



Food Tourists' Intentions Within The TPB Framework (M00, M31)

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Abstract

According to the Theory of Planned Behaviour (TPB), attitudes toward behaviour (AtB), subjective norms (SN) and perceived behavioural control (PBC) affect intentions (BI). The purpose of this paper is to examine food tourists' intentions using TPB. A convenience sampling survey method was used to collect data. A social networking group of gourmets in Turkey were selected for the sampling frame and 137 usable surveys were obtained. A hierarchical regression analysis was used to test the model. The results showed that food tourists' intentions can be predicted simply through AtB and SN (adjusted $R^2=0.29$). PBC did not reveal any effect on intentions. Behavioural and normative beliefs were also significant. Research model was converted to the Theory of Reasoned Action (TRA).

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