

Georgia Southern University

Digital Commons@Georgia Southern

---

Association of Marketing Theory and Practice  
Proceedings 2017

Association of Marketing Theory and Practice  
Proceedings

---

2017

## Consumer Attitudes Toward Travel Risks by Regulatory Focus Orientation and Gender

Michael Musante  
*Springfield College*

David Bojanic  
*University of Texas*

Follow this and additional works at: [https://digitalcommons.georgiasouthern.edu/amtp-proceedings\\_2017](https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2017)



Part of the [Marketing Commons](#)

---

### Recommended Citation

Musante, Michael and Bojanic, David, "Consumer Attitudes Toward Travel Risks by Regulatory Focus Orientation and Gender" (2017). *Association of Marketing Theory and Practice Proceedings 2017*. 46. [https://digitalcommons.georgiasouthern.edu/amtp-proceedings\\_2017/46](https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2017/46)

This conference proceeding is brought to you for free and open access by the Association of Marketing Theory and Practice Proceedings at Digital Commons@Georgia Southern. It has been accepted for inclusion in Association of Marketing Theory and Practice Proceedings 2017 by an authorized administrator of Digital Commons@Georgia Southern. For more information, please contact [digitalcommons@georgiasouthern.edu](mailto:digitalcommons@georgiasouthern.edu).

# **Consumer Attitudes Toward Travel Risks by Regulatory Focus Orientation and Gender**

**Michael Musante**

*Springfield College*

**David Bojanic**

*University of Texas – San Antonio*

## **ABSTRACT**

The leisure travel industry continues to thrive as consumer expenditures on travel have steadily increased. While travel has always carried with it some level of inherent risk, ever-increasing news of safety threats in tourism areas has been a troubling reality. This study sought to examine the importance of risk-related factors in leisure travel planning. A main objective of the study was to explore the role that an individual's regulatory focus or gender may play in how one assesses various types of travel risk. Study participants, segmented based on regulatory focus and gender, evaluated a series of prospective travel risks. The results indicate that there is a relationship between an individual's regulatory focus and attitude towards travel risk factors. Gender differences were also observed in the results.

## **ABOUT THE AUTHORS**

Michael Musante is an Associate Professor of Marketing at Springfield College

David Bojanic is a Professor of Tourism at the University of Texas – San Antonio