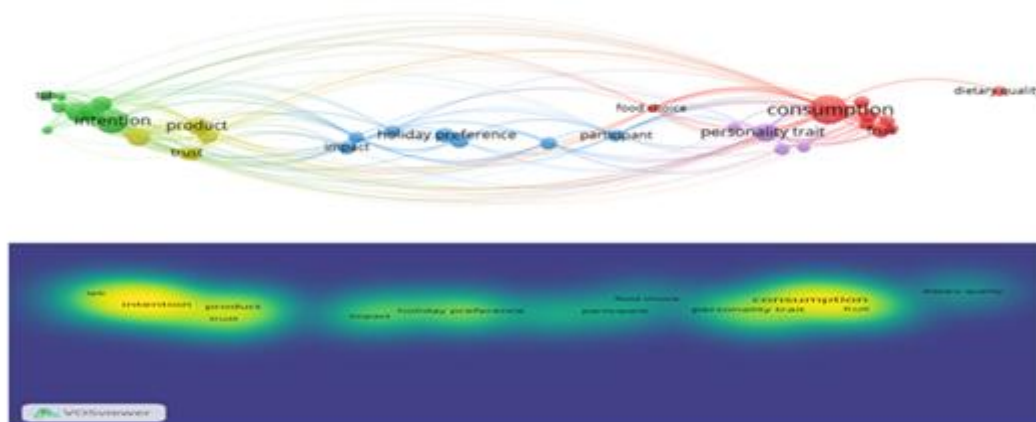


Figure 1 Key word repetition representation (network and density)

Result and discussions

Background of the study

Academic research and publications have escalated exponentially in the domain of local food consumption. Tourist nowadays renders choices based on Web resources Including social media, product reviews (Frías, Rodríguez and Castañeda, 2008) video blogging and sites. Moreover, the impact of websites related to shopping on consumer preferences towards local food confirms that the key operational components of an e-business website connect with consumers' behavioural preferences (Blasco Lopez, Recuero Virto and San-Martín, 2018). Since the intent to purchase novelty products like local food depends upon behaviour and understanding of tourists. The current study reviews TPB as best suitable model for the assessment of the identified variables.

Various studies have exponentially employed TPB as a baseline model, when it comes to food sector (Bakti *et al.*, 2020). In support results confirms that attitude is triggered by flavor, health, affordability, cultural value, and social standing when it comes to buy local and sustainable food which can be easily seen in context to most relevant terms (Fig 2). Subjective norm has a major influence on one's decision making especially when people move in groups (Levitt *et al.*, 2019). Similarly, PBC also plays a key role in inducing a person to build food choices, mainly in relation to wellness, health, and affordability. Current research also focuses on individual personality traits which have a mediating as well as moderating impact on individual buying intention (Skallerud and Wien, 2019a). The next section of the study reviews major publications to extract key findings and constructs.

Publications	Findings	Future direction	limitations
(Rahman <i>et al.</i> , 2018)	Tourists possess a positive significant relationship effect concerning local food purchases	Local food outlets emphasize on studying consumer behaviour	Perceived Benefits and Gender Variations can differ as per demography.
(Blasco Lopez, Recuero Virto and San-Martín, 2018)	Websites ease in promoting first-time visits to a location and encourage long-term consumption of local food.	Certain activities on a website can be designed to endorse the aspirations of customers.	Convenience sampling restricts the scope of the study
(Skallerud and Wien, 2019b)	Local nationalism has a strong direct impact. Towards Preferences for local produce	Individual characteristics and socioeconomic groups have largely identical local food preferences.	Samples from local food buyers, such as age, sexuality and earnings are not

(Birch and Memery, 2020)	Consumers' buying intentions for local food are influenced by the availability and promotion of local food	Due to a lack of promotion and advertisements, 50% of tourists around the world are specifically looking for local food	included A sample of tourists interested in history and culture posed a challenge in obtaining accurate results.
(Wenzig and Gruchmann, 2018)	Purchase intentions are significantly assisted by attitudes.	Moral values appear to play an important role in influencing the local food purchasing mechanism.	The exclusion of Demographics limited the study to understand consumer behaviour

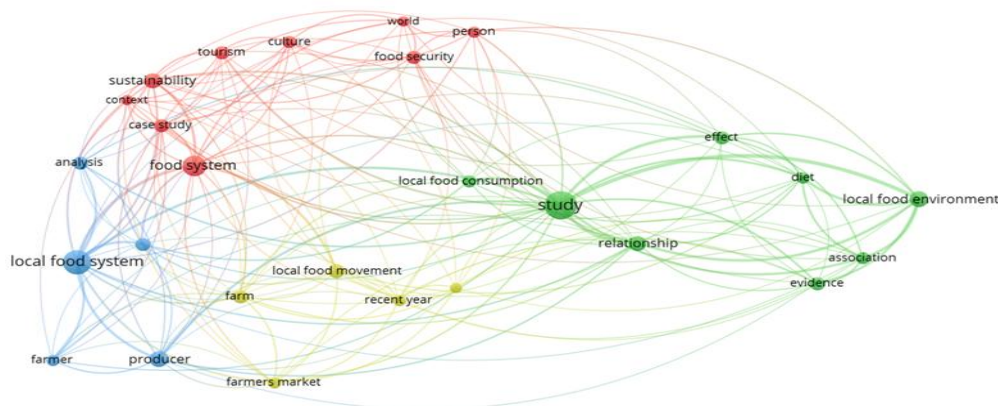


Figure 1 Representation of most relevant terms

Variables Influencing Tourist Buying Intentions

After a comprehensive literature review, the current research identifies seven broad categories with more than fifty direct, indirect, and moderating variables that somehow impact the buying intention of the tourist. The next section of the study discusses these variable groups with relevance to tourist buying intention.

Demography

Most of the articles on tourist preferences about food intake are primarily associated with demography, traits, motivations, and consumer behaviour. Demography cannot be ignored especially when the investigation is consumer behaviour centric. Analyzing the tourist's demographic characteristics not only contribute in understanding the type of clientele but also gives a perception about the unexplored opportunities which is evident in many studies (McGowan *et al.*, 2016). Meanwhile, Age, sex, education level, profession, marital status, and income are normal

demographic elements that reflect a person's social and cultural status. According to numerous studies many elderly and senior tourists travel more because they have enough time and money to traverse different cultures by eating regional cuisines (Balderas, Patterson and Leeson, 2019).

According to numerous studies many elderly and senior tourists travel more because they have enough time and money to traverse different cultures by eating regional cuisines (Akdag *et al.*, 2018) Thus, it is apparent that demographic factors, particularly income and age, continue to play a significant role in decision making as compared to other factors in demographic group.

Table -3 Demographic variables

Categories	Major studies	Key variables	Inferences
Demographic Factors	(Vuksanovic <i>et al.</i> , 2017)	Gender, Experience, Income, Education, Classes	Gender does not vary when it comes to local food, whereas discrepancies among the ages, levels of education, income of international tourists are reported .
	(Sengel <i>et al.</i> , 2015)	Gender, Faith	Men seem to be far more committed than women, when it comes to revisit destination to sample the local cuisine.
	(Castillo-Canalejo <i>et al.</i> , 2020)	Authenticity, exoticism, Food presentation and Staff attributes	The perspective of experiencing local items is by far the most prevalent activity across all demographics.

Cultural and Religious Factors

Numerous researches portrays cultural and religious aspects as a key determinant, influencing individual perception towards local food and a factor with vitality for certain tourists to attain optimum contentment of the visit. Religion and culture were always acknowledged among the main factors impacting the overall dietary intake (Tylor, 1871). The community in which someone resides generates a major influence on their preference of cuisine (Reddy and van Dam, 2020). Certain religions have also a significant impact on tourist choice. Where consuming pork for Muslims is forbidden as per their religion correspondingly cow for Hindus which holds an auspicious place in the Hindu religion. Thus in support, countless studies are encouraging the idea of cultural and spiritual influence on food (Mekoth and Thomson, 2018). However, it is quite evident from the review that the cuisine has a strong cultural ethnicity (Mak *et al.*, 2017); local food represents the usage of locally sourced products, their culinary process, seasonings but also adds to the experience of individuals who produce and prepare meals, which has been culminating for years if not for generations (Si (Clara) and Couto, 2020). (D’Sylva and Beagan, 2011) identifies ethnicity and spirituality being two important variables related to dining preference especially during tourist activity.

Table – 4 Cultural and Religious Variables

Categories	Major studies	Key variables	Inferences
Cultural and Religious Factors	(Tylor, 1871)	Culture, Religion, Morality, Customs, Nationalism	Culture is defined as a dynamic whole, comprising information, opinion, craft, customs among various human capacities and behaviour as a section of societies Culture and Cuisine are two sides of one coin
	(Si (Clara) Couto, 2020)	Culture, Cuisine, Past Experience	
	(Mekoth Thomson, 2018)	Ethnicity, Spirituality, Dining preference	Ethnicity and Spirituality variables have a strong impact on tourist choice and correlation with the culture of the destination

Motivational Factors

Motivational factors influencing the intake of tourist foods can be philosophically categorized into five domains: conceptual, mandatory, compare, expansion, and enjoyment (Mak *et al.*, 2012). According to research, motivational factors not only influence tourist perception towards local food intake but is an important element for the optimal visit satisfaction (Cetin and Bilgihan, 2016).

Another important observation comes from (Vinet and Zhedanov, 2011) where local flavours encourage tourists when they try local food with residents of that province, as it allows them to not only develop local food awareness but also to discover novelty aspects of regional food culture which otherwise becomes very difficult to experience at their native place. And last but not least social media emerges as one of the most powerful motivating variables motivating tourists towards ethnic local food (Kim, Park and Lamb, 2019).

Table -5 Motivational Factors

Categories	Major studies	Key variables	Inferences
Motivational Factors	(Cetin and Bilgihan, 2016)	Perceived Motivation	Motivational aspects impact the intake of tourist perception towards local food
	(Mak <i>et al.</i> , 2012)	Enjoyment, Expansion	Motivational factors influencing the intake of tourist foods can be philosophically categorized.

(Vinet and Zhedanov, 2011) Local delicacies, Food Knowledge, Novelty, Culture Local flavours encourage tourists when they try local food with residents of that province

Food-related personality traits (FRPT)

To evaluate the true mechanism of tourist buying behaviour it becomes very vital to analyze individual personality traits (Eertmans *et al.*, 2005). Various researchers such as (Han and Kim, 2010) strongly puts personality traits as an essential variable when it comes to interpreting human behaviour, similarly psychological activity, perceived awareness and self-consciousness are essential traits that affect standard eating behaviour within the context of physiological aversion (Grunert, 1989). However factual intake of food by tourists is not based on their motivation for new destinations but on one’s personality traits including neophobic eating behaviour which hurts consumption of novel food items (Ji *et al.*, 2016). Where the preferences also change in certain tastes like pungent and spicy food is mostly linked with gender along with neophobia tendencies to disgust (Spinelli *et al.*, 2018). Neophobic and Neophilic personality traits in some observations have been a pull factor (Carrillo *et al.*, 2012) (for example losing weight as common motivation in both genders). Individual trait plays a major role in abiding by nutritious or unhealthy food, by unintentionally altering regulative dining and affecting food intake (Keller and Siegrist, 2015). The novelty of local food has a direct association with tourists' neophilic behaviour. Recognizing the traits of neophobia and neophilia thus becomes important in tourism, particularly in the case of neophiles, who act as a catalyst for others to explore foreign lands. (Freire and Gertner, 2020).

Table -6 Food-related personality traits variables

Categories	Major studies	Key variables	Inferences
	(Keller and Siegrist, 2015), (Eertmans <i>et al.</i> , 2005)&(Han and Kim, 2010)	Human behaviour, Nutrition	One of the most important key variables to understand human behaviour is abiding nutritious or unhealthy food.
Food-Related Personality Traits	(Grunert, 1989).	Awareness, self-conscious,	Perceived awareness and self-consciousness are essential traits that affect standard eating behaviour within the context of physiological aversion
	(Ji <i>et al.</i> , 2016)	Neophobia, Novelty	Neophobia behaviour influences tourist behaviour towards novelty foods
	(Spinelli <i>et al.</i> , 2018)	Gender, Taste, Neophobia	Sensory experience of food in both genders indicate the impact of food Neophobia in both sexes

(Capiola and Raudenbush, 2012) Neophilia, Physiological effects Food neophobia and food neophiliacs traits differ in Perceptual assessments and sensory analyses when it comes to food

Attitude

Some variables are specifically related to consumer buying behaviour such as attitude towards a product. Personal attitude is commonly defined as a long-term mental and emotional proclivity extracted from different experience, influencing instructions on a person's reaction to the subjects and situations with whom he comes in contact (Allport, 1935) Attitudes provide useful input for making decisions and determining how a person act. People may have differing opinions and attitudes toward a common subject. For example, ice cream may be one of the most amazing desserts for some people, while others may not like it due to its nutritional aspects (Basha and Lal, 2019) .Food and attitude are two important aspects that influence the majority of human behaviour attributes. (Kumar, 2014).In the end, it all comes down to attitude and how people relate to local food, where taste and nutrition can motivate a person to pay even more while others may disagree and avoid even sampling the food. (Alfnes and Sharma, 2010).

Table -7 Attitude variables

Categories	Major studies	Key variables	Inferences
Attitude	(Allport, 1935)	Attitude, Neurological inclination, Experience, Circumstances	Personal attitude is commonly defined as a long-term mental and emotional proclivity extracted from experience
	(Briñol and Petty, 2012).	Attitude, behaviour, conduct	Attitudes provide useful information for making decisions and determining how individual conducts
	(Alfnes and Sharma, 2010)	Attitude, Taste, Health, Income	People associate local food with its taste and nutrition, and they are willing to spend significantly for it.

Subjective norm

Subjective norm is the decision that one persuades and has a significant impact on an individual's knowledge about the social obligation of important people in one's life (e.g. Family members, colleagues, co-workers, etc.)(Al-Swidi *et al.*, 2014). The essence of any sustainable business is influenced by subjective norms. (Christina Whidya Utami, 2017).Even though most business projects have moved online, there is still a link between subjective norm and individual intention to purchase (Hasbullah *et al.*, 2016). Although subjective norms appear slightly weaker than attitude in some studies, it is completely inverse while purchasing sustainable food items (Wan, Shen and Choi, 2018).

Table -8 Subjective norms variables

Categories	Major studies	Key variables	Inferences
	(Krueger et al., 2000)	Social norms, Attitude	social norms have a moderately weakening impact on goal creation than the impact of attitudes
Subjective Norms	(Al-Swidi et al., 2014) (Hasbullah et al., 2016)	Subjective norm Knowledge, Peers Online shopping, Subjective norm	Subjective norms have an influence on the social obligations of people who are important to them There is a link connecting subjective norm and buyer intention to purchase online.

Perceived Behavioral Control (PBC)

Perceived behavioural control came into existence as a refinement of the theory of reasoned action(Ajzen, 1991) which corresponds to the perceptions of a person concerning their willingness to execute a particular activity. There are evident studies that clearly show the vitality of PBC in tourist buying behaviour such as to increase the level of faith among consumers; food holds an efficient way to increase fresh purchases (Konuk, 2018), similarly, medical perceptions could seriously impact the preventative behaviours of tourists as well as their perspectives(Huang, Dai and Xu, 2020).

Table -9 PBC variables

Categories	Major studies	Key variables	Inferences
	(Ajzen, 1991)		Perceived behavioural control refers to a person's assumptions about their competence to carry out a specific action.
Perceived Behavioral Control	(Konuk, 2018)	Faith, Perceived expectation Trust, Fresh Produce	To raise the faith among consumers, food holds an efficient way to increase fresh purchases.

- 1) We have just reviewed the previous studies concerning the subject. And in future by adopting some qualitative and quantitative techniques this paper can evolve foundations for further studies.
- 2) The research largely concentrated on tourists buying local food intent. While prospective research may concentrate on particular groups, (such as farmers, sellers, and entrepreneurs) as well as their inclination to Engage in the local food campaign or the factors that impede its Engagement and much contribution.
- 3) Finally, our objectives were primarily based on local food consumption attributes of tourists in general, though the initial idea of the study was to implement the study on a particular topography which was the state of Uttarakhand India. Because of inadequate literary works, and the unavailability of relevant publications on a region, the research could not take off. Thus, the study further recommends a targeted study that may include a specific population of a region for better proficiency and focused thinking.

Conclusion

This research provides a systematic literature review of various variables and their connection with the buying intention towards local food. The present research is among the few systematic analyses regarding food choice variables and theories impacting local produce purchases the research suggests that the percentage of empiric research on local food has increased dramatically over the last few years, suggesting a rising involvement in local food worldwide. The systematic literature review analysed 60 research papers on different factors, such as local food preferences, dependent and control variables,

Succeeding a comprehensive literature review, the study identified TPB as the best suggestive theory especially in terms of analysing local product buying intent. The review found the association of all the investigated variables with the determinants of TPB across several studies, strengthening the argument of TPB as an appropriate theory related to local food buying intention.

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