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**FACULTAD DE CIENCIAS EMPRESARIALES**

**TRABAJO FIN DE GRADO  
GRADO EN TURISMO**

**Sustainable Shopping Tourism  
Turismo de Compras Sostenible**

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**RESUMEN:** El turismo de compras se ha convertido en uno de los principales motivos para viajar. Sin embargo, la preocupación por el medio ambiente influye en el comportamiento del consumidor haciendo que evolucione hacia un comportamiento de consumo más sostenible. Además, la importancia de la sostenibilidad es clave para el turismo. Los Objetivos del Desarrollo Sostenible (ODS) representan una gran oportunidad para guiar al sector turístico hacia un turismo más sostenible y responsable. Por consiguiente, este estudio, además, quiere obtener resultados acerca de la importancia para los turistas en ayudar a un destino mediante la compra de productos locales.

Este estudio ha sido diseñado para evaluar los factores que afectan al comportamiento del consumidor cuando compra productos locales en destino utilizando como referencia el modelo de la Teoría del Comportamiento Planeado. Los resultados muestran que los factores que tienen mayor influencia sobre el comportamiento de compras en destino son: 1) la actitud de compra de productos locales, 2) la preocupación por el impacto en el destino y 3) la norma subjetiva.

**ABSTRACT:** Shopping tourism has become one of the main motives in order to travel. Nevertheless, the environmental concern influences the consumer behavior making it evolve into a more sustainable consumption behavior. Moreover, the importance of the sustainability is key for tourism. The Sustainable Development Goals (SDGs) represents a huge opportunity to guide the tourism sector towards a more sustainable and responsible tourism. Thus, this study, additionally, wants to obtain results about the importance for tourist to purchase local products in order to help a destination.

This study was designed to assess the factors that affect the consumer behavior when purchasing local products when in destination using as a reference the Theory of Planned Behavior model. The results shows that the factors that influence most the shopping consumer behavior in destination are: 1) local products shopping attitudes, 2) the care for destination impact and 3) the subjective norm.

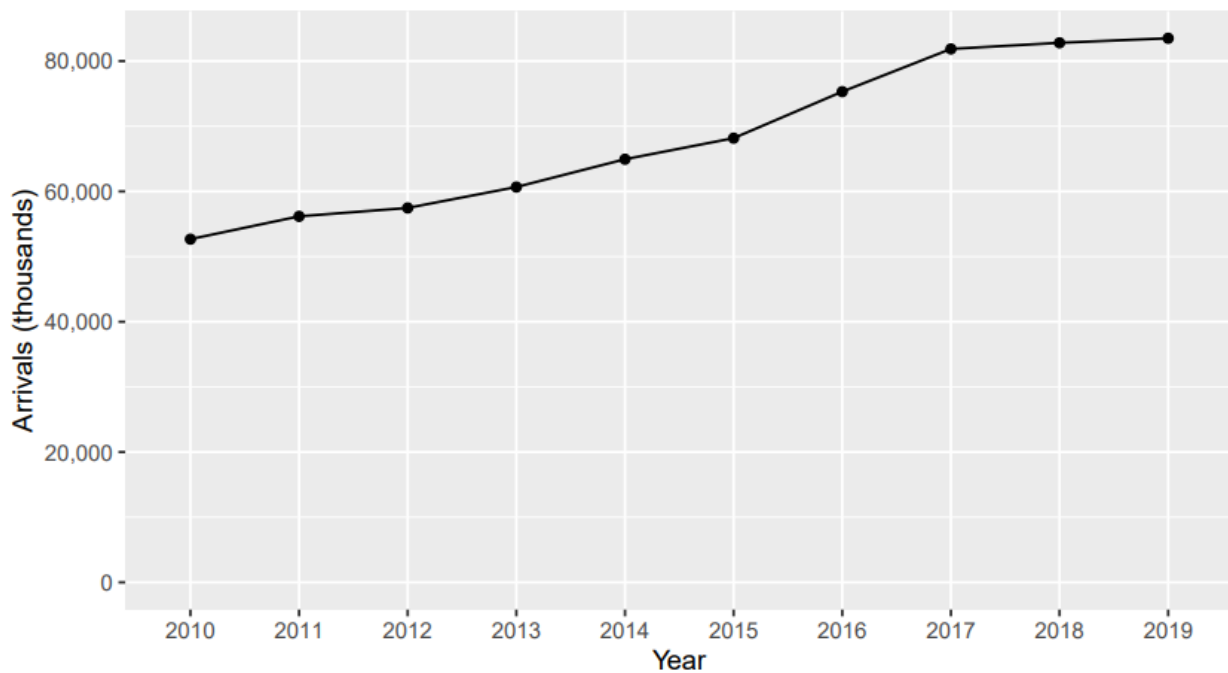
# 1. INTRODUCTION

When contemporary tourists visit places, they intend to buy souvenirs that today are mostly copies of the original ones unlike those original art works that were bought in the seventies but following the same buying behavior demonstrated in their visitors (Butler, 2015). A desire to not only see, admire and marvel, but to be able to “show presence” has continued to be a necessity for many tourists who have not only “been there and bought a t-shirt” but also have electronic evidence (social media). It is clearly a learned behavior, with its origin located hundreds of years ago. (Butler, 2015).

The role of shopping in leisure time has changed because of variations in social, cultural, and economic trend that created a new consumption and behavior patterns, as well as new demands. Thus, shopping becomes a significant part of the tourist experience while serving also as a motivating factor for travel (Timothy & Butler, 2005). Shopping is an important element of tourism that serves as a prime motivation for some travellers and can increase tourist destination spending in addition to extend their stays (Choi, Heo & Law, 2016).

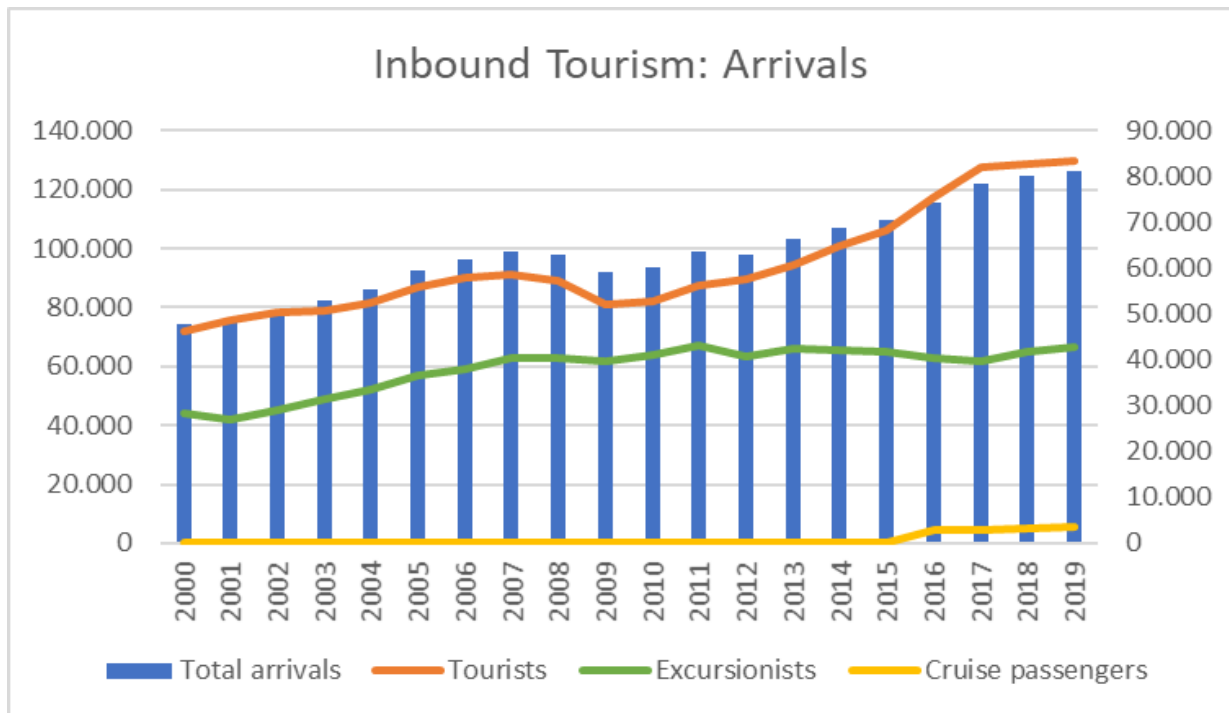
Tourism, despite being a key activity for some countries, the excessive growth during the past years before the pandemic, where it can be seen in Figure 1 and Figure 2, made appeared new criticism regarding the tourism development model adopted and the negative impact that this growth has created towards the residents and the environment in a territory.

**Figure 1 Inbound Tourism. Total Arrivals (Overnight tourist)**



Source: UNWTO Database and the Methodological Notes to the UNWTO Database

**Figure 2 Inbound Tourism Arrivals. Spain**



*Source: Own elaboration obtained from the World Tourism Organization (UNWTO); Frontur (Statistics of tourists' flows at frontiers).*

That is why, after this period of mandatory stop of the tourist activity, is an opportunity to rethink how the tourism sector must be and how it should impact in a balanced way on tourist destinations.

Buyers have a responsibility when purchasing products as they can promote sustainability (Buerke et al., 2016), tourists can as well make a great contribution to the sustainable development of destinations with their shopping decisions. Shopping tourism can help develop a sustainable consumption, the main agenda of sustainable consumption is to incentivize consumers to purchase green products and maximize the sales of green products while encouraging consumers to adopt an environmentally friendly lifestyle (Yang, Li & Zhang, 2018).

The Sustainable Development Goals (SDGs) represents a huge opportunity to guide the tourism sector towards a more sustainable and responsible tourism. "Tourism has the potential to contribute, directly or indirectly to all the goals, it can play a significant role in delivering sustainable solutions for people, the planet, prosperity, and peace" (UNWTO, 2021). Sustainability principles are referred to the environmental, economic, and social-cultural aspects of tourism development, but it is also related to our wellbeing. A sustainable development can create a constant economic sustainable growth capable of satisfying the necessities and aspirations of the present and future generations. Sustainability is a very important factor in Tourism since it is a crucial mainstay for the economy. Tourism is an engine that can help obtain an economy growth; moreover, it is key in order to support emerging models towards a greener economy. Sustainable tourism is the result of the efficient management and use of resources to satisfy environmental, economic and sociocultural needs of current and future generations

(Bramwell, Higham, Lane, & Miller, 2017; Durán-Román, Cárdenas-García & Pulido-Fernández, 2020) Han and Yoon (2015) found that consumer's attitude towards sustainable consumption is positively associated with their booking intention towards green hotels.

In addition, numerous tourism destinations have focused on mass tourism. This tourism development model has had a very negative impact on the territory, given some of the economic benefits generated by the activity that have been obtained at the expense of environmental and sociocultural balance, leading to an alarming degradation of the fragile environmental resources (Durán-Román, Cárdenas-García & Pulido-Fernández, 2020). However, a growing concern exists amongst tourists with regard to potential environmental, social and cultural impacts caused by tourism activity (Pulido-Fernández & López-Sánchez, 2016). This new scenario demands a more dynamic role by the public sector, in an attempt to promote new and more sustainable growth strategies based on gradual differential competitive repositioning (Durán-Román, Cárdenas-García & Pulido-Fernández, 2020).

The main purpose of the study is to obtain which factors influence more on the consumer behavior when purchasing local products when in destination using the Theory Planned Behavior model. There are several factors that we will be considering for this study which are: moral obligation, local products shopping attitude, willingness to consume local products, care for the destination impact, perceived consumer effectiveness, control on availability and subjective norm.

This study proceeds as follows. The paper is organised into three sections. First, this study reviews the literature about the importance of shopping tourism, the origin of it and the effects of shopping tourism from a sociocultural and economical point of view. Second, tourism and sustainability, where we take into consideration the shopping tourism role in sustainability, the globalization impact that can affect the cultural and local protection, and the importance of the influence of the culture.

Third, this section focuses on the conceptual model and hypothesised development tested in the study. Following, the methodology section includes the sample, data collection and measures. After that, the results of the study are presented and finally, the last part, discusses the conclusions, limitations and future research of the present study.

## **2. IMPORTANCE OF SHOPPING IN TOURISM**

Tourism was previously limited to sightseeing and experiencing the customs of other regions or countries. However, nowadays the evolution indicates that travelling requires an activity where people embark on to fulfill their pursuits and where shopping has become a major focus of tour activities. Moreover, the leisure environment, the tourist attractions and accommodation facilities increased holiday shopping.

Shopping is usually a favored activity enjoyed by many, this may be attributed to the fact that shopping enables one to become familiar with the unique culture of the country and purchasing provides satisfaction and pleasure (Way & Robertson, 2013). The necessity to travel and desire to shop have become a motive for tourist to travel, and result from the desire for rest, deviation from routing, and acceptance of challenges related to shopping (Kim, Timothy & Wang, 2011;



Rabbiosi, 2011; Choi, Heo & Law, 2015).

**There are two main viewpoints on the origin of shopping tourism:**

1. **The increasing importance of shopping in tourist activities.** Shopping has become a core element of tourism, with a similar level of importance as accommodation, dining, transportation, and sightseeing, rather than simply being an accompanying activity. In other words, it has become a main motive for tourist to travel (Choi, Heo & Law, 2015).
2. **The addition of a tourism infrastructure to cross-border shopping.** This tourism infrastructure gradually developed into what is now called shopping tourism (Choi, Heo & Law, 2015).

From the economic perspective, cross-border regions, where the cultures of neighboring regions overlap and barter is made possible, have naturally grown into commercial districts. Therefore, cross-border shopping has increased profits (Timothy, 2015).

As commercial facilities have been developed, shopping malls and outlets have been built, tourists have been able to shop from a diverse selection of good at a reasonable price. Tourists look for pleasure and practical shopping experiences. Although they may not purchase products, the activity itself can still provide pleasure to them.

According to the research done by Choi, Heo & Law (2015) the shopping items purchased by tourists are mainly general goods, followed by souvenirs, and finally luxury goods. Tourist perception is a widely chosen topic. Yüksel (2004) asserted that tourists pursue pleasant and practical shopping experiences characterized by intrinsic satisfaction, perceived freedom and participation. Naturally, this important tourism activity has an important economic impact on host communities, as it requires the spending of money for leisure purposes.

Moreover, the products purchased by tourists may help a destination develop a favorable image in the mind of tourists and their friends and relatives, because people tend to share their experiences through photos, videos and items purchased while in destination (Kim and Littrell, 2001).

## **2.1 Effects of shopping tourism**

### **From the sociocultural aspect**

Tourist become familiar with different cultures through shopping which helps them understand local culture through direct experience. Moreover, product quality can be improved through the production of specialized products for shopping tourists. Shopping tourism can aid in new product development and promotion by enabling such products to become attractive objects related to a particular regional tour (Dimanche, 2003; Choi, Heo & Law, 2015).

### **From the economic aspect**

Tourism can diversify the local economic structure and reduce imbalances and gaps by

creating opportunities for income and employment. In terms of economic effect, it can help reduce poverty, one of the Sustainable Development Goals.

Foreign Exchange is key in order to overcome difficulties, such as deficits in foreign trade, as its ultimate contribution to local and national economic growth is significant. Shopping tourism can become important and economical because of the substantial earnings from foreign trade and exchange of currencies from tourism (Divisekera, 2010; Wu, Li & Song, 2012; Choi, Heo & Law, 2015).

### **3. TOURISM AND SUSTAINABILITY**

The United Nation World Tourism Organization (UNWTO) states that sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations. Sustainability principals refer to the environmental, economic, and sociocultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability which are:

1. Make optimal use of environmental resources that constitute a key element in tourism development, maintain essential ecological processes and helping to conserve natural heritage and biodiversity.
2. Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
3. Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

Furthermore, sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourist, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.

#### **3.1. Shopping tourism role in sustainability**

Tourism has the potential to contribute, directly or indirectly, to all the Sustainable Development Goals. However, amongst all 30 goals it has been included as targets in Goals 8, 12 and 14 which are the sustainable economic growth, sustainable consumption and production and the sustainable use of oceans and marine resources.

Shopping tourism can be a very important key to achieve goal number 8 “Decent work and economic growth” and 12 “Ensure sustainable consumption and production patterns” since this type of tourism has been growing as the years passed by.

By giving access to decent work opportunities in the tourism sector, society can benefit from increased skills and professional development. The sector’s contribution to job creation is recognized in Target 8.9 (UNWTO, 2021).

In relation to goal 12, the target 12.b is to help develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products.

### **3.2. Cultural and local protection: Impact of globalization**

Globally, the culture scene is now witnessing two opposing, yet simultaneously occurring and reinforcing movements: the homogenization and heterogenization of cultures (Cleveland, Laroche, 2007).

International consumer research fundamentally focuses in one of two areas:

1. Understanding consumer differences from the perspective of cultural, social, economic, and other marketing environment elements.
2. The search of common groups of consumers across countries, for international market segmentation purposes.

What is the impact of globalization on consumer behavior around the world?

- On the one hand, capitalism, global transport, communications, marketing and advertising, and transnational cosmopolitanism are interacting to dissolve the boundaries across national cultures and economies (Ger, 1999), and in the eyes of many, accelerating the emergence of a homogeneous global consumer culture (Cleveland, Laroche, 2007).
- On the other hand, the “differentiating impact of globalization strengthens or reactivates national, ethnic, and communal identities; and the pattern of interrelationships fuels a hybridization of social life” (Ger, 1999, p. 65).

At least 90% of the nations of the world are multiethnic. Many authors have argued that increasing globalization has reduced the homogeneity of consumer behaviors within countries, while increasing communalities among consumers across countries. In this era of globalization, market researchers and practitioners should not utilize countries, but rather, individuals as the cultural unit of analysis or as the basis for market segmentation (Cleveland, Laroche, 2007).

Culture is the prime determinant of consumers attitudes, behavior, and lifestyles, and therefore, the needs that consumers satisfy through the acquisition and use of good and services (Cleveland, Laroche, 2007).

Studies also confirmed that cultural background and other personal attributes, as well as social conditioning, influence the locations where people shop, their expectation and behaviors, and their product and activity experiences (Kim, Timothy, & Hwang, 2011).

For example, studies have shown that Chinese consumers express great intentions to engage in luxury shopping, driven by factors such as brand consciousness, social comparison, and innovative fashion (Zhang & Kim, 2013). Also, Japanese are among the most widely recognized groups of shopping tourists in the world, the most relevant social-cultural traditions and practices associated with the Japanese that affect their shopping behavior is the social status and gift-giving: *omiyage and sembtu* (Kim, Timothy, & Hwang, 2011).

Culture by definition, is very abstract and complex, consequently few have agreed on a common definition. However, there are several common threads that are identifiable: culture is

learned, transmitted, and a shared phenomenon (Cleveland, Laroche, 2007).

Nowadays, due to the globalization, individuals learn and adopt the norms and values of a culture different than the one which they grew up.

Global consumer culture is a “cultural entity not associated with a single country, but rather a larger group generally recognized as international and transcending individual national cultures” (Alden et al., 1999, p.80) However, in order to assess clearly the role of global culture forces on consumer behavior, researchers must therefore simultaneously consider local cultural influences (Cleveland, Laroche, 2007).

#### **4. CONCEPTUAL MODEL AND HYPOTHESIS DEVELOPMENT**

Few comprehensive reviews of the literature on consumer behavior concepts and models exist in the field of tourism (Cohen, Prayag & Moital, 2013). A lack of comprehensive reviews is not only due to the extensive breadth of the topic itself, but also because travel behavior is generally considered as a continuous process that includes varied yet inter-correlated stages and concepts that cannot always be analyzed separately (Mill & Morrison, 2022).

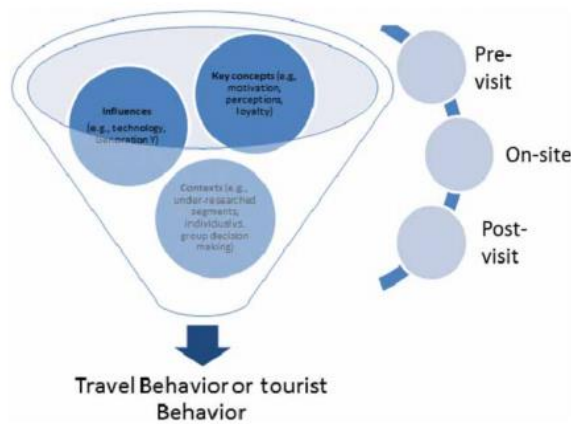
Consumer behavior involves certain decisions, activities, ideas or experiences that satisfy consumer needs and wants (Solomon, 1996). It is relevant to know that the shopping pattern of shopping tourists differs from those that travel for leisure with those that travels mainly for shopping.

When basic needs are covered, it is necessary to give objects a meaning that goes beyond the concrete utility for which they were created, and it is necessary to give them a social meaning. In this situation, it is generally assumed that people consume depending on the environment in which they develop their interests and are guided by society as well as consumer trending (Veblen, 1965).

Cohen, Prayag & Moital (2013) proposes nine key concepts that influence consumer behavior (CB). They also explain that the existing body of research on travel behavior can therefore best be seen as fragmented due to (Figure 3):

- Individual studies replicating one or a few consumer behavior concepts borrowed from marketing and general management fields and applying them to tourism.
- Many studies investigate the same effect, but the results cannot be compared due to differences in the research contexts based on tourist types or destinations.
- Few studies consider a whole situation to understand the behavior or processes being investigated.

**Figure 3 Conceptual model of link between concepts, influences and research contexts (Cohen, Prayag & Moital, 2013)**



Key concepts in tourism consumer behavior by Cohen, et al. (2013) are decision-making, values, motivations, self-concept and personality, expectations, attitudes, perceptions, satisfaction and trust and loyalty. Among the concepts, motivations and satisfaction, trust and loyalty are the most researched concepts in order to understand the consumer behavior in tourism.

Li and Cai (2012) evaluate the effects of personal values on motivation and behavioral intention, showing a direct effect of both internal and external values on travel motivation. These authors are unable to establish a direct link between external values and behavioral intentions, while the relationship between internal values and the former is supported (Cohen, et al., 2013).

Moreover, existing studies fail to recognize that some values, whether personal or social, transform over time. Few attempts have been made to understand these changes and how they influence tourist behavior (Cohen, et al., 2013).

Attitudes are a learnt behavior and a function of the consumer's perception and assessment of the key attributes or beliefs towards a particular object (Schiffman & Kanuk, 1997). Evaluation is thus the main component of attitudinal responses, as individuals evaluate, based on their accessible beliefs, concepts, objects and/or behavior along dimensions such as good -bad or like-dislike (Ajzen & Fishbein, 2000).

However, contemporary social psychological research on attitudes questions the stability of attitudes, as they may shift as contextual factors changes (Ajzen & Fishbein, 2000). This challenges the predictive and explanatory Theory of Planned Behavior, which is based on attitudes towards a behavior along with the subjective norm and perceived behavioral control leading to the comparable behavioral intention (Cohen, et al. 2013).

There are three external factors that have been identified as important contemporary influences on tourism CB: technology, Generation Y, and the rise of ethical concern in consumption decisions. These factors affect the tourism consumption landscape (Cohen, et al. 2013).

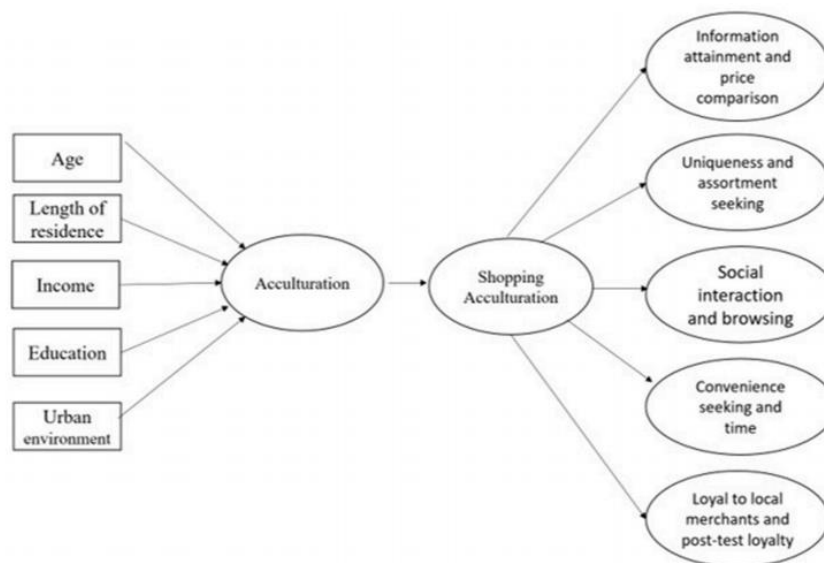
Consumers use technology for many reasons such as searching for information, buying, sharing opinions and experiences and for entertainment purpose. Therefore, effective tourism marketing requires a thorough understanding of how technology is developing and consequently shaping tourism consumer behaviors. Social media, for example, has developed into one of the most important influences on tourism consumer behavior (CB) (Cohen, et al. 2013).

Generation Y is characterized as the ‘net generation’; they are seen as consumption-oriented, identifying heavily with social groups, seeking instant gratification, accustomed to relative abundance, having a relatively high discretionary income and travelling frequently (Cohen, et al. 2013).

Ethical consumer behavior refers to ‘decision making, purchases, and other consumption experiences that are affected by the consumer’s ethical concerns’ (Cooper-Marting & Holbrook, 1993, p. 113). In the field of tourism, Butcher (2009) outlines how the purchase of ecotourism products, as an intended form of ethical consumption, represents tendencies in society towards substituting individual politicized consumption for collective political action, or as Low and Development (2005, p. 495) phrase the trend: “shopping for a better world”.

On another perspective, we have the shopping motives proposed by Noble et al. (2006) are: information attainment and price comparison, uniqueness and assortment seeking, social interaction and browsing, convenience seeking and time, and loyalty to local merchants (De-Juan-Vigaray, Garau-Vadell, Sesé, 2020). Figure 4 shows the proposed theoretical structure model and how the variables can affect the shopping acculturation. These shopping motives are more related to the Acculturation which takes into account the mix of cultures and how the shopping acculturation has been influenced by the diverse of cultures.

**Figure 4 The proposed theoretical structural model (De-Juan-Vigaray, Garau-Vadell, Sesé, 2020)**



However, we will be analyzing the consumers’ behavior towards purchasing local products when in destination using the Theory Planned Behavior model studying the cause between local

products aspects and the tourist intention to purchase it.

The Theory Planned Behavior (TPB) model demonstrates that human intention is guided by three predictors: attitude towards behavior, the subjective norm, and perceived behavioral control. Attitude refers to the individual's evaluation of a given behavior as favorable or unfavorable and formed on the basis of the individual's beliefs about the outcomes of behavior and their evaluations of those outcomes (Ajzen, 1991; Gracia & Maza, 2015). Subjective norm refers to perceived social pressure to perform the behavior. It is formed as a result of the individual's beliefs about the extent to which important others would approve or disapprove of their performance of the behavior mediated by the individual's motivation to comply with other's view. And the third predictor of behavior, the perceived behavioral control that includes behaviors that are not completely under an individual's control, refers to the consumer's perceptions of personal control over what to buy, for example, which believes to influence the judgment of risks and benefits of products in a purchase situation (Gracia & Maza, 2015). However, the TPB pays less attention to the emotional aspects of human beings, making it difficult to explain impulsive human behavior (Ra, 2008; Choi & Park, 2018).

#### **4.1 Hypothesis development**

Using the theory of planned behavior as the model for the survey we can obtain the explanation about the intention to purchase local products (LP) when traveling. When we travel to a destination, we tend to purchase goods for pleasure, however, we do not always think if we are contributing to the destination when buying, meaning that we do not think about our behavior towards a destination when purchasing products.

With the concept of perceived behavioral control added to the original components of attitude and subjective norm it is possible to explain and predict a person's intention to purchase local products. On the basis of the Theory of Planned Behavior, the intention to purchase local products was measured based on 7 variables (Figure 5): Moral Obligation, Local Product Shopping Attitude, Willingness to Consume Local Products, Care for the Destination Impact, Perceived Consumer Effectiveness, Control on Availability, and Subjective Norm.

**Moral obligation:** Humans face a versatile ethical situation where they need to act responsibly. Moral obligations impart the sensible decision making an implementation practice of humans. The green consumerism domain defines moral obligations as the evaluation of humans about right or wrong in consumption (Barbarossa & De Pelsmacker, 2014). The consumers' adherence to eco-friendly principles may be due to their self-realization that doing it is right. Personal norms, moral norms, and moral obligations are interchangeably used to explain their product consumption behavior and may have a significant influence on humans' behavioral intention. Moral responsibility and normative belief of the consumers impacts subjective norms significantly (Akhtar, Sultana, Masud, Jafrin & Al-Mamun, 2020).

Tourists that adopt pro-sustainable practices do so as a function of moral obligation (i.e. Personal Norms), which stems from values associated with care for the environment (Landon, Woosnam & Boley, 2018). Regarding previous studies, we propose the following hypothesis:

*H1: Moral Obligation (MO) influences positively the intention to purchase local products.*

**LP shopping attitude:** Humans can have an attitude on a wide variety of subjects and concepts. For instance, green products are environmentally friendly products, and a person's attitude towards green products or green attitude means positive or negative evaluation of these products (Akhtar, Sultana, Masud, Jafrin & Al-Mamun, 2020).

If a consumer local product shopping attitude is positive, that means that the intention to purchase it is high whereas if the attitude is negative, the intention to purchase a local product is low. Thus, we propose the following hypothesis:

*H2: LP shopping attitude (LP) influence positively the intention to purchase local products.*

**Willingness to consume LP:** Accelerated environmental sensibility has led the consumers to be determined in their decision to buy environmental-friendly products. Resource efficiency and environmental protection are the prime motives of this kind of willingness (Akhtar, Sultana, Masud, Jafrin & Al-Mamun, 2020). However, there are distinctive factors that can guide the willingness to purchase products.

Ecological responsibility and commitment fronting environments are demanded by the environmentally conscious consumers (Todd, 2004; Akhtar, Sultana, Masud, Jafrin & Al-Mamun, 2020). The value attached to the environment can be categorized as 'extrinsic' and 'intrinsic' values where the intrinsic values incorporate human and non-human organisms in any related decision making (Holden, 2005; Akhtar, Sultana, Masud, Jafrin & Al-Mamun, 2020). The willingness to consume local products influences positively the intention to purchase it in consumers with a more environmental consciousness. Based on the above, we propose:

*H3: Willingness to consume LP (WC) influences positively the intention to purchase local products.*

**Care for the destination impact:** Ecological and environmental concern have often been used as surrogates for social responsibility. Thus, ecologically conscious consumers will score higher on a measure of environmental concern. If one is concerned about the environment, the concern may lead to a more ecologically conscious consumer behavior (ECCB) (Roberts, 1996).

It seems logical that if people feel they can have a positive impact on any situation, they are more likely to act. If people are concerned about the environment but feel that their actions can not cause any change, they will be less likely to participate in such activities (Roberts, 1996). Therefore, the hypothesis propose is:

*H4: Care for the destination impact (CD) influence positively the intention to purchase local products.*

**Perceived consumer effectiveness:** Empirical evidence attests to the assumed importance of PCE for explaining individual engagement in sustainable consumption. One study found that people with stronger perceived consumer effectiveness held more positive attitudes toward organic food products and had stronger intentions to purchase such products (Vermeir & Verbeke, 2006; Hanss & Doran, 2020). The same study found that people with positive attitudes and weak purchasing intentions reported weaker PCE than people with positive attitudes and



strong purchasing intentions.

This suggests that PCE is among the personal characteristics that impact the likelihood of positive attitudes toward sustainable consumption translating into attitude-consistent behaviors. Consequently, initiatives to strengthen PCE might help overcome the existing gap between positive attitudes toward sustainable consumption and individual action and thereby facilitate the attainment of Sustainable Development Goal 12 (Hanss & Doran, 2020). Based on the previous studies, we propose:

*H5: Perceived consumer effectiveness (PC) influences positively the intention to purchase local products.*

**Control on availability:** Perceived behavioral control is defined as consumers' perceived difficulty when they perform a particular behavior. It is determined by their general attitude through specific control beliefs. Consumers who think that it is difficult to perform a particular behavior might not have a strong intention, even though their attitude and subjective norm is favorable. Thus, consumers' perceived behavioral control has motivational implications for their behavior (Yang, Li & Zhang, 2018).

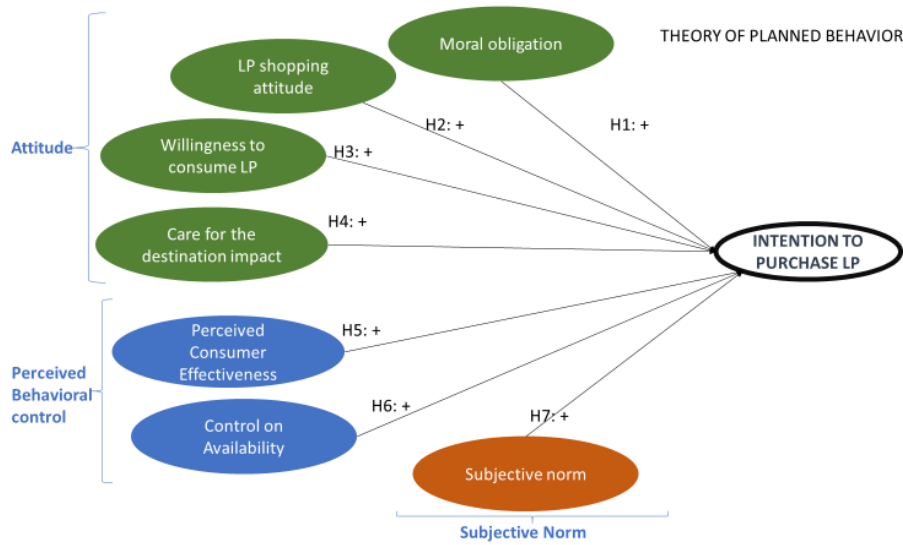
If the consumers feel that they do not have enough control on the availability of the local products, but they think it is easy to perform a particular behavior towards that they might have a strong intention to purchase local products. Hence, we propose the next hypothesis:

*H6: Control on availability (CA) influence positively the intention to purchase local products.*

**Subjective norm:** The environmental concern can affect the subjective norm in a way that influences the consumers' perceptions behavior of pressure from their family and friends on their sustainable consumption behavior. Some studies demonstrated that those consumers who have a higher level of environmental concern perceive stronger supports from their family and friends (Yang, Li & Zhang, 2018). As a result, we propose that the subjective norm has important effects on the intention to purchase local products.

*H7: Subjective norm (SN) influence positively the intention to purchase local products.*

**Figure 5 Proposed model.**



The intention of purchasing local products when in destination was measured asking questions by using Likert scale ranging from 1 to 7. All original measures were developed in English and in Spanish. The translation from English to Spanish was reviewed to make sure all the measures were translated appropriately.

## 5. METHODOLOGY

### 5.1 Data collection and sample

The data was collected from a survey written in Spanish and in English to reach Spanish and International people. A representative stratified random sample of 183 consumers participated in an online survey (Table 3). Participants were sent the survey via WhatsApp, messenger, and it was also published on Facebook.

The participants were informed that the purpose of the survey was to examine how important it is for them when shopping that the products they buy are local and have a positive impact on the environment when in destination.

Table 1 and Table 2 located in the appendix displays the distribution of survey participants by gender, age, level of studies completed, country of residence, current main occupation, and yearly household income.

**Table 3 Study technical data**

Universe	Individuals over the age of 14
Data collection method	Online Personal Survey
Sampling unit	Tourists with intention to buy local products when in destination
Sample size	183 individuals
Field work dates	April - May 2021

<b>Sample features</b>	
Gender	72,13% are Female while 27,87% are Men
Age	[14, 24] 19,13%; (24, 34] 22,40%; (34, 44] 15,30%; (44, 54] 26,23%; (54, 64] 13,66% ; (64, 74] 2,73%; (74, 84] 0,55%
Level of studies completed	1. Basic (High school / EGB / ESO) 36,61% 2. Medium (Bachelor/ COU / FP) 26,78% 3. University 36,61%
Country of residence	From Europe, Asia, Canada, USA, Australia, and New Zealand
Current main occupation	The main current occupation is employee or civil servant with 49,18%; students represents a 18,58%, and entrepreneur, professional or self-employed worker 14,20% among other results.
Year household income	25,68% do not know/no answer; 24,59% has got less than 20.000\$; 23,50% between 20,000\$ to 34,999\$; 9,29% between \$50,000 to \$74,999; 8,74% between \$35,000 to \$49,999; 5,46% over 100,000\$; and 2,73% between 75,000 to 99,999\$

## 6. RESULTS

Respondents were asked to classify each question from 1 (not true) to 7 (very true). The means of the questionnaire items are presented in Table 4 and as it can be seen, the intention to purchase local products is high (5,77 out of 7).

**Table 4 Descriptive questionnaire items**

<b>Questionnaire Items</b>	<b>Mean</b>
<b>1. Moral obligation:</b>	<b>4</b>
MO1: I feel I must purchase local products when in a destination.	5,49
MO2: I feel guilty if I choose non-local products when in a destination.	3,56
MO3: When in a destination I feel morally obligated to purchase local products.	4,10
MO4: Buying non-local products that were not produced at the destination would be against my principles.	3,51
MO5: Buying non-local products that were not produced at the destination would be morally wrong for me.	3,34
<b>2. Local products shopping attitude</b>	<b>5,78</b>
LP1: When shopping at a destination I prefer local products over others.	5,72
LP2: I think shopping local and typical products in a destination is important.	5,81
LP3: Local products protection is important to me when making a purchase in a destination.	5,80
<b>3. Willingness to consume local products</b>	<b>5,24</b>
WC1: I am willing to spend considerable time and effort to buy local products when in a destination.	5,36
WC2: I am willing to pay extra for local products when travelling.	5,01
WC3: I always prefer to deal with local sellers over others when in a destination.	5,34

<b>4. Care for the destination impact</b>	<b>5,48</b>
CD1: How buying local products may benefit the destination is important to me.	5,33
CD2: It is important to me how buying local products could increase employment at the destination.	5,49
CD3: It is important to me how purchasing local products could improve the destination local economy.	5,48
CD4: It is important to me how shopping local products could maintain traditions and local customs at the destination.	5,60
<b>5. Perceived Consumer Effectiveness</b>	<b>3,93</b>
PC1: It is worthless for the individual tourist to do anything about local products conservation.	2,69
PC2: When I buy local products, I try to understand how it will affect the destination and its cultural sustainability.	4,44
PC3: Since one person cannot have any effect in the destination sustainability, it does not make any difference what I purchase at destination.	2,74
PC4: Each consumer's behavior can have a positive effect on the destination by purchasing local products.	5,83
<b>6. Control on Availability</b>	<b>4,55</b>
CA1: I am familiar with the availability of local products when I want to buy in a destination.	4,50
CA2: I can easily get local products when in a destination.	4,95
CA3: I have complete control over the number of local products that I need to buy in a destination.	4,21
<b>7. Subjective Norm</b>	<b>4,71</b>
SN1: My friends expect me to purchase local products when in a destination.	4,57
SN2: My family expects me to purchase local products when in a destination.	4,95
SN3: My society expects me to purchase local products when in a destination.	4,57
SN4: People can rely on me to make a positive contribution to the destination due to my local product purchase behavior.	4,76
<b>8. Intention to purchase local products</b>	<b>5,80</b>
IP1: When in a destination, I have the intention to purchase local products.	5,77
IP2: When in a destination, I will probably purchase local products.	5,95
IP3: I am decided to buy local products when in a destination.	5,67

After validating the scales with the Smart PLS 3 program, Perceived Consumer Effectiveness was erased from the model given some problems in its items' reliability. After that, the proposed hypotheses were tested obtaining a  $R^2$  of 0.514, suggesting a high explanatory capacity of the model. The direct effects and the significance of each explanatory variable are presented in Table 5.

**Table 5 Effects on the intention to purchase LP**

		<b>R<sup>2</sup></b>	<b>Direct effects</b>	<b>p-value</b>	<b>Support of hypothesis</b>
	Intention to purchase LP	0.514			
<b>MO</b>			-0.001	0.993	No
<b>LP</b>			0.260	0.005	Yes
<b>WC</b>			0.134	0.094	No
<b>CD</b>			0.249	0.013	Yes
<b>CA</b>			0.010	0.895	No
<b>SN</b>			0.235	0.002	Yes

The most important factor that affects the intention to purchase local products is local products shopping attitude. In general, consumer's concern is positively associated with their attitude towards sustainable consumption behaviors such as the protection of local products.

Second, care for the destination impact, which has relation with the local products shopping attitude. People behavior towards the destination influences their consumer behavior when shopping. There is a relation between the importance of buying local products with the sustainable consumption. The survey demonstrates that people think that buying local products will benefit the destination by increasing the number of employments, improving the destination local economy, and maintaining traditions and local customs.

Third, subjective norm which refers to perceived social pressure to perform the behavior indicates that social pressure felt by the consumer had some influence on the intention to purchase local product.

In terms of moral obligation, people feel that they must purchase local products; however, buying non-local products when in destination does not make them feel wrong about it.

The attitude is the most relevant component when purchasing local products, it influences mostly the behavior of the consumer in comparison to the perceived behavioral control and the subjective norm.

Furthermore, people do not feel that they have a control of the availability of local products. Nevertheless, the intentions to purchase local products are high. If a person believes that a behavior has largely desirable consequences, they will have a favorable attitude toward the behavior.

In light of the above, the factors that affect the intention to purchase local products when in destination are 3, arrange by importance: 1° Local products shopping attitude, 2° Care for destination impact, and 3° Subjective Norm.

Moreover, there is a positive thought of protecting the local products over global products, which is important in relation to the Sustainability Development Goals 8 and 12. The Goal 12 is related to ensure sustainable consumption and production patterns and the Goal 8 is related to decent work and economic growth.

## **7. CONCLUSION, LIMITATIONS AND FUTURE LINES**

While a great number of studies have examined the sustainable consumption behaviors of regular purchases, and the consumer behaviors, they have not studied the consumption behaviors of tourist activity when purchasing products in relation to Shopping Tourism as a main activity. Understanding the consumer behavior of a tourist takes into consideration a lot of different aspects which makes it difficult in order to comprehend their intention when purchasing products.

This study contributes to the TPB model. The TPB model has been one of the most widely used models for examining environmental behaviors. However, in the Theory of Planned Behavior model, they do not take into consideration an important variable which is culture. Culture determines consumers' attitude and behavior, in other words, their way of living. Culture is learned and transmitted from generation to generation. In consequence, there are several different consumer behaviors in shopping tourism due to the variety of cultures that the world has, leaving out the global consumer behavior.

The results of this study reveal an important finding and it is that the most important factors that can influence the intention to purchase local products when in destination are the local products shopping attitudes, the care for destination impact and the subjective norm, leaving the rest of the variables meaningless.

The environmental concern could be considered as a crucial factor that affects the subjective norm in a way that influences consumers' perceptions of pressure on a more sustainable consumption behavior. In general, consumers' attention towards environmental concern is positively associated with their attitude towards sustainable consumption behaviors. Many studies have found a positive relationship between environmental concern and a sustainable consumption behavior. In addition to this, the purchase intention and attitude towards shopping tourism can also be influenced by the importance of the environmental concern. Thus, the consumer behavior of the tourist while purchasing local products when in destination will be prominence to act in a more environmentally friendly way improving the sustainability in the destination.

In addition, the definition of shopping tourism concepts is still unclear because "Shopping Tourism" as a tourist activity has only recently been acquired in the academic field. There are several studies about when tourism started; in consequence, researchers have different thoughts of when shopping in tourism appeared to be as relevant as other activities that can move tourist to visit a destination.

On the other hand, there are few comprehensive reviews in the field of tourism about the literature on consumer behavior concepts and models. There are a variety of theories about consumer behavior and aspects that can affect the consumer behavior but not related to tourist

behavior as a consumer when in destination.

Finally, there are limitations associated with an ethic approach, such as the risk of overlooking aspects that may be unique to other cultures related to shopping motives. Another limitation that the present study does not consider is the different type of shoppers which also affects the way they purchase their products.

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## 9. APPENDIX

**Table 1 Descriptive statistics of sample characteristics INTERNATIONAL (n=80)**

Characteristics	Categories	Frequency	Percentage
<b>Gender</b>	Male	25	31,25
	Female	55	68,75
<b>Age</b>	[14, 24]	9	11,25
	(24, 34]	17	21,25
	(34, 44]	9	11,25
	(44, 54]	28	35
	(54, 64]	15	18,75
	(64, 74]	2	2,5
<b>Level of studies completed</b>	1. Basic (High school / EGB / ESO)	64	80
	2. Medium (Bachelor/ COU / FP )	14	17,5
	3. University	2	2,5
<b>Country of residence</b>	Philippines	34	42,5
	Macao	16	20
	China	9	11,25
	Australia	3	3,75
	USA	3	3,75
	Spain	4	5
	Canada	2	2,5

	Riyadh	1	1,25
	Hong Kong	1	1,25
	Romania	1	1,25
	Czech Republic	1	1,25
	Sweden	1	1,25
	Poland	1	1,25
	Austria	1	1,25
	Australia	1	1,25
	New Zealand	1	1,25
<b>Current main occupation</b>	Student	7	8,75
	Housewife	5	6,25
	Retired	3	3,75
	Unemployed	2	2,5
	Entrepreneur, professional or self-employed worker	19	23,75
	Employee or civil servant	37	46,25
	Administrative	1	1,25
	Administrative assistant	1	1,25
	Consultant	1	1,25
	Health worker	1	1,25
	Marketing Manager	1	1,25
	Supervisor	1	1,25
	Teacher	1	1,25
<b>Yearly Household Income</b>	1. Less than \$20,000	20	25
	2. \$20,000 to \$34,999	12	15
	3. \$35,000 to \$49,999	4	5
	4. \$50,000 to \$74,999	11	13,75
	5. \$75,000 to \$99,999	4	5
	6. Over \$100,000	10	12,5
	7. Do not know/ No answer	19	23,75

**Table 2 Descriptive statistics of sample characteristics in SPAIN (n=103)**

Characteristics	Categories	Frequency	Percentage
<b>Gender</b>	Male	26	25,24
	Female	77	74,76
<b>Age</b>	[17, 27]	35	33,98
	(27, 37]	20	19,42
	(37, 47]	23	22,33
	(47, 57]	15	14,56
	(57, 67]	7	6,80
	(67, 77]	2	1,94
	(77, 87]	1	0,97
<b>Level of studies completed</b>	1. Basic (High school / EGB / ESO)	3	2,91
	2. Medium (Bachelor/ COU / FP)	35	33,98
	3. University	65	63,11

<b>Country of residence</b>	Spain	100	97,09
	Romania	2	1,94
	Belgium	1	0,97
<b>Current main occupation</b>	Student	27	26,21
	Housewife	4	3,88
	Retired	7	6,80
	Unemployed	2	1,94
	Entrepreneur, professional or self-employed worker	7	6,80
	Employee or civil servant	53	51,46
	Administrative	1	0,97
	Priest	1	0,97
	Shop assistant	1	0,97
<b>Yearly Household Income</b>	1. Less than \$20,000	25	24,27
	2. \$20,000 to \$34,999	31	30,10
	3. \$35,000 to \$49,999	12	11,65
	4. \$50,000 to \$74,999	6	5,83
	5. \$75,000 to \$99,999	1	0,97
	6. Over \$100,000	0	0,00
	7. Do not know/ No answer	28	27,18

**Table 3. Source**

<b>Construct</b>	<b>Items</b>	<b>Source</b>
Moral obligation (MO)	<p>MO1: I feel I must purchase local products when in a destination.</p> <p>MO2: I feel guilty if I choose non-local products when in a destination.</p> <p>MO3: When in a destination I feel morally obligated to purchase local products.</p> <p>MO4: Buying non-local products that were not produced at the destination would be against my principles.</p> <p>MO5: Buying non-local products that were not produced at the destination would be morally wrong for me.</p>	Adapted from <i>Akhtar et al., 2021; Sparks and Shepherd, 2002</i>
Local products shopping attitude (LP)	<p>LP1: When shopping at a destination I prefer local products over others.</p> <p>LP2: I think shopping local and typical products in a destination is important.</p> <p>LP3: Local products protection is important to me when making a purchase in a destination.</p>	Adapted from <i>Akhtar et al., 2021; Ajzen, 1991</i>
Willingness to consume local products (WC)	<p>WC1: I am willing to spend considerable time and effort to buy local products when in a destination.</p> <p>WC2: I am willing to pay extra for local products when travelling.</p> <p>WC3: I always prefer to deal with local sellers over others when in a destination.</p>	Adapted from <i>Akhtar et al., 2021</i>
Care for the	CD1: How buying local products may benefit the destination is important	Adapted from

destination impact (CD)	<p>to me.</p> <p>CD2: It is important to me how buying local products could increase employment at the destination.</p> <p>CD3: It is important to me how purchasing local products could improve the destination local economy.</p> <p>CD4: It is important to me how shopping local products could maintain traditions and local customs at the destination.</p>	<i>Follows &amp; Jobber (2000)</i>
Perceived Consumer Effectiveness (PC)	<p>PC1: It is worthless for the individual tourist to do anything about local products conservation.</p> <p>PC2: When I buy local products, I try to understand how it will affect the destination and its cultural sustainability.</p> <p>PC3: Since one person cannot have any effect in the destination sustainability, it does not make any difference what I purchase at destination.</p> <p>PC4: Each consumer's behavior can have a positive effect on the destination by purchasing local products.</p>	Adapted from <i>Roberts, 1996; Ajzen, 1991</i>
Control on availability (CA)	<p>CA1: I am familiar with the availability of local products when I want to buy in a destination.</p> <p>CA2: I can easily get local products when in a destination.</p> <p>CA3: I have complete control over the number of local products that I need to buy in a destination.</p>	Adapted from <i>Sparks &amp; Shephers, 1992</i>
Subjective norm (SN)	<p>SN1: My friends expect me to purchase local products when in a destination.</p> <p>SN2: My family expects me to purchase local products when in a destination.</p> <p>SN3: My society expects me to purchase local products when in a destination.</p> <p>SN4: People can rely on me to make a positive contribution to the destination due to my local product purchase behavior.</p>	Adapted from <i>Ajzen, 1991</i>
Intention to purchase local products (IP)	<p>IP1: When in a destination, I have the intention to purchase local products.</p> <p>IP2: When in a destination, I will probably purchase local products.</p> <p>IP3: I am decided to buy local products when in a destination.</p>	