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Repatronage Intentions: the role of perceived quality, commitment and psychological ownership on wine tourism

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PhD in Management, specialization in Marketing

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*“Now this is not the end.
It is not even the beginning of the end.
But its is, perhaps, the end of the beginning.”*

Sir Winston Churchill

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To my mother Teresa and my father António.

Resumo

O principal objetivo de pesquisa desta tese é analisar a relação entre posse psicológica e intenções de repatronagem, considerando o comprometimento como mediador e a qualidade como moderador. Esta tese começa por explorar o sector do enoturismo e hospitalidade através de uma revisão sistemática da literatura, utilizando uma abordagem de mineração de textos para analisar 236 artigos e identificar as teorias, construtos e tópicos emergentes mais comumente utilizados nesta área. O estudo constatou que abordagens quantitativas e teorias bem conhecidas da psicologia, sociologia e economia são frequentemente empregadas na pesquisa de enoturismo e hospitalidade. Em seguida, o estudo concentrou-se na experiência turística portuguesa e teve como objetivo identificar os fatores que mais afetam a satisfação geral e as intenções comportamentais em relação ao destino. Através de uma pesquisa com 892 viajantes internacionais que partiam do Aeroporto Internacional de Lisboa, o estudo constatou que o sol e a praia são os principais motivadores para visitar Portugal, e a gastronomia e o vinho têm um impacto significativo na satisfação. Por fim, o estudo investiga o impacto da posse psicológica e da qualidade das alternativas no comprometimento e nas intenções de repatronagem em relação às vinícolas. Os dados de 574 enoturistas foram analisados, e o estudo constatou que o *self investment* e o *intimate knowledge* afetam positiva e diretamente a posse psicológica, que por sua vez influencia o comprometimento com a vinícola. Além disso, descobriu-se que a qualidade das alternativas modera a relação entre comprometimento e intenções de repatronagem. Este estudo contribui para o campo utilizando a teoria da posse psicológica para antecipar as intenções de repatronagem dos consumidores de vinho e oferece insights valiosos para os gerentes de vinícolas melhorarem a satisfação dos visitantes e aumentarem as intenções de repatronagem. Em geral, esta tese fornece uma compreensão abrangente do enoturismo e hospitalidade, identifica áreas para pesquisas futuras e oferece implicações práticas para a indústria do vinho.

Palavras-chave: enoturismo, intenções de repatronagem, posse psicológica, commitment, qualidade das alternativas, satisfação

JEL: M31; Z32

Abstract

The main research objective of this thesis is to analyze the relationship between psychological ownership and repatronage intentions considering commitment as a mediator and quality as moderator. This thesis starts by exploring the field of wine tourism and hospitality through a systematic literature review, utilizes a text-mining approach to analyze 236 articles, and identifies the most commonly used theories, constructs, and emerging topics in the field. The study found that quantitative approaches and well-known theories from psychology, sociology, and economics are often employed in wine tourism and hospitality research. Next, the thesis focuses on the Portuguese tourism experience and aims to identify the factors that most affect overall satisfaction and behavioral intentions toward the destination. Through a survey with 892 international traveler's departing from Lisbon International Airport, the study found that sun and beach were the main motivators for visiting Portugal, and gastronomy and wine had a significant impact on satisfaction. Finally, the thesis investigates the impact of psychological ownership and the quality of alternatives on commitment and repatronage intentions toward wineries. Data from 574 wine tourists were analyzed, and the study found that investing in oneself and intimate knowledge positively and directly affects psychological ownership, which in turn influences commitment towards the winery. Additionally, the quality of alternatives was discovered to moderate the relationship between commitment and repatronage intentions. This study contributes to the field by utilizing psychological ownership theory to anticipate wine consumers' repatronage intentions and provides valuable insights for winery managers to improve visitors' satisfaction and increase repatronage intentions. Overall, this thesis provides a comprehensive understanding of wine tourism and hospitality, identifies areas for future research, and offers practical implications for the wine industry.

Keywords: wine tourism, repatronage intentions, psychological ownership, commitment, quality of alternatives, satisfaction

JEL: M31, Z32

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List of Abbreviations

4E's – Four dimensions of experience economy model (educational, esthetic, entertainment, and escapist)

ABS – Chartered Association of Business Schools

AR/VR – Augmented Reality/ Virtual Reality

AVE – Average Variances Extracted

CB-SEM – Co-variate-Based Structural Equation Modeling

CCT – Cognitive Continuum Theory

CFA – Confirmatory Factor Analysis

COM – Commitment

CROI – Consumer Return on Investment

EFA – Exploratory Factor Analysis

EI – Enduring Involvement

FsQCA – Fuzzy set/Qualitative Comparative Analysis

GDP – Gross Domestic Product

HTMT - Heterotrait-Monotrait Ratio

IK – Intimate Knowledge

IoT – Internet of Things

IS - Investment

LDA – Latent Dirichlet Allocation Algorithm

MGA – Multigroup Analysis

MGB – Model of Goal-directed Behavior

PLS-SEM – Partial-Least Squares Structural Equation Modeling

PO – Psychological Ownership

QA – Quality of Alternatives

R-A – Resource Advantage

SEM – Structural Equation Modelling

SI – Situational Involvement

SLR – Systematic Literature Review

TBP – Theory of Planned Behavior

TRA – Theory of Reasoned Action

TCCM – Theories, Constructs, Context, Methodology

VIF – Variant Inflation Factor

WOM – Word-of-Mouth

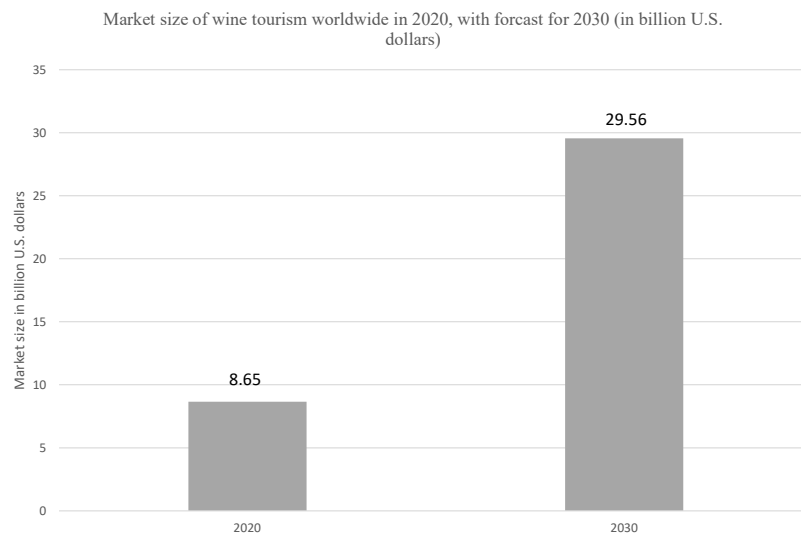
WoS – Web of Science

Chapter 1. Introduction

1.1 Relevance of the topic and gap

Wine tourism has become a significant industry in recent years, with increasing numbers of people visiting vineyards, wineries, and tasting rooms to sample and learn about wines (Byrd *et al.*, 2016). This industry has important economic, academic, and managerial aspects that make it a vital part of the global tourism industry. From an economic perspective, wine tourism has a significant impact on the economies of wine-producing regions. Wine tourism generates revenue for local businesses, creates jobs, and contributes to the development of infrastructure and amenities that benefit both tourists and residents (Festa *et al.*, 2020; Nave *et al.*, 2021; Vicente *et al.*, 2021). In 2020, the wine tourism industry had a global value of approximately 8.7 billion U.S. dollars, despite the COVID-19 pandemic's severe impact on the tourism sector. It is predicted that by 2030 (see Figure 1.1), the wine tourism market will expand significantly, reaching an estimated size of nearly 29.6 billion euros (Statista, 2022).

Figure 1.1. Wine tourism market



Source: Allied Market Research © Statista 2022

In addition, wine tourism can help to promote the local wine industry and increase the value of wine exports, which can be a major source of foreign exchange for countries that produce wine (Tafel & Szolnoki, 2020; Trigo & Silva, 2022). For scholars, wine tourism provides opportunities for research and learning across a range of disciplines, including tourism, hospitality, marketing, and environmental studies

(Gómez *et al.*, 2019). Scholars and researchers can explore the factors that influence wine tourism, such as the quality of the wine, the attractiveness of the region, and the availability of tourism facilities and services. They can also examine the social, cultural, and economic impacts of wine tourism, including its effects on local communities, the environment, and the global wine industry.

From a managerial perspective, wine tourism poses unique challenges and opportunities for businesses and tourism operators (Alonso *et al.*, 2021; Lavandoski *et al.*, 2018). Wineries and tourism operators must create a welcoming and engaging experience for visitors, while also managing the complexities of wine production and distribution. They should also develop effective marketing strategies that promote their products, attract, and retain visitors to their region. At the same time, they should ensure that their operations are sustainable and socially responsible, considering the environmental and cultural impacts of their activities.

To address these economic, academic, and managerial aspects of wine tourism, there is a need for collaboration between industry stakeholders, researchers, and policymakers (Alonso *et al.*, 2020). Governments and industry associations can provide support and resources to help businesses and operators to develop sustainable wine tourism strategies. Researchers can provide insights and knowledge that can inform policymaking and industry practices. And businesses and operators can work together to create innovative and engaging experiences for visitors, while also contributing to the economic and social development of their region.

This thesis will address the following gaps:

Study 1:

- 1) While there is a growing body of literature on wine tourism, there is still a lack of a comprehensive and systematic review of this literature. Therefore, a research gap that needs to be addressed in study 1 is:

What is the current state of research on wine tourism, and what are the key themes and trends in literature? Furthermore, what are the main research gaps and unanswered questions in this field? By conducting a comprehensive and systematic literature review, this study aims to provide an up-to-date and comprehensive overview of the literature on wine tourism, identify the key themes and trends, and identify the main research gaps and unanswered questions. This review can serve as a foundation for future research on wine tourism, as well as a valuable resource for practitioners, policymakers, and other stakeholders in the wine tourism industry.

Study 2:

- 2) Despite the substantial body of research on the relationships between travel motivation, satisfaction, expectation-disconfirmation theory, and revisit intention, there is still a need to understand the interplay of different types of travel motivation and different sources of expectation, and how these factors affect travelers' satisfaction and revisit intention in various cultural contexts, particularly in the context of Portugal. Therefore, a research gap that needs to be addressed is:

What are the main travel motivations that attract international tourists to Portugal's wine tourism destinations, and how do service quality, facilities quality, product quality, gastronomy quality, and wine quality impact their overall satisfaction? Furthermore, how do expectations and overall satisfaction impact tourists' intention to revisit wine tourism destinations in Portugal? By investigating these questions, this study aims to contribute to a better understanding of the complex interplay of travel motivation, expectation, satisfaction, and revisit intention in the context of wine tourism in Portugal.

Study 3:

- 3) While there is some research on the relationships between psychological ownership, commitment, and repatronage intentions in various contexts, there is still a lack of understanding of these relationships in the context of wine tourism. Therefore, a research gap that needs to be addressed is:

What is the impact of psychological ownership on fostering commitment among wine tourists, and does this commitment predict their repatronage intentions, and how does the quality of alternatives affect the relationship between commitment and repatronage intentions in the context of wine tourism? By investigating these questions, this study aims to contribute to a better understanding of the complex interplay of psychological ownership, commitment, and repatronage intentions in the context of wine tourism, and to identify the factors that may influence these relationships. This outcome can provide valuable insights for wineries and other wine tourism businesses to better understand their customers and design effective strategies for increasing customer loyalty and repatronage.

1.2 Conceptual context

Wine tourism is a growing activity contributing to the economic development of wine regions (Molina *et al.*, 2015) and a complementary vector between the wine production industry and the tourism sector (Hojman & Hunter-Jones, 2012).

This industry has a significant impact on the economy, particularly in wine-producing regions, and has been shown to have a positive effect on local communities, including the creation of jobs and the promotion of cultural and environmental preservation. In recent years, there has been increasing interest in the factors that influence tourists' repatronage intentions in the wine tourism industry.

Repatronage intentions refer to the likelihood that tourists will return to a destination for future visits and are influenced by various factors, such as the quality of the wine, the level of satisfaction with the visit, the attractiveness of the region, and the availability of tourism facilities and services. Understanding the factors that influence repatronage intentions in the wine tourism industry is crucial for the development of sustainable wine tourism strategies. This thesis on wine tourism will explore various aspects of this industry, including a systematic literature review, motivations of wine tourists, and the factors that influence tourists' satisfaction and repatronage intentions.

1.3 Research philosophy and ethical issues

The research philosophy for social science quantitative methods is based on the premise that social phenomena can be studied using rigorous and systematic methods of data collection and analysis. In this thesis exists a commitment to adopting a positivist paradigm and a deductive approach to my research, which emphasizes the use of scientific methods to test hypotheses and to measure and quantify the relationships between variables.

At the core of the research philosophy employed in this thesis is the understanding that social science research should aim to identify and measure the causal relationships between variables, and to provide evidence-based insights into human behavior and social structures. Quantitative research methods, such as surveys, experiments, and statistical analyses, provide the means to measure and test the relationships between variables and to identify the factors that drive human behavior and social structures.

To achieve valid and reliable results, it is important to employ appropriate sampling methods that are representative of the population of interest. The survey questions or experimental manipulations should be designed and tested to ensure that they are measuring the intended constructs accurately. Furthermore, it is essential to use appropriate statistical techniques to analyze the data, such as regression analysis, factor analysis, and multilevel modeling.

At the same time, there are the limitations of quantitative research methods, and the need for an interdisciplinary and inclusive approach to social science research. The research was conducted with the commitment to integrating the insights of different theoretical perspectives and research methods, and to recognizing the voices and experiences of individuals and communities in the research process.

Throughout this thesis, all studies were conducted in accordance with ethical principles of science, which are considered as standard practices for safeguarding the privacy and confidentiality of human subject participants (Malhotra, 2019; Nunan *et al.*, 2020). With this assumption in mind, we have remained attentive to these principles from the initial recruitment and participation stages, through to data collection and dissemination of findings, ensuring that everything was handled confidentially, privately, and with due respect.

Moreover, the research was carried out following the rules of the Declaration of Helsinki of 1975 and ISCTE's Code of Ethics (COE). Hence, all participants gave their informed consent for inclusion before they participated in the studies, participants were not identified, and were not requested to provide any personal data. The studies were non-interventional, all participants were fully informed (why the research is conducted and how their data will be used in case of any risk associated), and anonymity was assured. The data were used together and anonymously. Data were not treated individually, only aggregated. The data collection did not involve any risk associated. Before answering the questions, each participant read the following sentence:

“All answers will be treated confidentially and anonymously. Your collaboration is essential for conducting this research. Thank you very much for your availability and participation.”

According to 3.31 (COE), all data collected in the studies were stored and kept in a secure and accessible form, for a period of at least five years counted from the end of the studies, or, if reported in a scientific publication, from the date of the original publication. The research data were placed at the disposal of persons wishing to replicate the study or work on the results, subject to any limitations imposed by the specific legislation and by the general principles of the confidentiality, protection, and safety of the participants. Once the storage period has ended, the elimination or destruction of the data will be done in conformity with the applicable ethical and legal requirements, with particular consideration of the general principles of the confidentiality, protection, and safety of the participants.

1.4 Foundational theory

Wine tourism is an important field of study in marketing, consumer behavior, and the wine industry, as it involves understanding the preferences and behavior of wine consumers. Wine tourism is a popular form of tourism that involves visiting vineyards, wineries, wine festivals and wine tasting rooms to learn about wine production, regions and to taste and purchase wines (Hall *et al.*, 1997). Wine tourism has become increasingly popular in recent years as more people are interested in wine and the culture surrounding it.

Bitner's (1992) Servicescape theory emphasizes the importance of the physical environment in shaping consumer behavior and experience. This theory consists of three critical aspects: ambient conditions, spatial

layout and functionality, and signs, symbols, and artifacts. The Servicescape theory can be applied to wine tourism by understanding how the physical environment of a winery or tasting room can shape the experience of wine tourists. The experience economy model, on the other hand, emphasizes the importance of creating memorable and meaningful experiences for consumers. Pine and Gilmore's (1998) (educational, esthetic, entertainment, and escapist experiences) have gained recognition in the wine tourism industry as they offer a framework for designing wine tourism experiences that engage all the senses and provide a range of experiences beyond just tasting wine. The theory of consumer behavior highlights the importance of motivation in driving consumer behavior. Schiffman *et al.* (2001) suggest that motivation arises from a consumer's need that requires satisfaction, which then drives the consumer to fulfill that need and alleviate the tension. This theory can be applied to wine tourism by understanding the motivations that drive consumers to visit wineries and taste wine. Destination choice (push-pull) theory suggests that tourists are drawn to a travel destination by external factors related to the available supply such as its tourist attractions and activities. Dann (1981) and Crompton (1979) first introduced this theory in tourism marketing literature, and it can be applied to wine tourism by understanding the factors that attract tourists to wine regions and wineries. The Theory of Planned Behavior (TPB) introduced by Ajzen (1991) in the field of psychology can help explain how individuals make decisions. It suggests that an individual's intention to engage in a particular behavior is influenced by three independent constructs: attitude, subjective norms, and perceived behavioral control. This theory can be applied to wine tourism by understanding how attitudes toward wine, social norms, and perceived control over the wine tourism experience influence a consumer's intention to visit wineries and taste wine (Quintal *et al.*, 2015; Sparks, 2007; Sussman & Gifford, 2019).

Finally, the psychological ownership theory suggests that consumers who feel a strong sense of ownership toward a brand or product are more likely to exhibit high levels of commitment and repatronage intention (Hanks *et al.*, 2020). This theory can be applied to wine tourism by understanding how wine tourists' psychological ownership toward wineries and wine regions can lead to increased brand valuation, positive word-of-mouth, and a stronger attachment to a particular destination (Kirk *et al.*, 2015; Kumar, 2019). In this research, two of the three classic antecedents to psychological ownership, knowledge, and self-investment (Morewedge, 2021; Pierce *et al.*, 2001), will be evaluated to understand how they relate to wine tourists' sense of ownership toward wineries and wine regions. By understanding the antecedents of psychological ownership in wine tourism, wineries and wine regions can better target their marketing efforts and create more meaningful experiences for wine tourists.

1.5 Research Problem

The focus of this thesis is on the literature concerning wine tourism. Many researchers have conducted studies literature reviews in wine tourism (Bonn *et al.*, 2018; Durán-Sánchez *et al.*, 2016; Gómez *et al.*, 2019; Vitale *et al.*, 2019), but still there a need to perform a systematic literature review to identified understudied topics that can unveil trends and new avenues of study in this field. There is also a gap regarding the interplay of different types of travel motivation and different sources of expectation, as well as how these factors affect travelers' satisfaction and revisit intention in different cultural contexts (Konuk, 2019), particularly in Portugal. At last, several studies regarding behavioral intention toward wineries have been performed (Back *et al.*, 2021; Hsu & Huang, 2012; Kim & Bonn, 2016; Lee & Kwon, 2021) but the impact of psychological ownership and commitment on repatronage intentions toward a winery remains unexplored.

Therefore, this thesis intends to: (i) develop a systematic review of the literature covering wine tourism to identify the most used theories, constructs and unveil trendy topics that can lead to new studies; (ii) the identification of the factors that most affect the overall satisfaction of the Portuguese tourism experience; (iii) the development of an empirical investigation (through questionnaires) and a conceptual model that can create a link among the given factors, namely quality of experience, satisfaction, expectations fulfillment and behavioral intentions toward the Portuguese tourism (iv) measure the impact of overall satisfaction and expectations fulfillment (expectation/disconfirmation theory) on behavioral intentions (revisit intentions); (v) assess if the psychological ownership fosters commitment (vi) assess the impact of commitment on the repatronage intention in the proposed conceptual framework and; (vii) assess the moderating effect of quality of alternatives between commitment and repatronage in the proposed conceptual framework.

Research questions

The research questions are:

1. What research has been conducted on wine tourism?
2. What are the most used theories and constructs used in wine tourism?
3. What topics emerge from literature that can lead to new research avenues?
4. What motivates international tourist to visit Portugal?
5. What are the main factors that can lead international tourist visiting Portugal to high levels of satisfaction?
6. Can revisit intention be affected by satisfaction and expectation fulfillment?
7. Does psychological ownership impact commitment toward a winery?

8. Does commitment impact repatronage intentions toward a winery?
9. Does quality of alternatives moderate the relationship between commitment and repatronage intentions toward a winery?

1.6 Research structure and originality

1.6.1 Research methods

The proposed Ph.D. research methodology will be based on the positivist paradigm and utilize quantitative methods to investigate the research problem (Babones, 2016). The positivist approach is a research paradigm that emphasizes the importance of objectivity, rationality, and empirical observation in the pursuit of knowledge. In positivism, knowledge is based on observable facts and measurable phenomena, and scientific methods are seen as the most reliable way to uncover truth (Tronvoll *et al.*, 2011).

In the context of a Ph.D. research methodology, the positivist approach involves the use of quantitative methods and statistical analysis to test hypotheses and draw conclusions (Creswell & Creswell, 2017). This approach is particularly well-suited to research questions that can be measured or quantified in some way, such as the impact of a particular intervention on a population or the relationship between two or more variables.

This research will be conducted in three steps: systematic literature review, descriptive analysis, hypotheses development and testing, and empirical conceptual model development. The first step in this research methodology will be a systematic literature review, which will involve a rigorous and comprehensive search of relevant literature related to the research problem. The literature review will help to identify relevant research questions and hypotheses and provide a theoretical foundation for the research design and data collection methods. The second step of the research methodology will involve the use of descriptive analysis to examine the data collected. This will involve the use of statistical methods, such as frequency analysis, correlation analysis and regressions analysis to provide an overview of the research problem. This step will help to identify patterns, trends, and relationships in the data, which will be used to guide the development of the empirical conceptual model. The final step of the research methodology will involve the development of an empirical conceptual model. This last step will involve the use of structural equation modelling to test the hypotheses developed in the literature review stage. The empirical conceptual model will provide a visual representation of the relationships between variables and will serve as a basis for drawing conclusions and making recommendations.

Overall, this research methodology will employ a positivist paradigm and quantitative methods to investigate the research problem. The three-step approach of systematic literature review, descriptive

analysis, and empirical conceptual model development will provide a comprehensive and rigorous approach to data analysis, yielding valid and reliable findings.

1.6.2 Value and originality

This research has value because it addresses important gaps in the existing literature on tourism and hospitality. Specifically, the thesis uses a systematic literature review and text mining approach to identify emerging trends and future research directions in the tourism industry. This methodology provides a comprehensive analysis of the literature, which can help researchers and practitioners better understand the key factors that influence tourism and hospitality. In addition to the literature review, the thesis also contributes to the field by conducting primary research on tourists' motivations for visiting Portugal and their overall satisfaction with their experience. The study examines the impact of various factors, such as service quality, facilities quality, product quality, gastronomy quality, and wine quality, on international tourists' satisfaction. This research is, thus, important because it helps tourism and hospitality practitioners identify the areas where they can improve their offerings to enhance tourists' satisfaction and increase their intention to revisit. The thesis also explores the expectation/disconfirmation theory (Oliver, 1980), which suggests that tourists' satisfaction depends on their expectations of a destination and how those expectations match their actual experience. By examining this theory, the study provides valuable insights into how tourism and hospitality businesses can manage tourists' expectations to ensure that they have a positive experience.

Finally, the thesis explores the impact of psychological ownership (Pierce *et al.*, 2001) and commitment (Allen & Meyer, 1990; McGee & Ford, 1987) on repatronage intentions (Wirtz & Lwin, 2009) in the winery industry. This research adds value because it applies unexplored theories to the wine tourism context allowing scholars to enrich knowledge in this field, it also helps winery owners and managers understand how they can create a sense of psychological ownership among their customers and foster commitment, which can increase repatronage intentions. The study also examines the moderating effect of quality alternatives on the relationship between commitment and repatronage intentions. This research is unique because it adds to the existing literature on psychological ownership theory by exploring its impact on repatronage intentions in the winery industry.

In sum, this thesis is valuable and original because it addresses important gaps in the existing literature on tourism and hospitality. The thesis contributes to the field by providing a comprehensive analysis of emerging trends and future research directions, conducting primary research on tourists' motivations and satisfaction, exploring the expectation/disconfirmation theory, and examining the impact of psychological ownership and commitment on repatronage intentions in the winery industry.

1.6.3 Thesis structure

This thesis is composed of a general introduction, three chapters and final conclusions, briefly presented as follows:

Chapter 1 – Introduction. The introductory section provides a concise overview of the topic and the scope of the study, identifies the research objectives and hypotheses, and outlines the methodology employed to attain these objectives. Finally, this section concludes with a description of the thesis' structure and organization.

Chapter 2 – Tracing the roots of research wine tourism and hospitality: a text-mining approach. This chapter is dedicated to the systematic literature review, where we present the methodology and procedures developed to conduct this review. Additionally, we provide a descriptive analysis of the final set of papers and offer a thematic analysis of the literature, covering seven core topics that emerge from the literature.

Chapter 3 – International tourism in Portugal: main motivations and what drives satisfaction, and revisit Intention? Chapter three is based on primary data collected through face-to-face questionnaires to international tourists after a leisure stay in Portugal. Satisfaction and intention to revisit constructs are measured, analyzed, and tested.

Chapter 4 – Developing commitment through the feeling of ownership toward a winery: effect on repatronage intention. Chapter four is focused on quantitative research that utilizes questionnaires to gather primary data. One online questionnaire was created, using Qualtrics data collected from an international panel. The questionnaire was developed based on previously validated scales, and a conceptual model is presented and tested.

Chapter 5 – Final conclusions: The concluding section of the thesis presents the final conclusions that are drawn from the theoretical and empirical evidence gathered throughout the study, considering the original research objectives. It also highlights the contributions of the research, including its methodological and practical implications for the scientific community, as well as its managerial and marketing implications for wine tourism destinations and activities. The section also discusses the limitations of the study and provides suggestions for future research in this area to facilitate further development.

Chapter 2. Tracing the roots of research wine tourism and hospitality: a text-mining approach

This chapter is dedicated to understanding the state of the art of the wine tourism academic research. The objective is to develop a systematic review of literature covering wine tourism to identify the most used theories, constructs and unveil trendy topics that can lead to new studies. The research questions associated with this chapter are: What research has been conducted on wine tourism? What are the most used theories and constructs used in wine tourism? What topics emerge from literature that can lead to new research avenues?

To achieve the objective, we employed a text-mining approach to analyze 236 articles and identify the conceptual developments in wine tourism and hospitality. The chapter outlines the conceptualization of wine tourism and hospitality and highlights the most important topics and studies that have emerged in literature. The text-mining approach helped to identify seven core topics that contributed to the content of publications, including related theories, core constructs, methodologies, main authors, and journals. The study found that the literature on wine tourism and hospitality predominantly employs quantitative approaches, such as structural equations or regression analysis, and often draws on well-known theories from psychology, sociology, and economics. This study is the first to use a text-mining approach to provide a detailed systematic literature review of all streams of wine tourism and hospitality. The findings offer insights into the most researched topics in this area and provide directions for future research.

2.1 Introduction

Wine tourism is a growing activity contributing to the economic development of wine regions (Byrd *et al.*, 2016; A. Molina *et al.*, 2015), a complementary vector between the wine production industry and tourism sector (Hojman & Hunter-Jones, 2012), and is becoming increasingly important for wine-growing regions (Gómez *et al.*, 2019). Indeed, wine tourism is considered a strategic priority given its ability to attract tourists. while contributing to the reduction of the seasonality effect (Sarmiento & Seguro, 2014). However, since the 2000s, when wine tourism research began to appear as a field of study in renowned journals, few studies have conducted a comprehensive analysis of the literature on the topic and those that only analyzed the papers that cover the topic until 2014 (Durán-Sánchez *et al.*, 2016; Gómez *et al.*, 2019). Since then, many new studies have opened up new research avenues for future studies and have highlighted underdeveloped topics, such as visitor satisfaction with each aspect of the cellar door environment in

predicting behavioral intention (Prayag *et al.*, 2021). Other studies have also pointed out metaverse as a new channel for customizing and co-creating hybrid virtual and physical experiences, allowing consumers to engage with brands and other customers before, during, and after their visit (Buhalis *et al.*, 2022).

Given the lack of recent analysis of the literature that can help to develop new understudied topics in wine tourism, the current study contributes to existing knowledge by (1) exploring the past literature after a comprehensive collection of relevant articles and (2) employing a text mining approach based on a hierarchical Bayesian model to find latent topics that have emerged in recent years (Guerreiro *et al.*, 2016; Loureiro *et al.*, 2019). Furthermore, the current study discusses the main trends in wine tourism and hospitality following a systematic review approach (Billore *et al.*, 2023; Vrontis *et al.*, 2021, 2022). The TCCM framework was used in complement, which exposes not only the new papers on the topic but also the main (T)heories, (C)onstructs, (C)ontexts in which the studies were applied, and (M)ethodologies used (Paul & Rosado-Serrano, 2019). This structured information is valuable not only for scholars, but also for managers to understand the most influential determinants of wine tourism.

2.2 Database search process

Scientific articles on wine tourism for this literature review were collected from Scopus and Web of Science to identify the most relevant literature for this study. Data were collected using terms related to wine tourism. The query was applied to the titles, abstracts, and keywords. Table 2.1 lists the queries used to collect articles. This query was chosen to capture the most probable wine tourism and hospitality areas of study, ensuring that both supply and demand were included.

Table 2.1. Queries used to collect articles about wine tourism.

	Query
Scopus	(TITLE-ABS-KEY("routes*" or "customer*" or "segmentation*" or "consumer*" or "experience*" or "winery manager*" or "producer*" or "hospitality*" AND (wine tourism))
Web of Science	TS= (("routes*" or "customer*" or "segmentation*" or "consumer*" or "experience*" or "winery manager*" or "producer*" or "hospitality*" AND (wine tourism))

Source: author elaboration

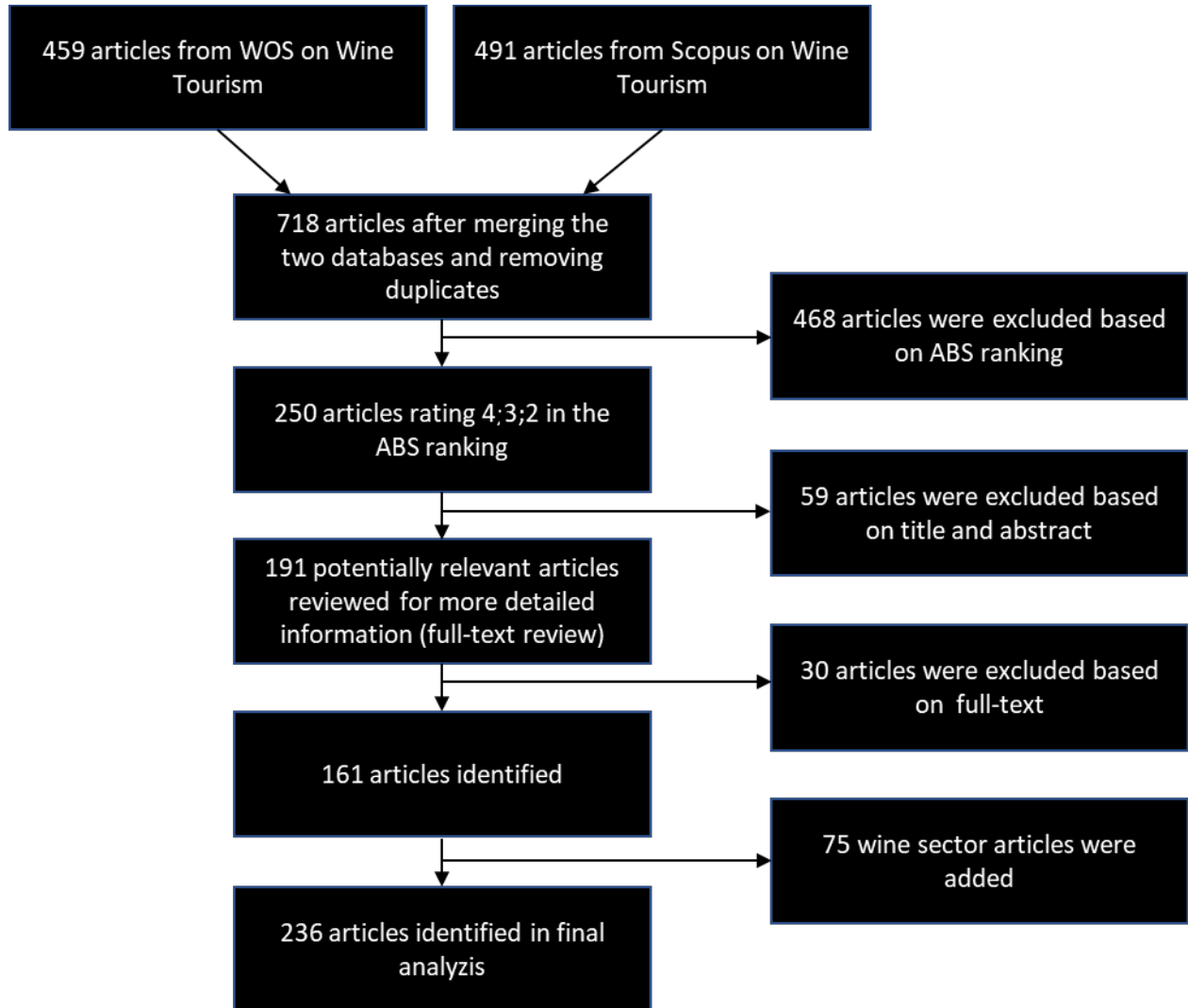
A total of 459 articles were extracted from journals indexed in the Web of Science and 491 articles were extracted from the Scopus database. The difference in the number of articles indexed on WoS and Scopus is because Scopus indexes more documents (including journal titles, conferences, and books) than WoS, and articles indexed on WoS are usually also indexed in Scopus. This study only considered published

papers. After merging the sources to identify single articles, 718 papers were selected for further analysis. For quality assessment, we matched each paper with the Academic Journal Guide 2021 from the Chartered Association of Business Schools (ABS) ranking; only papers featuring ABS4, ABS3, and ABS2 were considered (33% high-rated papers), and 250 were considered.

Considering the consistency standards proposed by Macpherson and Holt (2007), two researchers separately analyzed the relevant articles and classified them according to how they were related to wine tourism issues (see Appendix A). Cohen's Kappa coefficient > 0.85 was found after discussing the analysis among the researchers. Cohen's Kappa (k) (J. Cohen, 1960) is a widely used and accepted measure of inter-rater reliability and is frequently used as a measure of how much a group of evaluators agree about a decision. An agreement is reached when $k > 0.80$ and ensures the reduction of selection bias (Pérez *et al.*, 2020). Although the papers included the words routes, customer, segmentation, consumer, experience, winery manager, producer and wine and tourism, the first analysis of the title and abstracts revealed that 59 papers did not address issues directly connected to the sector. An in-depth analysis of the full texts also removed 30 articles that (1) were not directly related to the research objective, (2) were not so robust in using theory, (3) were not so related to argumentation, and (4) made little contribution to theory and/or practice (see Appendix A).

Wine sector journals are not listed in the Academic Journal Guide 2021 from the Chartered Association of Business Schools (ABS) ranking. Nevertheless, for the field of research covered by this thesis, 75 papers published in wine business journals were included. A total of 236 papers focusing on wine tourism were selected. The articles were published between 1985 and 2023. An overview of this process, the streaming stages and the final pool of papers can be seen in figure 2.1 and table 2.2, respectively.

Figure 2.1. Screening process for selecting the final papers for analysis



Source: author elaboration

Table 2.2. List of papers included in the systematic literature review

Nr.	Authors	Title	Year	Journal
1	Schell, B.H.; Amero, L.; Cameron, S.; Scott, J.	A profile of consumers of fine wine clubs	1985	International Journal of Hospitality Management
2	Hall, C. M.; Cambourne, B.; Macionis, N.; Johnson, G.	Wine Tourism and Network Development in Australia and New Zealand: Review, Establishment and Prospects	1997	International Journal of Wine Marketing
3	Lockshin, L.S.; Spawton, A.L.; Macintosh, G.	Using product, brand and purchasing involvement for retail segmentation	1997	Journal of Retailing and Consumer Services
4	Telfer, D.J.	Strategic alliances along the Niagara Wine Route	2001	Tourism Management
5	Williams, P.	The Evolving Images of Wine Tourism Destinations	2001	Tourism Recreation Research
6	Telfer, D.J.	From a Wine Tourism Village to a Regional Wine Route: An Investigation of the Competitive Advantage of Embedded Clusters in Niagara, Canada	2001	Tourism Recreation Research
7	Mitchell, R.D.; Hall, C.M.	The Influence of Gender and Region on the New Zealand Winery Visit	2001	Tourism Recreation Research
8	Dodd, T. H.; Beverland, M.	Winery Tourism Life-cycle Development: A Proposed Model	2001	Tourism Recreation Research
9	Beverland, M.; Hoffman, D.; Rasmussen, M.	The Evolution of Events in the Australasian Wine Sector	2001	Tourism Recreation Research
10	O'Neill, M.; Palmer, A.; Charters, S.	Wine production as a service experience – the effects of service quality on wine sales	2002	Journal of Services Marketing
11	Charters, S.; Ali-Knight, J.	Who is the wine tourist?	2002	Tourism Management
12	Hashimoto, A.; Telfer, D.J.	Positioning an emerging wine route in the Niagara region	2003	Journal of Travel and Tourism Marketing
13	Williams, P.W. Bossa, K.	Non-Resident wine tourist markets	2003	Journal of Travel and Tourism Marketing
14	Mitchell, R.D.; Hall, C.M.	Seasonality in New Zealand winery visitation	2003	Journal of Travel and Tourism Marketing

Nr.	Authors	Title	Year	Journal
15	Demhardt, I.J.	Wine and tourism at the “fairest cape”	2003	Journal of Travel and Tourism Marketing
16	Bruwer, J.	South African wine routes: some perspectives on the wine tourism industry's structural dimensions and wine tourism product	2003	Tourism Management
17	Shanka, T.; Taylor, R.	Discriminating factors of first-time and repeat visitors to wine festivals	2004	Current Issues in Tourism
18	Alant, K.; Bruwer, J.	Wine tourism behaviour in the context of a motivational framework for wine regions and cellar doors	2004	Journal of Wine Research
19	Carlsen, J.	A review of global wine tourism research	2004	Journal of Wine Research
20	Brown, G.; Getz, D.	Linking wine preferences to the choice of wine tourism destinations	2005	Journal of Travel Research
21	Carmichael, B.A.	Understanding the wine tourism experience for winery visitors in the Niagara region, Ontario, Canada	2005	Tourism Geographies
22	Gross, M. J.; Brown, G.	Tourism experiences in a lifestyle destination setting: The roles of involvement and place attachment	2006	Journal of Business Research
23	Poitras, L.; Getz, D.	Sustainable wine tourism: The host community perspective	2006	Journal of Sustainable Tourism
24	Brown, G.P.; Havitz, M.E.; Getz, D.	Relationship between wine involvement and wine-related travel	2006	Journal of Travel and Tourism Marketing
25	Getz, D.; Brown, G.	Critical success factors for wine tourism regions: a demand analysis	2006	Tourism Management
26	Johnson, R.; Bruwer, J.	Regional brand image and perceived wine quality: The consumer perspective	2007	International Journal of Wine Business Research
27	Kolyesnikova, N.; Dodd, T.H.; Laverie, D.A.	Gratuity purchasing at wineries: An investigation of the determining factors	2007	International Journal of Wine Business Research
28	Sparks, B.	Planning a wine tourism vacation? Factors that help to predict tourist behavioral intentions	2007	Tourism Management

Nr.	Authors	Title	Year	Journal
29	Yuan, J.; Morrison, A.M.; Cai, L.A.; Linton, S.	A Model of Wine Tourist Behaviour: A Festival Approach	2008	International Journal of Tourism Research
30	Fountain, J.; Fish, N., Charters, S.	Making a connection: Tasting rooms and brand loyalty	2008	International Journal of Wine Business Research
31	Barber, N. A.; Donovan, J. R.; Dodd, T. H.	Differences in tourism marketing strategies between wineries based on size or location	2008	Journal of Travel and Tourism Marketing
32	Kolyesnikova, N.; Dodd, T.H.	Effects of Winery Visitor Group Size on Gratitude and Obligation	2008	Journal of Travel Research
33	Alonso, A.D.; Fraser, R.A.; Cohen, D.A.	Exploring wine tourism in New Zealand: The visitors' points of views	2008	Tourism Analysis
34	Gross, M. J.; Brown, G.	An empirical structural model of tourists and places: Progressing involvement and place attachment into tourism	2008	Tourism Management
35	Galloway, G.; Mitchell, R.; Getz, D.; Crouch, G.; Ong B.	Sensation seeking and the prediction of attitudes and behaviours of wine tourists	2008	Tourism Management
36	Randall, C.; Mitchell, R.	Wine tourism marketing alliances application of importance-performance analysis	2008	Tourism Recreation Research
37	White, C. J.; Thompson, M.	SELF DETERMINATION THEORY AND THE WINE CLUB ATTRIBUTE FORMATION PROCESS	2009	Annals of Tourism Research
38	Marzo-Navarro, M.; Pedraja-Iglesias, M.	Wine tourism development from the perspective of the potential tourist in Spain	2009	International Journal of Contemporary Hospitality Management
39	Scherrer, P; Alonso, A.D.; Sheridan, L.	Expanding the Destination Image: Wine Tourism in the Canary Islands	2009	International Journal of Tourism Research
40	Bruwer, J.; Alant, K.	The hedonic nature of wine tourism consumption: An experiential view	2009	International Journal of Wine Business Research
41	Marzo-Navarro, M.; Pedraja-Iglesias, M.	Profile of a wine tourist and the correspondence between destination and preferred wine: A study in Aragon, Spain	2009	Journal of Travel and Tourism Marketing

Nr.	Authors	Title	Year	Journal
42	Kolyesnikova, N.; Dodd, T.H.	There is no such thing as a free wine tasting: The effect of a tasting fee on obligation to buy	2009	Journal of Travel and Tourism Marketing
43	Charters, S.; Fountain, J.; Fish, N.	You Felt Like Lingerig ... Experiencing "Real" Service at the Winery Tasting Room	2009	Journal of Travel Research
44	March, R.; Wilkinson, I.	Conceptual tools for evaluating tourism partnerships	2009	Tourism Management
45	Mora, P.; Moscarola, J.	Representations of the emotions associated with a wine purchasing or consumption experience	2010	International Journal of Consumer Studies
46	Alonso, A. D.; Liu, Y.	Wine tourism development in emerging Western Australian regions	2010	International Journal of Contemporary Hospitality Management
47	Barber, N.; Taylor, D. C.; Deale, C. S.	Wine tourism, environmental concerns, and purchase intention	2010	Journal of Travel and Tourism Marketing
48	Axelsen, M.; Swan, T.	Designing Festival Experiences to Influence Visitor Perceptions: The Case of a Wine and Food Festival	2010	Journal of Travel Research
49	Bras, J. M.; Costa, C.; Buhalis, D.	Network analysis and wine routes: the case of the Bairrada Wine Route	2010	Service Industries Journal
50	Alonso, A. D.; Liu, Y.	The potential for marrying local gastronomy and wine: The case of the 'fortunate islands'	2011	International Journal of Hospitality Management
51	Carlsen, J.	Assessing service quality at wineries and cellar doors through service mapping	2011	International Journal of Wine Business Research
52	Charters, S.; Menival, D.	Wine tourism in Champagne	2011	Journal of Hospitality and Tourism Research
53	Asero, V.; Patti, S.	Wine tourism experience and consumer behavior: The case of sicily	2011	Tourism Analysis
54	Stavrinoudis, T.A.; Tsartas, P.; Chatzidakis, G.	Study of the major supply factors and business choices affecting the growth rate of wine tourism in Greece	2012	Current Issues in Tourism
55	Alonso, A. D.	Promotional efforts of muscadine wines and muscadine-related products: the case of southern United States wineries	2012	International Journal of Consumer Studies

Nr.	Authors	Title	Year	Journal
56	Marzo-Navarro, M.; Pedraja-Iglesias, M.	Critical factors of wine tourism: incentives and barriers from the potential tourist's perspective	2012	International Journal of Contemporary Hospitality Management
57	Gomez, M.; Molina, A.	Wine Tourism in Spain: Denomination of Origin Effects on Brand Equity	2012	International Journal of Tourism Research
58	Bamberry, G.; Wickramasekara, R.	Domestic and international strategies in the Queensland wine industry	2012	International Journal of Wine Business Research
59	Orth, U, R.; Stoeckl, A.; Veale, R.; Brouard, J.; Cavicchi, A.; Faraoni, M.; Larreina, M.; Lecat, B.; Olsen, J.; Rodriguez-Santos, C.; Santini, C.; Wilson, D.	Using attribution theory to explain tourists' attachments to place-based brands	2012	Journal of Business Research
60	Hojman, D. E.; Hunter-Jones, P.	Wine tourism: Chilean wine regions and routes	2012	Journal of Business Research
61	Bruwer, J.; Lesschaeve, I.; Campbell, B.L.	Consumption dynamics and demographics of Canadian wine consumers: Retailing insights from the tasting room channel	2012	Journal of Retailing and Consumer Services
62	Alonso, A.D. Liu, Y.	Old wine region, new concept and sustainable development: winery entrepreneurs' perceived benefits from wine tourism on Spain's Canary Islands	2012	Journal of Sustainable Tourism
63	Bruwer, J.; Lesschaeve, I.	Wine tourists' destination region brand image perception and antecedents: Conceptualization of a winescape framework	2012	Journal of Travel and Tourism Marketing
64	Overton, J.; Murray, W.E.; Silva, F.P.	The remaking of Casablanca: The sources and impacts of rapid local transformation in Chile's wine industry	2012	Journal of Wine Research
65	Lee, T. H.; Chang, Y. S.	The influence of experiential marketing and activity involvement on the loyalty intentions of wine tourists in Taiwan	2012	Leisure Studies
66	Kruger, M., Botha, K., Saayman, M.	Information source preferences and associated expenditure of first-time and repeat visitors at a South African wine festival	2012	Tourism Analysis

Nr.	Authors	Title	Year	Journal
67	Alonso, A.D.; Bressan, A.; O'Shea, M.; Krajsic, V.	To what extent do wineries study their consumers and visitors? Implications for wine tourism development	2012	Tourism Analysis
68	Sampaio, A.	Wine tourism and visitors' perceptions: a structural equation modelling approach	2012	Tourism Economics
69	Mason, M. C.; Paggiaro, A.	Investigating the role of festivalscape in culinary tourism: The case of food and wine events	2012	Tourism Management
70	Deery, M.; O'Mahony, G.B.; Moors, R.	Employing a Lifecycle Typology to Generate a Unified and Strategic Approach to Regional Wine Tourism Development	2012	Tourism Planning and Development
71	Bruwer, J.; Lesschaeve, I.	Sources of Information Used by Tourists Travelling to Visit Canadian Winery Tasting Rooms	2012	Tourism Planning and Development
72	Saayman, M.; Saayman, A.; Joubert, E.-M.	Expenditure-based segmentation of visitors to the wacky wine festival	2012	Tourism Recreation Research
73	Lockshin, L.; Corsi, A.M.	Consumer behaviour for wine 2.0: A review since 2003 and future directions	2012	Wine Economics and Policy
74	Zang Qiu, H.; Yuan, J.; Haobin Ye, B; Hung, K.	Wine tourism phenomena in China: an emerging market	2013	International Journal of Contemporary Hospitality Management
75	Grybovyeh, O.; Lankford, J.; Lankford, S.	Motivations of wine travelers in rural Northeast Iowa	2013	International Journal of Wine Business Research
76	Bruwer, J.; Coode, M.; Saliba, A.; Herbst, F.	Wine tourism experience effects of the tasting room on consumer brand loyalty	2013	Tourism Analysis
77	Alonso, A.D.; Bressan, A.; O'Shea, M.; Krajsic, V.	Website and Social Media Usage: Implications for the Further Development of Wine Tourism, Hospitality, and the Wine Sector	2013	Tourism Planning and Development
78	Colombini; D.C.	Italian wine tourism and the web: A necessary wedding	2013	Wine Economics and Policy
79	Alonso, A. D.; Bressan, A.; O'Shea, M.; Krajsic, V.	Educating winery visitors and consumers: an international perspective	2014	Current Issues in Tourism
80	Bruwer, J.	Service quality perception and satisfaction: Buying behaviour prediction in an Australian festivalscape	2014	International Journal of Tourism Research

Nr.	Authors	Title	Year	Journal
81	Nella, A-; Christou, E.	Segmenting Wine Tourists on the Basis of Involvement with Wine	2014	Journal of Travel and Tourism Marketing
82	Pratt, M.A.; Sparks, B.	Predicting Wine Tourism Intention: Destination Image and Self-congruity	2014	Journal of Travel and Tourism Marketing
83	López-Guzmán, T.; Vieira-Rodríguez, A.; Rodríguez-García, J.	Profile and motivations of European tourists on the Sherry wine route of Spain	2014	Tourism Management Perspectives
84	Holland, T.; Smit, B.; Jones, G.V.	Toward a Conceptual Framework of Terroir Tourism: A Case Study of the Prince Edward County, Ontario Wine Region	2014	Tourism Planning and Development
85	Alonso, A.D.	"Saborea (Tasting) Lanzarote": Building the Foundation of a New Food and Wine Event Through Collaborative Efforts	2014	Tourism Planning and Development
86	Gazquez-Abad, J.C.; Huertas-Garcia, R.; Vazquez-Gomez, M.D.; Casas Romeo, A.	Drivers of Sustainability Strategies in Spain's Wine Tourism Industry	2015	Cornell Hospitality Quarterly
87	McNamara, N.; Cassidy, F.	Wine tasting: To charge or not to charge?	2015	International Journal of Hospitality Management
88	Drennan, J.; Bianchi, C.; Cacho-Elizondo, S.; Loureiro, S.M.C; Guibert, N.; Proud, W.	Examining the role of wine brand love on brand loyalty: A multi-country comparison	2015	International Journal of Hospitality Management
89	Jones, M. F.; Singh, N.; Hsiung, Y.	Determining the Critical Success Factors of the Wine Tourism Region of Napa from a Supply Perspective	2015	International Journal of Tourism Research
90	Alonso, A. D.; Bressan, A.; O'Shea, M.; Krajsic, V.	Perceived Benefits and Challenges to Wine Tourism Involvement: An International Perspective	2015	International Journal of Tourism Research
91	Olsen, J.E.; Atkin, T.; Thach, L., Cuellar, S.S.	Variety seeking by wine consumers in the southern states of the US	2015	International Journal of Wine Business Research
92	Lewis, G.K.; Byrom, J.; Grimmer, M.	Collaborative marketing in a premium wine region: the role of horizontal networks	2015	International Journal of Wine Business Research
93	Colombini, D.C.	Wine tourism in Italy	2015	International Journal of Wine Research
94	Carlsen, J.; Boksberger, P.	Enhancing consumer value in wine tourism	2015	Journal of Hospitality and Tourism Research

Nr.	Authors	Title	Year	Journal
95	Stoddard, J.E.; Clopton, S.W.	Exploring the differences between new and repeat visitors to North Carolina wineries: implications for winery marketing strategy development	2015	Journal of Wine Research
96	Molina, A.; Gómez, M.; González-Díaz, B.; Esteban, Á.	Market segmentation in wine tourism: strategies for wineries and destinations in Spain	2015	Journal of Wine Research
97	Asero, V.; Tomaselli, V.	Research note: Analyzing tourism demand in tourist districts - the case of Sicily	2015	Tourism Economics
98	Gomez, M.; Lopez, C.; Molina, A.	A model of tourism destination brand equity: The case of wine tourism destinations in Spain	2015	Tourism Management
99	Quintal, V. A.; Thomas, B.; Phau, I.	Incorporating the winescape into the theory of planned behaviour: Examining 'new world' wineries	2015	Tourism Management
100	Alebaki, M.; Menexes, G.; Koutsouris, A.	Developing a multidimensional framework for wine tourist behavior: Evidence from Greece	2015	Wine Economics and Policy
101	Popp, L.; McCole, D.	Understanding tourists' itineraries in emerging rural tourism regions: the application of paper-based itinerary mapping methodology to a wine tourism region in Michigan	2016	Current Issues in Tourism
102	Nunes, P.A.L.D.; Loureiro, M. L.	Economic valuation of climate-change-induced winery landscape impacts on tourism flows in Tuscany	2016	Agricultural Economics
103	Rabbiosi, C.	Place branding performances in tourist local food shops	2016	Annals of Tourism Research
104	Bonn, M. A.; Cho, M.; Lee, J.J.; Kim, J. H.	A multilevel analysis of the effects of wine destination attributes on travel constraints and revisit intention	2016	International Journal of Contemporary Hospitality Management
105	Kim, J.H.; Bonn, M. A.	Authenticity Do tourist perceptions of winery experiences affect behavioral intentions?	2016	International Journal of Contemporary Hospitality Management
106	Quadri-Felitti, D.; Fiore, A.M.	Wine tourism suppliers' and visitors' experiential priorities	2016	International Journal of Contemporary Hospitality Management
107	Alamanos, E.; Kuznesof, S.; Ritson, C.	The Influence of Holidays on Wine Purchasing Behaviour: Marketing and Tourism Insights Based on a Holiday Experience in Greece	2016	International Journal of Tourism Research

Nr.	Authors	Title	Year	Journal
108	Wolf, H. L.; Morrish, S. C.; Fountain, J.	A conceptualization of the perceptions and motivators that drive luxury wine consumption	2016	International Journal of Wine Business Research
109	Lavandoski, J.; Pinto, P.; Silva J.A.; Vargas-Sánchez, A.	Causes and effects of wine tourism development in wineries: The perspective of institutional theory	2016	International Journal of Wine Business Research
110	Festa, G.; Cuomo, M.T.; Metallo, G.; Festa, A.	The (r)evolution of wine marketing mix: From the 4Ps to the 4Es	2016	Journal of Business Research
111	Fernandes, T.; Cruz, M.	Dimensions and outcomes of experience quality in tourism: The case of Port wine cellars	2016	Journal of Retailing and Consumer Services
112	Mauracher, C.; Procidano, I.; Sacchi, G.	Wine tourism quality perception and customer satisfaction reliability: the Italian Prosecco District	2016	Journal of Wine Research
113	Bruwer, J.; Gross, M. J.; Lee, H.C.	Tourism destination image (TDI) perception within a regional winescape context	2016	Tourism Analysis
114	Chen, X.; Bruwer, J.; Cohen, J.; Goodman, S.	A wine tourist behavior model for Australian winery cellar doors	2016	Tourism Analysis
115	Xu, S.; Barbieri, C.; Anderson, D.; Leung, Y.; Rozier-Rich, S.	Residents' perceptions of wine tourism development	2016	Tourism Management
116	Byrd, E.T.; Canziani, B.; Hsieh, Y.; Debbage, K.; Sonmez, S.	Wine tourism: Motivating visitors through core and supplementary services	2016	Tourism Management
117	Bruwer, J.; Pratt, M.A.; Saliba, A.; Hirche, M.	Regional destination image perception of tourists within a winescape context	2017	Current Issues in Tourism
118	Lee, S.; Bruwer, J.; Song, H	Experiential and involvement effects on the Korean wine tourist's decision-making process	2017	Current Issues in Tourism
119	Francioni, B.; Vissak, T.; Musso, F.	Small Italian wine producers' internationalization: The role of network relationships in the emergence of late starters	2017	International Business Review
120	Charters, S.; Spielmann, N.; Babin, B. J.	The nature and value of terroir products	2017	European Journal of Marketing
121	O'Regan, M.; Choe, J.; Matthew, Y.	Attendee motivations at an international wine festival in China	2017	Event Management

Nr.	Authors	Title	Year	Journal
122	Taylor, J.J.; Bing, M.; Reynolds, D.; Davison, K.; Ruetzler, T.	Motivation and personal involvement leading to wine consumption	2017	International Journal of Contemporary Hospitality Management
123	Bonn, M. A.; Cho, M.; Um, H.	The evolution of wine research: A 26 year historical examination of topics, trends and future direction	2017	International Journal of Contemporary Hospitality Management
124	Lee, W.; Sung, H.; Suh, E.; Zhao, J.	The effects of festival attendees' experiential values and satisfaction on re-visit intention to the destination. The case of a food and wine festival	2017	International Journal of Contemporary Hospitality Management
125	Velikova, N.; Slevitch, L.; Mathe-Soulek, K.	Application of Kano model to identification of wine festival satisfaction drivers	2017	International Journal of Contemporary Hospitality Management
126	Santos, V.R.; Ramos, P.; Almeida, N.	The relationship between involvement, destination emotions and place attachment in the Porto wine cellars	2017	International Journal of Wine Business Research
127	Byrd, E. T.; Canziani, B.; Boles, J. S.; Williamson, N. C.; Sonmez, S.	Wine tourist valuation of information sources: the role of prior travel	2017	International Journal of Wine Business Research
128	Loureiro, S.M.C.; Cunha, N. P.	Wine prestige and experience in enhancing relationship quality and outcomes Wine tourism in Douro	2017	International Journal of Wine Business Research
129	Alonso, A.D.	An exploration of Cava wineries: a resource-based approach	2017	International Journal of Wine Business Research
130	Terziyska, I.	Benchmarking wine tourism destinations – the case of Bulgaria	2017	International Journal of Wine Business Research
131	Rodriguez-Donate, M.C.; Romero-Rodriguez, M.E.; Cano-Fernandez, V.J.; Guirao-Perez, G.	Sociodemographic determinants of the probability of wine consumption in Tenerife (Canary Islands)	2017	International Journal of Wine Business Research
132	Vissak, T.; Francioni, B.; Musso, F.	The role of network relationships in small wineries' internationalization A case study from Marche, Italy	2017	International Journal of Wine Business Research
133	Quintal, V.A.; Thomas, B.; Phau, I.; Solda, Z.	Using push-pull winescape attributes to model Australian wine tourist segmentation	2017	International Journal of Wine Business Research
134	Morrish, S.C.; Pitt, L.; Vella, J.; Botha, E.	Where to visit, what to drink? A cross-national perspective on wine estate brand personalities	2017	International Journal of Wine Business Research

Nr.	Authors	Title	Year	Journal
135	Ye, B. H.; Zhang, H. Q.; Yuan, J.	Intentions to Participate in Wine Tourism in an Emerging Market: Theorization and Implications	2017	Journal of Hospitality and Tourism Research
136	Cho, M.; Bonn, M. A.; Brymer, R. A.	A Constraint-Based Approach to Wine Tourism Market Segmentation	2017	Journal of Hospitality and Tourism Research
137	Bruwer, J.; Gross, M. J.	A multilayered macro approach to conceptualizing the winescape construct for wine tourism	2017	Tourism Analysis
138	McFarlane, J.; Grant, B.; Blackwell, B.; Mounter, S.	Combining amenity with experience: Exploring the hidden capital of a winescape experience	2017	Tourism Economics
139	Ferreira, S. L. A.; Hunter, C. A.	Wine tourism development in South Africa: a geographical analysis	2017	Tourism Geographies
140	Garibaldi, R.; Stone, M. J.; Wolf, E.; Pozzi, A.	Wine travel in the United States: A profile of wine travellers and wine tours	2017	Tourism Management Perspectives
141	Bruwer, J.; Joy, A.	Tourism destination image (TDI) perception of a Canadian regional winescape: a free-text macro approach	2017	Tourism Recreation Research
142	Gómez, M.; Pratt, M.A.; Molina, A.	Wine tourism research: a systematic review of 20 vintages from 1995 to 2014	2018	Current Issues in Tourism
143	Bruwer, J.; Prayag, G.; Disegna, M.	Why wine tourists visit cellar doors: Segmenting motivation and destination image	2018	International Journal of Tourism Research
144	Newton, S. K.; Nowak, L. I.; Kelkar, M.	Defecting wine club members: an exploratory study	2018	International Journal of Wine Business Research
145	Pelet, J.; Lecat, B.; Khan, J.; Rundle-Thiele, S.; Lee, L. W.; Ellis, D.; Wolf, M. M.; Kavoura, A.; Katsoni, V.; Wegmann, A.L.	Winery website loyalty: the role of sales promotion and service attributes	2018	International Journal of Wine Business Research
146	Dobele, A. R.; Greenacre, L.; Fry, J.	The impact of purchase goal on wine purchase decisions	2018	International Journal of Wine Business Research
147	Szolnoki, G.	New approach to segmenting tourists in a German wine region	2018	International Journal of Wine Business Research

Nr.	Authors	Title	Year	Journal
148	Cassar, M.; Caruana, A.; Vella, J.	Positioning of wine tourism websites across different country winescapes A lexical analyses and implications	2018	International Journal of Wine Business Research
149	Stergiou, D.P.; Airey, D.; Apostolakis, A.	The winery experience from the perspective of Generation Z	2018	International Journal of Wine Business Research
150	Afonso, C.; Silva, G.M.; Gonçalves, H.M.; Duarte, M.	The role of motivations and involvement in wine tourists' intention to return: SEM and fsQCA findings	2018	Journal of Business Research
151	Thanh, T.V.; Kirova, V.	Wine tourism experience: A netnography study	2018	Journal of Business Research
152	Thomas, B.; Quintal, V.A.; Phau, I.	Wine Tourist Engagement with the Winescape: Scale Development and Validation	2018	Journal of Hospitality and Tourism Research
153	Liasidou, S.	Unveiling the potentials of wine tourism: the way ahead for Limassol	2018	Journal of Place Management and Development
154	Gu, Q.S.; Zhang, H.Q.; King, B.; Huang, S.S.	Wine tourism involvement: a segmentation of Chinese tourists	2018	Journal of Travel and Tourism Marketing
155	Stergiou, D.P.	An importance-performance analysis of young people's response to a wine tourism situation in Greece	2018	Journal of Wine Research
156	Cassar, M.L.; Caruana, A.; Konietzny, J.	Positioning narratives of wine tourism websites: a lexical analysis across two different regions	2018	Journal of Wine Research
157	Soontiens, W., Dayaram, K., Burgess, J., Grimstad, S.	Bittersweet? Urban proximity and wine tourism in the Swan Valley Region	2018	Tourism Management Perspectives
158	Gu, Q.S.; Huang, S.S.	Profiling Chinese wine tourists by wine tourism constraints: A comparison of Chinese Australians and long-haul Chinese tourists in Australia	2019	International Journal of Tourism Research
159	Bauman, M.J.; Taylor, C.D.	An exploratory study on Texas wine club members' intention to remain	2019	International Journal of Wine Business Research
160	Ramos, K.; Cuamea, O.; Galván-León, J.A.	Wine tourism: Predictors of revisit intention to micro, small and medium wineries on the Valle de Guadalupe wine route, Mexico	2019	International Journal of Wine Business Research

Nr.	Authors	Title	Year	Journal
161	Dressler, M.; Paunovic, I.	Customer-centric offer design: Meeting expectations for a wine bar and shop and the relevance of hybrid offering components	2019	International Journal of Wine Business Research
162	Yue, C.; Govindasamy, R.; Kelley, K.	Mid-Atlantic wine tourism consumer preference: an econometric approach	2019	International Journal of Wine Business Research
163	Vorobiova, N.; Pinto, P.; Pintassilgo, P.; Lavandoski, J.	Motivations of tourists in wine regions: the case of La Rioja, Spain	2019	International Journal of Wine Business Research
164	Scorrano, P.; Fait, M.; Maizza, A.; Vrontis, D.	Online branding strategy for wine tourism competitiveness	2019	International Journal of Wine Business Research
165	Ramos, K.; Cuamea, O.; Galvan-Leon, J.A.	Wine tourism Predictors of revisit intention to micro, small and medium wineries on the Valle de Guadalupe wine route, Mexico	2019	International Journal of Wine Business Research
166	Cloutier, L.M.; Renard, L.; Arcand, S.	Collective Economic Conceptualization of Cider and Wine Routes by Stakeholders	2019	Journal of Wine Economics
167	Giacosa, E.; Rossi, M.; Festa, G.; Ferraris, A.	Wine and the "Spirit" of the Territory: The Langhe Case as a Successful Wine Tourism Destination "System"	2019	Tourism Analysis
168	Chiappa, D. G.; Bregoli, I.; Kim, A.K.	Inter-Sectorial Collaboration in Networks: A Boundary Object Approach to Wine Routes	2019	Tourism Planning and Development
169	Kelley, K.M.; Bruwer, J.; Zelinskie, J.; Gardner, D.M.; Govindasamy, R.; Hyde, J.; Rickard, B.J.	Travel group member type effects in wine tourism: an ECHAID segmentation	2019	Tourism Recreation Research
170	Wu, G.; Liang, L.	Examining the effect of potential tourists' wine product involvement on wine tourism destination image and travel intention	2020	Current Issues in Tourism
171	Alonso, A. D.; Kok, S.K.	How could future professionals excel in wine tourism delivery? Evidence from wine regions in emerging economies	2020	International Journal of Contemporary Hospitality Management
172	Frost, W.; Frost, J.; Strickland, P.; Maguire, J.S.	Seeking a competitive advantage in wine tourism: Heritage and storytelling at the cellar-door	2020	International Journal of Hospitality Management

Nr.	Authors	Title	Year	Journal
173	Festa, G.; Cuomo, M.T.; Foroudi, P.; Metallo, G.	Wine tourism as a non-core business strategy for small wineries	2020	International Journal of Managerial and Financial Accounting
174	Tafel, M.C.; Szolnoki, G.	Estimating the economic impact of tourism in German wine regions	2020	International Journal of Tourism Research
175	Brochado, A.; Troilo, M.; Rodrigues, H.; Oliveira-Brochado, F.	Dimensions of wine hotel experiences shared online	2020	International Journal of Wine Business Research
176	Lockshin, L.; Corsi, A.M.	Key research topics likely to generate Australian and other wine producer countries' support during the period 2020-2030	2020	International Journal of Wine Business Research
177	Terziyska, I.; Damyanova, R.	Winescape through the lens of organized travel - a netnography study	2020	International Journal of Wine Business Research
178	Lunardo, R.; Ponsignon, F.	Achieving Immersion in the Tourism Experience: The Role of Autonomy, Temporal Dissociation, and Reactance	2020	Journal of Travel Research
179	Festa, G.; Shams, S.M.R.; Metallo, G.; Cuomo, M.T.	Opportunities and challenges in the contribution of wine routes to wine tourism in Italy – A stakeholders' perspective of development	2020	Tourism Management Perspectives
180	Alonso, A.D.; Kok, S.K.	Identifying key wine product and wine tourism attributes in an ultra-peripheral wine region: implications for wine consumers and wine tourism	2020	Tourism Recreation Research
181	Alonso, A. D., Kok, S.K., O'Brien, S.	Sustainable wine tourism development through the lens of dynamic capabilities and entrepreneurial action: an exploratory four-region perspective	2020	Tourism Recreation Research
182	Santos, V.R.; Dias, A.; Ramos, P.; Madeira, A.; Sousa; B.	Mapping the wine visit experience for tourist excitement and cultural experience	2021	Annals of Leisure Research
183	Capitello, R.; Sidali, K.L., Schamel, G.	Wine Terroir Commitment in the Development of a Wine Destination	2021	Cornell Hospitality Quarterly
184	Kruger, M.; Viljoen, A.	Terroir wine festival visitors: uncorking the origin of behavioral intentions	2021	Current Issues in Tourism

Nr.	Authors	Title	Year	Journal
185	Kirova, V.	Value co-creation and value co-destruction through interactive technology in tourism: the case of 'La Cité du Vin' wine museum, Bordeaux, France	2021	Current Issues in Tourism
186	Brochado, A.; Stoleriu, O.; Lupu, C.;	Wine tourism: a multisensory experience	2021	Current Issues in Tourism
187	Bachman, J.R.; Hull, J.S.; Haecker, S.	Millennials are not all the same: Examining millennial craft brewery and winery visitors' social involvement, self-image, and social return	2021	International Journal of Tourism Research
188	Haverila, M.; Haverila, K.; Twyford, J.C.	Identification of key variables and constructs in the context of wine tasting room: importance-performance analysis	2021	International Journal of Wine Business Research
189	Nave, A.; Paco, A.; Duarte, P.	A systematic literature review on sustainability in the wine tourism industry: insights and perspectives	2021	International Journal of Wine Business Research
190	Haller, C.; Hess-Misslin, I.; Mereaux, J.P.	Aesthetics and conviviality as key factors in a successful wine tourism experience	2021	International Journal of Wine Business Research
191	Singh, S.; Wagner, R.; Raab, K.	India's new-found love for wine tourism: a decanter of expectations and change	2021	International Journal of Wine Business Research
192	Moscovici, D.; Rezwanul, R.; Mihailescu, R.; Gow, J.; Ugaglia, A.A.; Valenzuela, L.; Rinaldi, A.	Preferences for eco certified wines in the United States	2021	International Journal of Wine Business Research
193	Tafel, M.C.; Szolnoki, G.	Relevance and challenges of wine tourism in Germany: a winery operators' perspective	2021	International Journal of Wine Business Research
194	Marzo-Navarro, M.; Pedraja-Iglesias, M.	Use of a winery's website for wine tourism development: Rioja region	2021	International Journal of Wine Business Research
195	Torres, J.P.; Barrera, J.I.; Kunc, M.; Charters, S.	The dynamics of wine tourism adoption in Chile	2021	Journal of Business Research
196	Alonso, A.D.; Kok, S.K.	The influence of school and family education towards a professional career: the case of the wine industry in two emerging economies	2021	Journal of Education and Work
197	Santos, V.R.; Ramos, P.; Sousa, B.; Valeri, M.	Towards a framework for the global wine tourism system	2021	Journal of Organizational Change Management

Nr.	Authors	Title	Year	Journal
198	Zainurin, F.; Neill, L.; Schänzel, H.	Considerations of luxury wine tourism experiences in the new world: three Waiheke Island vintners	2021	Journal of Revenue and Pricing Management
199	Wittwer, G.; Anderson, K.	COVID-19 and Global Beverage Markets: Implications for Wine	2021	Journal of Wine Economics
200	Crick, J.M.; Crick, D.	Market-oriented activities and communal wine consumption events: does coopetition make a difference?	2021	Journal of Wine Research
201	Lee, K.; Madanoglu, M.; Ha, I.; Fritz, A.	The impact of service quality and customer satisfaction on consumer spending in wineries	2021	Service Industries Journal
202	Prayag, G.; Disegna, M.; Bruwer, J.	Do satisfied cellar door visitors want to revisit? Linking past knowledge and consumption behaviors to satisfaction and intention to return	2021	Tourism Analysis
203	Williams, K.M.	Wine tourism: from Winescape to cellardoorscape	2021	Tourism Analysis
204	Alonso, A.D.; Kok S.K.	Sensing, Seizing, and Reconfiguring: Understanding Wine Tourism Development in Emerging Economies Through the Dynamic Capabilities Approach	2021	Tourism Analysis
205	Rašovská, I; Kubickova, M., Ryglová, K.	Importance–performance analysis approach to destination management	2021	Tourism Economics
206	Fountain, J.; Charters, S.; Cogan-Marie, L.	The real Burgundy: negotiating wine tourism, relational place and the global countryside	2021	Tourism Geographies
207	Wen, H.; Leung, X.Y.	Virtual wine tours and wine tasting: The influence of offline and online embodiment integration on wine purchase decisions	2021	Tourism Management
208	Rachao, S.A.S.; Breda, Z.D.; Fernandes, C.D.; Joukes, V.N.P.M.	Drivers of experience co-creation in food-and-wine tourism: An exploratory quantitative analysis	2021	Tourism Management Perspectives
209	Alonso, A. D.; Bressan, A.; Kiat, S.K.; O’Brien, S.	Filling up the sustainability glass: wineries’ initiatives towards sustainable wine tourism	2021	Tourism Recreation Research
210	Carvalho, M., Kastenholz, E.; Carneiro, M.J.	Co-creative tourism experiences—a conceptual framework and its application to food & wine tourism	2021	Tourism Recreation Research

Nr.	Authors	Title	Year	Journal
211	Barisan, L.; Galletto, L.	How do sparkling wine producers adopt a subappellation? Evidence from an exploratory study on heroic Prosecco Superiore Rive	2021	Wine Economics and Policy
212	Alonso, A. D.; Bressan, A.; Santoni, L.J.; Kok, S.K.; Vu, O.T.K.	COVID-19: impacts and implications for hospitality, tourism and community. The case of Mendoza	2022	Current Issues in Tourism
213	Alonso, A. D.; Martens, W.; Ong, J.L.T.	Food tourism development in wine regions: perspectives from the supply side	2022	Current Issues in Tourism
214	Obermayer, N.; Kovari, E.; Leinonen, J.; Bak, G.; Valeri, M.	How social media practices shape family business performance: The wine industry case study	2022	European Management Journal
215	Shi, F.F.; Ji, S.J.; Weaver, D.; Huang, M.F.	From curious to connoisseur: a longitudinal segmentation of attendees at a Chinese wine festival	2022	International Journal of Contemporary Hospitality Management
216	Napolitano, E.; Atzeni, M.; Kim, A.; Chiappa, D.G.	Diverse socialising patterns in wine tourist experiences: A segmentation-based analysis of visitors to the wineries in South Australia	2022	International Journal of Tourism Research
217	Maracajá, K.F.B.; Schramm, V.B.; Schramm, F.; Valduga, V.	A multicriteria model for evaluation of Brazilian wineries from a tourism destination perspective	2022	International Journal of Wine Business Research
218	Barbierato, E.; Bernetti, I.; Capecchi, I.	Analyzing TripAdvisor reviews of wine tours: an approach based on text mining and sentiment analysis	2022	International Journal of Wine Business Research
219	Harsanyi, D.; Hledik, E.	Attractiveness of wine region types: how less popular wine regions can attract wine tourists?	2022	International Journal of Wine Business Research
220	Sassenberg, A.-M.; Sassenberg, C.; Sassenberg, C.; Heneghan, M.	Effects of atmosphere on emotions and consumer behaviour at wineries	2022	International Journal of Wine Business Research
221	Kotur, A.S.	Exploring the wellness dimensions of wine tourism experiences: a netnographic approach	2022	International Journal of Wine Business Research
222	Alonso, A.D.; Bressan, A.; Vu, O.T.K.; Ha Do, L.T.; Garibaldi, R.; Pozzi, A.	How consumers relate to wine during COVID-19 – a comparative, two nation study	2022	International Journal of Wine Business Research
223	Payini, V.; Bolar, K.; Mallya, J.; Kamath, V.	Modeling hedonic motive-based segments of wine festival visitors using decision tree approach	2022	International Journal of Wine Business Research

Nr.	Authors	Title	Year	Journal
224	Hernandez, A.L.; Alarcon, S.; Ruiz, L.M.	Segmentation of wine tourism experience in Mexican wine regions using netnography	2022	International Journal of Wine Business Research
225	Davis, T.J.; Gomez, M.I.	The COVID-19 pandemic, customer satisfaction and sales performance in wine tasting rooms in the Finger Lakes region of New York State	2022	International Journal of Wine Business Research
226	Hill, R.; Fountain, J.	Wines from the hinterland: comparing availability of local wines on wine lists in two New Zealand tourism destinations	2022	International Journal of Wine Business Research
227	Shin, S.; Nicolau, J.L.	Identifying attributes of wineries that increase visitor satisfaction and dissatisfaction: Applying an aspect extraction approach to online reviews	2022	Tourism Management
228	Ma, E.; Yang, H.; Wang, Y.-C.; Song, H.	Building restaurant customers' technology readiness through robot-assisted experiences at multiple product levels	2022	Tourism Management
229	Alonso, A. D.; O'Shea, M.; Kok, S. K.	Managing knowledge in the context of gastronomy and culinary tourism: a knowledge-based view	2022	Tourism Recreation Research
230	Chiappa, G.D.; Martín, J.C.; Román, C.	Developing wine tourism experiences. A discrete choice analysis using best-worst scaling data	2022	Wine Economics and Policy
231	Alonso, A. D.; Bressan, A.; Vu, O.T.K.; Kok, S.K.; Erhan, A.	Integrating tradition and innovation within a wine tourism and hospitality experience	2023	International Journal of Tourism Research
232	Kotur, A.S.	A bibliometric review of research in wine tourism experiences: insights and future research directions	2023	International Journal of Wine Business Research
233	Cunha, D.; Kastenholz, E.; Silva, C.	Analyzing diversity amongst visitors of Portuguese wine routes based on their wine involvement	2023	International Journal of Wine Business Research
234	Gastaldello, G.; Streletskaia, N.; Rossetto, L.	Glass half-full? A comprehensive PLS-SEM approach to explore the pandemic's effect on wine tourism intentions	2023	International Journal of Wine Business Research

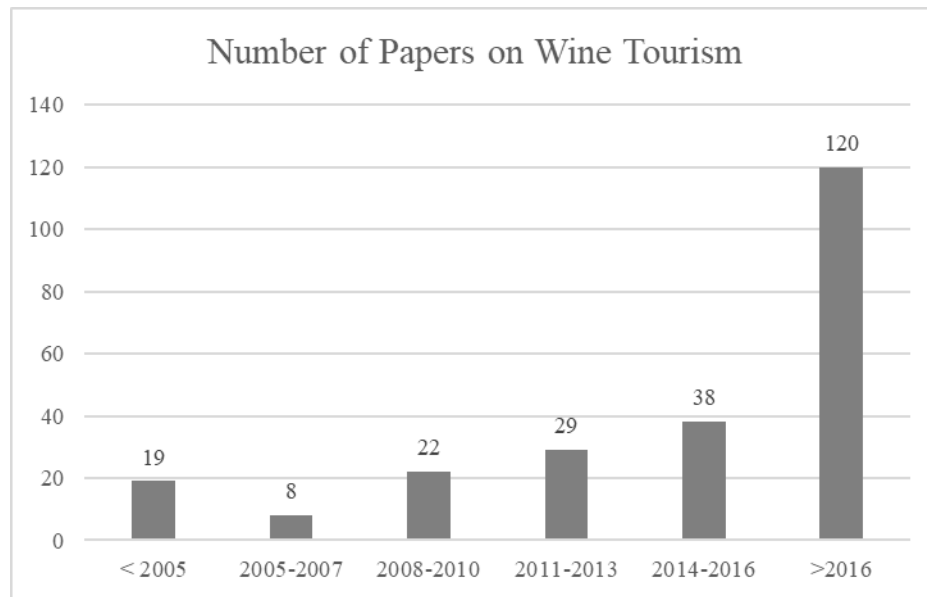
Nr.	Authors	Title	Year	Journal
235	Eusebio, C.; Carneiro, M.J.; Figueiredo, E.; Duarte, P; Pato, M.L.; Kastenholz, E.	How diverse are residents' perceptions of wine tourism impacts in three Portuguese wine routes? The role of involvement with tourism, wine production and destination life-cycle stage	2023	International Journal of Wine Business Research
236	Rahman, I.; Chen, H.; Bernard, S.	The incidence of environmental status signaling on three hospitality and tourism green products: A scenario-based quasi-experimental analysis	2023	Tourism Management Perspectives

Source: author elaboration

2.3 Descriptive analysis

The literature related to wine tourism found in the databases began in 1985. However, more than half of the papers analyzed (n=120, 51%) were published after 2016 (see Figure 2.2). The results show that over the years, there has been a steady increase in the number of studies addressing wine tourism issues.

Figure 2.2. Numbers of paper on Wine Tourism



Source: author elaboration

The results also revealed the most prominent authors in this field. The author with the greatest number of publications is Alonso, with 23 articles (10% of the sample), followed by Bruwer with 18 articles (8% of the sample), and Charters with eight papers (3% of the sample) (see Table 2.3).

Table 2.3. Authors with at least 3 papers about wine tourism

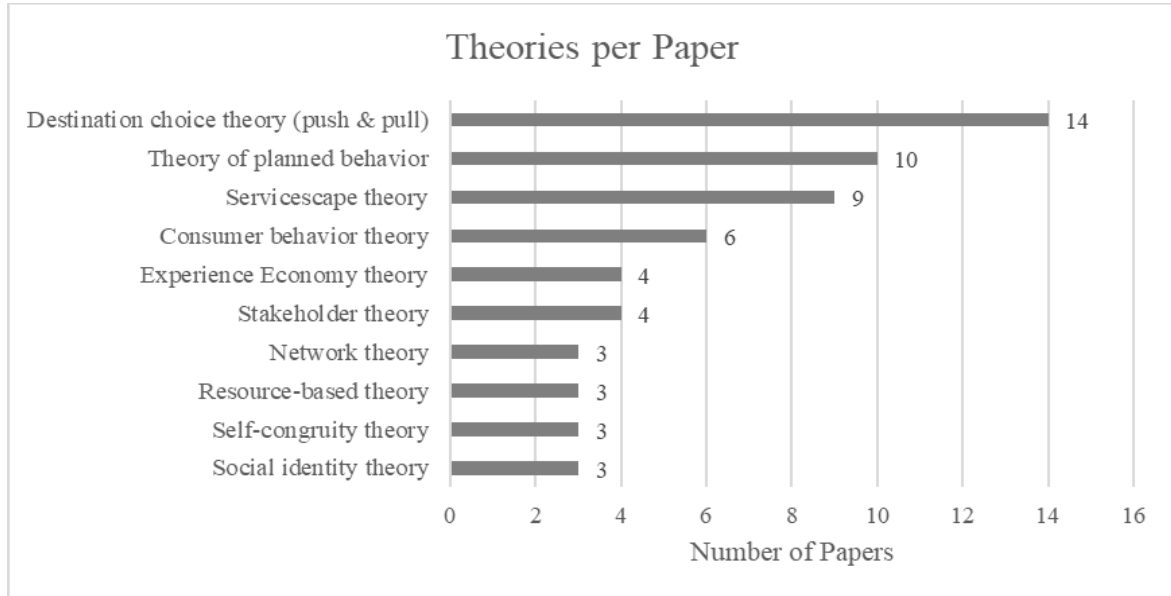
Author	Number of Papers	%	Author	Number of Papers	%
Alonso, A. D.	23	10%	Ramos, P.	3	1%
Bruwer, J.	18	8%	Kolyesnikova, N.	3	1%
Charters, S.	8	3%	Loureiro, S.M.C.	3	1%
Bressan, A.	8	3%	Gomez, M.	3	1%
Brown, G.	5	2%	Santos, V.R.	3	1%
Getz, D.	5	2%	Carlsen, J.	3	1%
Dodd, T. H.	5	2%	Cho, M.	3	1%
O'Shea, M.	5	2%	Liu, Y.	3	1%
Festa, G.	4	2%	Pedraja-Iglesias, M.	3	1%
Bonn, M. A.	4	2%	Pratt, M. A.	3	1%
Gross, M. J.	4	2%	Telfer, D. J.	3	1%
Krajsic, V.	4	2%	Yuan, J.	3	1%
Fountain, J.	4	2%	Quintal, V. A.	3	1%
Mitchell, R.	4	2%	Kastenholz, E.	3	1%
Marzo-Navarro, M.	4	2%	Lockshin, L.S	3	1%
Molina, A.	4	2%	Szolnoki, G.	3	1%

Source: author elaboration

A total of 236 articles were analyzed in depth to identify the underlying theories, constructs, and methods. A concordance analysis of word *theory* revealed the main theories addressed in the papers. Concordance analysis (Orange, 2020) identifies the context of a specific word in a text. After a thorough analysis of the results, articles were classified according to the theories used in each study. The results showed that 87 different theories were used. The destination choice theory (push-pull) (Crompton, 1979; Dann, 1981) is the most frequently used theory in studies on wine tourism, followed by the theory of planned behavior (Ajzen, 1985), servicescape (Bitner, 1992), and consumer behavior (Schiffman & Kanuk, 1987). The experience economy (Pine & Gilmore, 1998) and stakeholder theory (Donaldson *et al.*, 1995; Freeman *et al.*, 2004) used to a lesser degree than the other examples have also been used in the literature (see Figure 2.3).

The articles were also analyzed according to the constructs used to formulate the hypotheses or conceptual frameworks. The results showed that the most used constructs were satisfaction and involvement, each discussed in 29 papers.

Figure 2.3. Theories used in the wine tourism papers (identified in at least 2 papers)

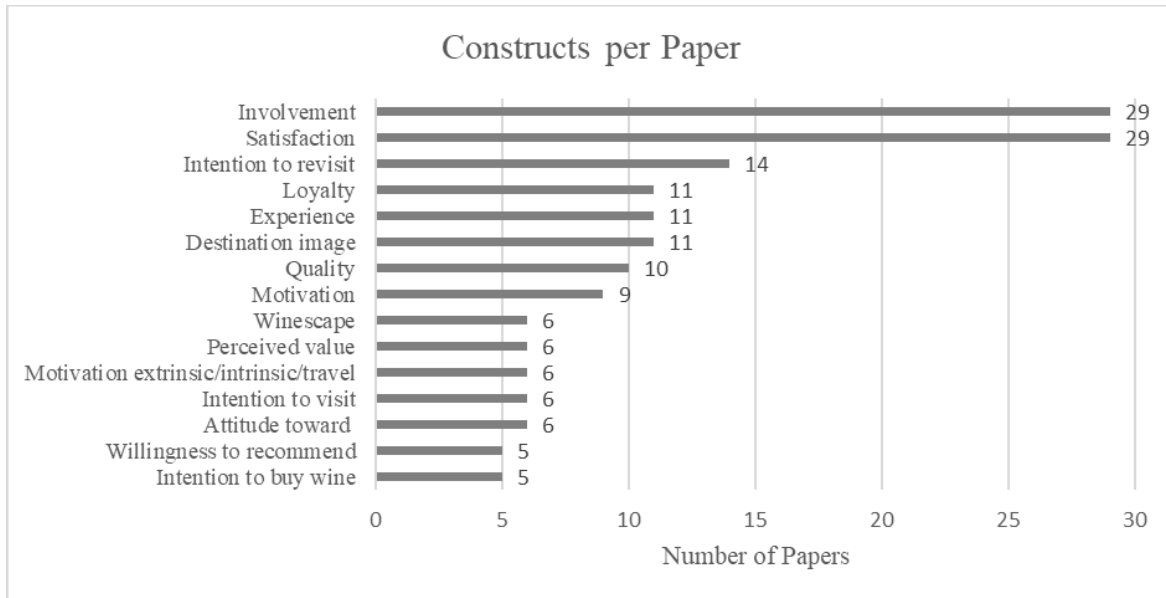


Source: author elaboration

Other important constructs used in the conceptual models are intention to revisit (14), loyalty (11), experience (11), and destination image (11). The constructs identified are included in some of the most frequently used theories for wine tourism, including the theory of planned behavior (Ajzen, 1991), servicescape theory (Bitner, 1992), and theory of destination choice (Crompton, 1979; Dann, 1981).

Figure 2.4 shows the main constructs that appeared in at least five papers. A final analysis was performed to classify the methods used in each study. Most of the papers used surveys (108 papers) and structured models (25 papers). Structural models included co-variate-based structural equation modeling (CB-SEM), used in 60% of the papers, and partial-least squares structural equation modeling (PLS-SEM), used in 40% of the papers.

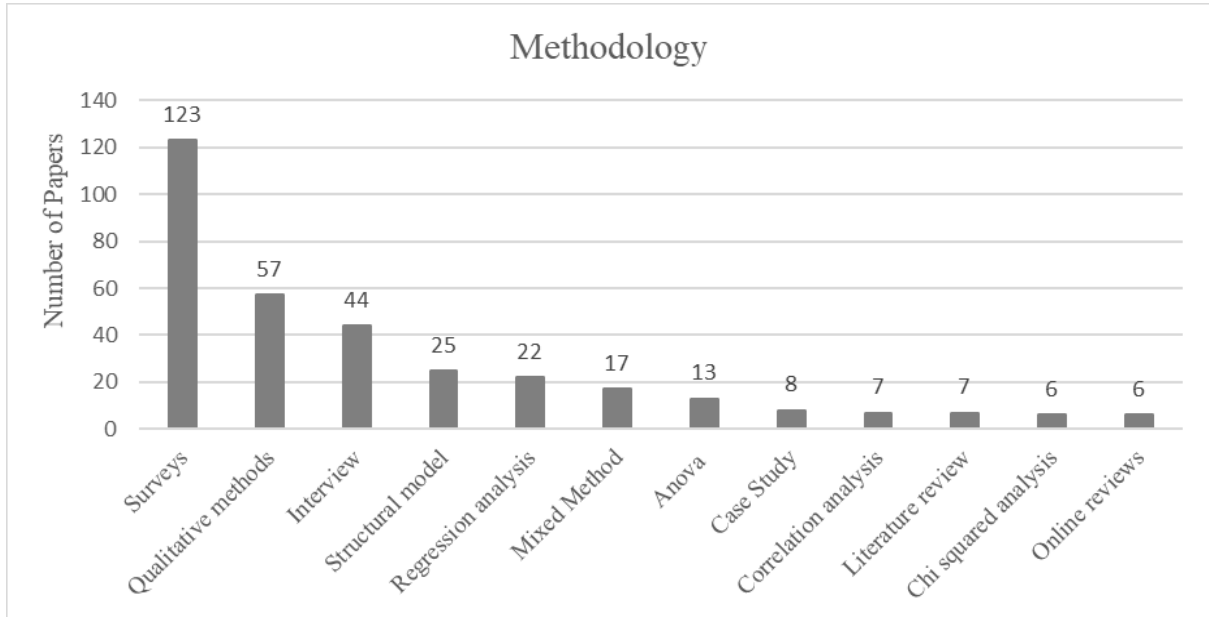
Figure 2.4. Constructs identified in wine tourism papers



Source: author elaboration

Mixed methods were identified in 17 papers, and some qualitative papers were identified (57 papers); however, most of them (111 papers) used quantitative methods (see Figure 2.4). Figure 2.5 shows the methods used in at least five studies.

Figure 2.5. Methods identified in wine tourism papers



Note: Structural models included CB-SEM (60%) and PLS-SEM (40%); the methods were identified in at least five papers.

Source: author elaboration

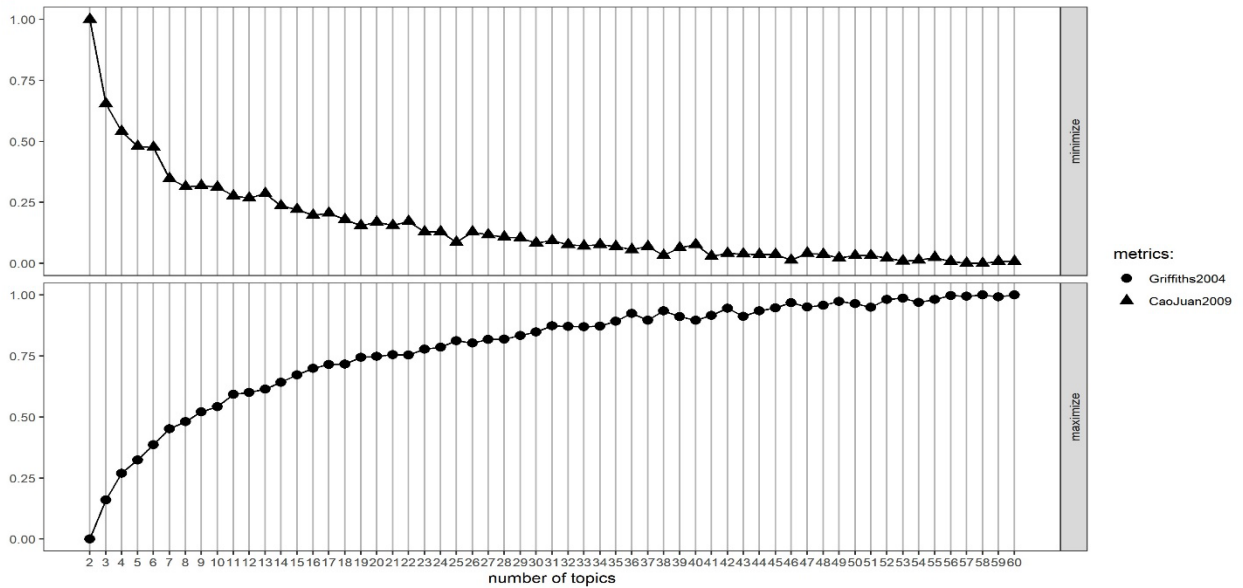
2.4 Topic analysis method

A Bayesian inference topic model based on a latent Dirichlet allocation algorithm (LDA) (Blei *et al.*, 2003) was used to associate every paper with a probability distribution over the latent topic. The LDA is a generative probabilistic model where a set of latent topics are produced because of a multi membership clustering technique that uses Dirichlet distribution to assign the posterior probabilities. The method first creates the latent topics that have correlated terms, and then produces the posterior probability of each paper belonging to each topic. However, because the papers do not exclusively discuss a single topic, the topics are not mutually exclusive, which means that each paper always has a posterior probability of belonging to every topic.

The most correlated documents with each topic are those with a higher posterior probability (Blei *et al.*, 2003). First, the full text of the papers were transformed into *corpora* using the text mining (Feinerer *et al.*, 2008). A document-term matrix is a bag-of-words representation of the document and includes the frequency of all the words in each document. A transformation procedure to reduce the sparsity of the matrix was applied following Guerreiro *et al.* (2016), Blei and Lafferty (2006), and Feinerer *et al.* (2008).

The measures of log-likelihood and perplexity of Griffiths and Steyvers (2004) and Cao *et al.* (2009) were used to select the number of latent topics. Log-likelihood and perplexity are two measures commonly used to evaluate the LDA. While log-likelihood evaluates how well the latent topics reflect the observed data, perplexity is a measure that shows whether “the model predicts the remaining words in a specific topic after observing part of it” (Guerreiro *et al.*, 2016, p. 113). While a higher log likelihood measure means that the latent topic structure is better to fit the data, a “lower perplexity score indicates better generalization performance” (Cao *et al.*, 2009, p. 1780). Figure 2.6 shows the set of possible topics tested in the current paper, which ranged from K=2 to K=60.

Figure 2.6. Log-likelihood and perplexity metrics to evaluate K.



Source: author elaboration

The results from the models show that Cao *et al.* (2009) measure has a first inflexion on K=7, and only achieves its optimal values at K=25. This study used K=7 to analyze the clusters, given that there is a first inflexion on the variance explained and to use a parsimonious number of clusters for the interpretation (Guerreiro *et al.*, 2016). The LDA Bayesian inference topic model with Gibbs sampling was used to divide the papers into different latent topics (Blei *et al.*, 2003). Using the LDA, each word found in the papers was assigned a posterior probability of belonging to a specific topic. Each paper was then assigned accordingly.

Table 2.4 shows the topics extracted using the LDA algorithm, their name, their ten most correlated topic terms, the three papers with the highest posterior probability of belonging to each topic, the posterior probability of each paper, and the journal publishing the paper.

Table 2.4. Latent topics and papers with the highest posterior probability of belonging to each topic.

Topic Name	Topic Terms	Top 3 Correlated papers with topic	Posterior Probability	Journal
T1. Enotravellers Segmentation	travel, motivation, region, visit, destination, Involvement, market, segment, group, constraint	Gu and Huang (2019)	0.73	International Journal of Tourism Research
		Cho <i>et al.</i> , (2017)	0.72	Journal of Hospitality and Tourism Research
		Galloway <i>et al.</i> , (2008)	0.62	Tourism Management
T2. Wine Branding	consumer, brand, product, market, purchase, consumption, terroir, club, country, price	Wolf <i>et al.</i> ., (2016)	0.70	International Journal of Wine Business Research
		Dobele <i>et al.</i> , (2018)	0.68	International Journal of Wine Business Research
		Lockshin and Corsi (2012)	0.64	Wine Economics and Policy
T3. Tasting room	visitor, visit, taste, door, cellar, region, purchase, room, information service,	Mitchell and Hall (2001)	0.77	Tourism Recreation Research
		Kolyesnikova and Dodd (2009)	0.69	Journal of Travel and Tourism Marketing
		Kolyesnikova and Dodd (2008)	0.67	Journal of Travel Research
T4. Wine Routes	region, development, market, industry, route, area, regional, local, network, economic	Demhardt (2003)	0.81	Journal of Travel and Tourism Marketing
		Telfer (2001a)	0.80	Tourism Recreation Research
		Telfer (2001b)	0.72	Tourism management
T5. Enotourism appraisal	satisfaction, festival, intention, attribute, experience, variable, positive, construct, relationship, influence	Lee, W. <i>et al.</i> , (2017)	0.64	International Journal of Contemporary Hospitality Management
		Lee, S.(2017)	0.62	Current Issues in Tourism
		Yeh (2015)	0.62	Current Issues in Tourism
T6. Wine Region	local, food, business, case, firm, region, potential, development, stakeholder, knowledge	Alonso <i>et al.</i> , (2022a)	0.79	Current Issues in Tourism
		Alonso and Kok (2021)	0.78	Journal of Education and Work
		Alonso <i>et al.</i> , (2022b)	0.78	Current Issues in Tourism
T7. Destination image	experience, destination, image, place, dimension, winescape, visitor, food, approach, interaction	Carvalho <i>et al.</i> , (2021)	0.74	Tourism Recreation Research
		Brochado <i>et al.</i> , (2021)	0.66	Current Issues in Tourism
		Kirova(2021)	0.63	Current Issues in Tourism

Source: author elaboration

2.5 Topic description

Topic 1 - Enotravellers Segmentation

Papers with the highest posterior probability of belonging to this topic were used to analyze how Enotravellers are being segmented. Socioeconomic variables have been commonly used for market segmentation and are widely applied in describing winery visitors (Galloway *et al.*, 2008) (post. prob. =0.62). Recently, other aspects have contributed to understanding Enotravellers behaviors, such as personality (Galloway *et al.*, 2008) (post. prob. =0.62) and constraints (Cho *et al.*, 2017 (post. prob. =0.72); Gu and Huang, 2019 (post. prob. =0.73)). For instance, Galloway *et al.* (2008) analyzed how the personality

variable sensation seeking adds to the ability to predict differences in various attitudes and behaviors of wine tourists, suggesting that, in many instances, sensation seeking adds to the ability of the mediator involvement construct to predict those characteristics and conclude that high-sensation seekers have a higher wine consumption and wine tourism consumption. Cho *et al.* (2017) addressed segmentation from the constraint approach to understand the potential importance they may have on preference and behavioral intentions to visit wine regions, identified as consequence constructs. In this study, using constraints scales customized to the wine tourism context, a factor-cluster segmentation approach – applied by several other studies (Chen, 2003; Kim & Ritchie, 2012; Kim *et al.*, 2010; Tan & Lo, 2008) – generated five homogenous subgroups: “highly constrained,” “cost & time conscious”, “family togetherness,” “unmotivated,” and “minimally constrained.” The analysis of variance tests indicated that preference and intentions to visit wine regions were significantly different among the five clusters. Specifically, two cluster groups, representing “minimally constrained” and “family togetherness” were found to offer the most utility for further wine tourism market segmentation research. Gu and Huang (2019) compared Chinese Australians with long-haul Chinese tourists in Australia and identified four segments: the “group constrained by personal inhibitors”, “group constrained by facilities and attractions”, “less constrained group”, and “highly constrained group”. Here, the identification of intrapersonal constraints is different from the previous constraint literature. The “language and transportation” factor indicated the difficulties faced by Chinese wine tourists and captured the fact that Chinese wine tourists had language/transportation barriers. This intrapersonal constraint is different from Cho *et al.*'s (2017) intrapersonal factor (e.g., “lack of interest”) in the context of wine tourism. This finding highlights the importance of understanding the cultural specificities.

Topic 2 - Wine Branding

This topic focuses on wine branding. Wolf *et al.* (2016) (post. prob. =0.70) connects luxury wine and consumer motivation, which mediates the loyalty and recommendation of luxury branded products. Literature points several attributes that contribute to brand development, as region of origin (Johnson & Bruwer, 2007; Lockshin & Corsi, 2012; Sutanonpaiboon & Atkin, 2012), high price, rarity and exclusivity has been identified as well to identify luxury wines (Reyneke *et al.*, 2011). Wolf *et al.* (2016) explored self-congruency theory, which states that consumers tend to acquire brands in their self-image (Ericksen, 1997; Hosany & Martin, 2012) and differentiates the motivations for consuming luxury wine. For example, some wine consumers prefer and may find a wine as more luxury with a simple and unassumed label; others prefer more prominent labels if the luxury wine is being consumed for status purposes more prominent labels may be preferred (Beverland, 2006). Dobeles *et al.* (2018) (Post. prob. =0.68) found that wine

branding assumes different importance depending on the conspicuous indicators, being more relevant if the wine is being purchased for a gift and less important if the purchaser is also the consumer. This can be explained by risk-averse purchasers and their willingness to offer something to be valued or admired (Linley *et al.*, 2009). These findings can be valuable for practitioners to differentiate between wine purchasers' personal consumption and purchases for gift purposes. Lockshin and Corsi (2012) (post. prob. =0.64) proposed that tourism substantially benefits the winery, but not in a different way than any other type of buyer; high involvement and heavy buyers are more likely to visit and buy wine. Despite this behavior, the authors claim that there is not much evidence that a typical tourist changes her behavior regarding the brands they buy. In another perspective, Friedman (2015) argued that winery tasting room experience is a very important part of a winery's brand management and by creating positive experiences brand awareness can be increased among winery visitors, which could increase post visit purchases. Lockshin and Corsi (2012) also highlighted that wineries can gain from wine tourism through brand building and cash flow.

Topic 3 - Tasting Room

Mitchell and Hall's (2001) (post. prob. =0.77) study on tasting rooms and cellar doors was found to play a very important role in the hospitality of wine tourists. They also found that women tend to rate the winery's wine and cellar door service higher than their male counterparts. However, this does not translate into higher wine purchases, either during the visit or on intended future purchases. To determine whether wine tasting should be free of charge, Kolyesnikova and Dodd (2009) (post. prob. =0.69) built on reciprocity theory. The norm of reciprocity was first presented by Gouldner (1960), who argued that mutual exchange benefits are needed for a social system to be stable. Whatley *et al.* (1999) suggest that most people tend to feel a sense of obligation after someone treats them kindly. Kolyesnikova and Dodd (2008) claimed that higher feelings of gratitude – identified as an antecedent of obligation to buy – and obligation while at the winery, the higher the expenditure. Thus, small groups tend to experience higher levels of gratitude and obligation than larger groups. Wine tourists from smaller groups also tend to buy more wine than those from larger groups Kolyesnikova and Dodd (2008) (post. prob. =0.67). Differences were found in the purchasing behavior of visitors who had free wine tasting, spending more money at the wineries than visitors who paid for wine tasting (Kolyesnikova & Dodd, 2009). The feelings of gratitude for the winery personnel were also higher in the groups that had free wine tasting.

Topic 4 - Wine Routes

For the topic “wine routes,” the paper with the highest posterior probability of belonging to this topic is from Demhardt (2003) (post. prob. =0.81), which studied the well-known South African wine route from Stellenbosch. The Stellenbosch wine route was created in 1971 after a tour of Burgundy in the 1960s by two Stellenbosch wine estates, Frans Malan of Simonsig and Neil Joubert of Spier. They believed that the establishment of a French-style wine route could be a good marketing tool to boost the equity and sales of the Cape wine industry (Demhardt, 2003). Wine route was defined by Ferreira and Hunter (2017, p.679) as “kind of cultural itinerary playing a part in the overall tourism strategy of a region.” The concentration of a large number of wineries in a region has led to the establishment of wine tourism clusters (Telfer, 2001a). These clusters have evolved based on collaboration and simultaneous competition between wineries, leading to a coopetition ecosystem (Telfer, 2001a (post. prob. =0.80); Zineldin, 2004). This collaboration can be seen both formally and informally, showing vertical and horizontal linkages (Telfer, 2001b) (post. prob. =0.72). Porter (1998) anchored the concept of clusters to growth poles, backward and forward linkages, agglomeration economies, economic geography, and regional development. Many papers have been published regarding the success factors of wine routes (Brás *et al.*, 2010; Getz & Brown, 2006; Hall *et al.*, 1997; Jones *et al.*, 2015). Studies have pointed out the need for cooperation among wineries and other stakeholders, as wine producers tend to focus on the core business of wine production (Brás *et al.*, 2010; Eusébio *et al.*, 2023; Hojman & Hunter-Jones, 2012).

Topic 5 - Enotourism Appraisal

This topic examines the satisfaction and behavioral intentions of wine tourists (Lee *et al.*, 2017a; Lee *et al.*, 2017b; Yeh & Jeng, 2015). Satisfaction – a mediator of behavioral intentions as intention to return, and loyalty – is considered the overall consumer’s evaluation of the consumer experience. Lee *et al.* (2017a) (post. prob. =0.62) analyzed the consumers’ experience and how the perceived value of products/services has become critical in the context of wine tourism hospitality. Lee *et al.* (2017b) (post. prob. =0.64) demonstrated that both “goal-oriented attendees” and “experiential attendees” had significant relations with “consumer return on investment” (CROI), “escapism”, “service excellence, and “aesthetic experiential values”. The “goal-oriented attendees” valued more reactive values, such as “service excellence” and “aesthetics”. On the other hand, the “experientially oriented attendees” valued more the active values like CROI and “escapism.” Such results are aligned with the previous research from Mathwick *et al.* (2002), who adapted the cognitive continuum theory (CCT) and examined the analytic (goal-oriented) and intuitive (experiential-oriented) impacts on consumers’ perception of experiential value in a retail environment. Lee *et al.* (2017a) extended the model of goal-directed behavior (MGB) proposed by Perugini and Bagozzi

(2001) by incorporating experience (antecedent within the relationship quality constructs) and involvement (mediator of behavioral intentions) toward wine tourism. The two constructs related to wine tourism, the experience of a wine tour, and wine tourism involvement have positive and significant relationships with attitudes toward participation. Subjective norms, attitudes, and positive anticipated emotions influence tourists' desire to participate in wine tourism and influence their behavioral intentions (Lee *et al.*, 2017a). In contrast, the frequency of past behavior, studied as a moderator between desire and behavioral intentions, does not have a significant effect on desire and behavioral intentions, and perceived behavioral control has no significant effect on behavioral intentions (Lee *et al.*, 2017a). Yeh and Jeng (2015) (post. prob. =0.62) explored how motivation and perceived value influence wine tourists' satisfaction and how satisfaction influences tourists' behavioral intentions. The results indicated that the three factors (experience wine making process, buy wine, revisit the location) were influenced by motivation and perceived value.

Topic 6 - Wine region

Wine-related tourism has a significant regional economic impacts (Tafel & Szolnoki, 2020). Stakeholder theory (Donaldson *et al.*, 1995) and the dynamic capabilities approach (Teece *et al.*, 2009) were used by Alonso *et al.* (2022a) (post. prob. =0.79) to study how organizations, specifically hospitality and tourism firms, interact with the wine and food sector during a crisis, in this case, the impact of COVID-19. Crisis impacts can be analyzed through three theoretical dimensions: financial, operational, and human aspect (Alonso *et al.*, 2022a). This financial pillar stresses the importance of wine tourism in this region. Thus, the strongly diminished volume of guests was responsible for the decrease in wine company revenues. The operational pillar relates to firms' ability to transform the way they operate in crisis periods. The human aspect emphasizes the uncertainty of the future, boosted by the impact of the crisis, which is a source of emotional distress (Alonso *et al.*, 2022a). Using family social capital (Bandura, 1977) and Social learning theory (Coleman, 1990) Alonso and Kok (2021) (post. prob. =0.78) indicated that the relevance of family education (including instilling effort, values, and codes of conduct) is perceived more strongly than formal academic education, thus having a greater influence on attracting talent to a managerial or ownership role in the wine industry. Alonso *et al.*, (2022b) (post. prob. =0.78) – based on the knowledge-based view theory (Grant, 1996, 2013) and dynamic capabilities (Teece, 2007) – studied the perspective of food tourism providers in different regions in Chile (Cafayate, Mendoza and San Juan) and identified three opportunities for wineries to positively contribute to food tourism through wine tourism experiences, namely the enhancing availability, guidance, and foundation setting and identified four challenges, the necessity for involvement, enhancing food repertoires, generating excitement, and creating a niche.

Topic 7- Destination image

Baloglu and McCleary (1999) defined destination image as the sum of tourists' beliefs, thoughts, emotions, knowledge, and impressions regarding a destination. Over the last decade, destination image has received significant attention from academics (Bruwer & Gross, 2017; Bruwer *et al.*, 2016b, 2017; Bruwer & Joy, 2017; Bruwer & Lesschaeve, 2012b; Gómez *et al.*, 2015; Molina, 2011; Pratt & Sparks, 2014; Wu & Liang, 2020). According to Wu and Liang (2020), the destination image is crucial for the development and management of a destination. Destination image is also pivotal to attract new and repeated visitors. This concept assumes even higher importance when tourists share content generated by themselves (Fait *et al.*, 2016; Tasci *et al.*, 2019). Wine product involvement can directly or indirectly influence consumers' behavioral intentions (Agnoli *et al.*, 2011; Lee *et al.*, 2019) and can be positively related to their destination perceptions (Loureiro *et al.*, 2013; Santos *et al.*, 2017). Destination image is also studied from a more holistic perspective, where co-creation from several stakeholders assumes a central role. For instance, Carvalho *et al.* (2021, p.15) (post. prob. =0.74) proposed the following definition: "co-creation in food and wine tourism refers to the process of engaging in (more or less) personalized tourist experiences, characterized by the tourist's active participation, cognitive and emotional involvement, interaction with others (service staff, local agents, community, and other tourists) and with the physical, sensory-rich experiencescape, optionally enhanced by technology, contributing to tourists' production of value, and possibly resulting in tourists' satisfaction, learning, experience memorability, and loyalty toward a place, region/terroir, and food/wine (brands). This aligns with previous research that suggests that overplaying the role of wine is unnecessary in the development of a wine tourism destination (Scorrano *et al.*, 2019). Brochado *et al.* (2021) (post. prob. =0.66) reinforced that the four economic experience dimensions of Pine & Gilmore (1998), adapted to wine tourism (Quadri-Felitti & Fiore, 2012), play a role in destination image formation. However, their finding contradicts that of Thanh and Kirova (2018), who claimed that visitors rarely mentioned aesthetic experiences. In favor of an integrated approach to destination image formation, Kirova (2021) (post. prob. =0.63) suggests that the coherence of one construct with others can potentiate the value of co-creation, thus improving the wine tourist experience. When one construct is incoherent with others, the wine tourist experience deteriorates in terms of well-being, leading to potential value co-destruction.

2.6 Theory

The literature review highlights the relevance of five core theories, servicescape theory, experience economy theory, consumer behavior theory, destination choice theory and the theory of planned behavior (TBP) (see Figure 3).

Servicescape

The seminal study by Bitner (1992) established the Servicescape theory, which consists of three crucial aspects tied to the physical surroundings and environment. These include: (1) ambient factors such as weather, temperature, music, air quality, and scents that elevate one's mood; (2) arrangement, including the placement of machinery, equipment, and furnishings, designed to meet performance goals and provide enjoyment; and (3) signs, symbols, and artifacts, including signage, maps, and brochures, that convey image and offer directional guidance. The elements in these three dimensions solidify the customer's service experience through the tangible evidence they offer (Gummesson, 2007).

According to Bitner (1992), the Servicescape theory holds that the physical environment in which a service is provided greatly impacts customers' perception of service quality and satisfaction. In tourism, the quality of opportunities – available at a destination is – often considered a major contributor to tourists' overall experience (Tian-Cole & Crompton, 2003). The servicescape framework has been widely utilized in research studies focusing on customer behavior across different cultures and contexts (Harris & Ezeh, 2008; Kim & Moon, 2009; Lee *et al.*, 2008; Ryu & Jang, 2007). Bitner (1992) defines the servicescape as the man-made physical surroundings of a service encounter, which includes various dimensions related to the physical environment, such as ambient conditions, signs, symbols, artifacts, and spatial functionality. Although the servicescape encompasses all the physical aspects of a service environment, it may vary across different service types and can be expanded to be multi-dimensional, as seen in the case of the wine region's winescape (Wakefield & Blodgett, 1999).

The Servicescape theory (Bitner, 1992) has been widely adopted in the marketing, customer behavior, and tourism fields, and has been effectively employed to establish a framework for the wine industry (Bruwer *et al.*, 2016; Bruwer *et al.*, 2012; Quintal *et al.*, 2015). Hall (2008) differentiates between the "hardware" of servicescapes, which encompasses design, heritage, and architecture, and the "software," represented by branding, marketing, and promotion. Hall (2008) stresses that place branding should be understood in the context of both software and hardware of servicescapes. Despite its continued usefulness in the marketing realm, the Bitner (1992) servicescape framework has a potential drawback in the tourism field. The framework primarily focuses on the man-made and physical stimuli that make up the

servicescape, neglecting the natural and social stimuli that are also part of the servicescape environment (Clarke & Schmidt, 1995; Rosenbaum & Massiah, 2011). This results omit the natural environment, physical scape, and landscape from the servicescape research by Bitner (1992) and Lee *et al.* (2008), and the term "scape" should be viewed more as a framework for examining a populated scape (Gration *et al.*, 2011).

According to Bruwer *et al.* (2012), the natural environment is the primary factor that most wine region destination visitors take into consideration. This is supported by Bruwer *et al.* (2016), who highlighted that the winery servicescape gives wineries the chance to use their physical design, interior and exterior attributes, as tangible cues for visitors to gauge their level of satisfaction. Gration *et al.* (2011) discussed the concept of a blended servicescape encounter, where a service encounter and an environmental encounter coexist, forming a symbiotic relationship (as in Clarke and Schmidt, 1995). Despite being in the context of a festivalscape, Mason and Paggiaro (2012) emphasized the impact that the physical environment and atmosphere can have on wine tourists' emotional well-being, which in turn affects their satisfaction and behavioral intentions.

Experience economy

The experience economy model put forth by Pine and Gilmore (1998) is distinguished by its operational design. Experience economy comprised of four dimensions, referred to as the 4Es (educational, esthetic, entertainment, and escapist experiences), which have gained recognition among wine tourism researchers (Quadri-Felitti & Fiore, 2012, 2013) and (Thanh & Kirova, 2018).

The framework outlines the progression of economic value from commodities to goods to services and finally to experiences, with the latter stage emphasizing the creation of memorable experiences for customers (Quadri-Felitti & Fiore, 2012). The four dimensions of the consumer experience are educational, escapist, esthetic, and entertainment experiences, and they form permeable quadrants that reflect their position on two continuums. The horizontal continuum reflects the consumer's level of participation in creating the experience (passive or active), and the intersecting vertical continuum reflects the level of mental absorption or physical/virtual immersion in the experience (Pine & Gilmore, 1998). This aligns with the concept of co-creation of customer value as described by Prahalad and Ramaswamy's (2004). The emphasis on the active participation of educational and escapist elements highlights the co-creation nature of the experience economy approach. Tourists can move between passive and active involvement, consuming or co-creating one or more of the 4Es throughout their tourism experience. Staging – an integral component of the experience economy – involves the execution of the 4Es in a comprehensive, themed design that enhances the customer's experience (Pine & Gilmore, 1998).

Consumer behavior

The theory of consumer behavior regards motivation as a tension generated by a consumer's need that requires satisfaction, thereby driving the consumer to fulfill that need and alleviate the tension (Schiffman *et al.*, 2001). A consumption situation, which encompasses the physical and social environment, temporal elements, task definition, and preceding states, is considered to be the context in which consumer behaviors and attitudes are formed (Belk, 1975). In this research, the setting where consumer behaviors and attitudes are shaped is referred to as the consumption situation (Axelsen & Swan, 2010). According to consumer behavior perspective, when potential and current consumers believe that a particular product or experience will provide the benefits they require, they initiate a process of learning, attitude formation, and decision making, leading to the purchase of that product or service (Wells and Prensky, 1996; Sternberg and Sternberg, 2012; Martin *et al.*, 2001). Consumer perceptions can be influenced by several factors such as socioeconomic status, personality traits, age, place of residence, mobility, previous experiences, travel group structure, familiarity with a product or situation, and level of information (Pigrim & Dunn, 1976). Research has also shown that consumer perceptions can impact future purchase intentions and brand loyalty (Hall *et al.*, 2006). In the case of wine tourists, when they receive the desired benefits from a wine tourism experience, their positive experiences can then alter their consumption and purchasing behaviors (Axelsen & Swan, 2010). Empirical tests on Yuan and Jang's (2008) model of the relationships between perceived quality, satisfaction, awareness, and behavioral intentions in a wine festival setting have demonstrated that the perceived quality of the festival can influence satisfaction. Wine tourists are consumers who seek experiences related to wine products. The topic of motivation in tourism is widely debated and, at the moment, there is no comprehensive theory of tourist motivation (Hall & Page, 1999) or wine tourism motivation (Hall *et al.*, 2000). Hall *et al.* (2000) noted that wine tourists are not conventional consumers, and their behavior can vary depending on the region and culture they come from or from one winery to another. This is not unexpected, as there is no single, stereotypical wine tourist (Ali-Knight & Charters, 2001; Bruwer *et al.*, 2001; Charters & Ali-Knight, 2002; Mitchell & Hall, 2001; Mitchell & Hall, 2006) and there are numerous factors that influence a wine tourist's behavior. The literature suggests that wine tourist behavior can differ based on variables such as age, gender, income, and education (Galloway *et al.*, 2008), but also on variables such as vitality (Schiffman & Kanuk, 1987), wine-related attitudes and lifestyles (Bruwer *et al.*, 2001), and the tourist's level of involvement with wine (Santos *et al.*, 2017). Additionally, wine tourist behavior can be influenced by emotional and experiential aspects of consumption (Bruwer *et al.*, 2016a). Sensation seeking allows for identifying differences in attitudes and their implications for wine tourist behavior (Galloway *et al.*, 2008). According to Mitchell and Hall (2001b), sensation seeking may be related to various aspects of a wine tourist's behavior at wineries.

Destination choice

The concept of destination choice (push-pull) theory was first introduced in the tourism marketing literature by Dann (1981) and Crompton (1979) in influential articles on destination marketing. According to this theory, tourists are drawn to a travel destination by external factors related to the available supply such as its tourist attractions and activities. Conversely, tourists are driven to visit a travel destination due to internal psychological factors like the desire for escape, excitement, or relaxation (Thomas *et al.*, 2018). A review of several well-known travel and destination choice models, which were compared by Hudson (2000) and Pizam and Mansfeld (1999), shows that wine can have multiple impacts on the choice of a destination. Both push factors such as motives and pull factors such as the charm of a destination can influence the decision. Research findings indicate that tourist destinations with strong, positive images are more likely to be considered and selected in the travel destination decision-making process (Woodside & Lysonski, 1989). The authors then suggest that perception or imagery involves three processes: awareness, categorizing, and associating.

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB), an evolution of the Theory of Reasoned Action (TRA), is one of the commonly studied models for predicting consumer behavior (Ajzen, 1988, 2020; Fishbein & Ajzen, 1975). Ajzen (1985) expanded the theory by incorporating the concept of perceived control, which was seen as necessary for behavior performance. This expanded the boundaries of the volitional control outlined in TRA (Madden *et al.*, 1992). In contrast, TPB considered the factors that impact an individual's behavior, such as control beliefs and perceived behavioral control (Ulker-Demirel & Ciftci, 2020).

Ajzen (1991) introduced TPB in the field of psychology to explain how individuals make decisions. The central concept of TPB is an individual's intention to engage in a particular behavior. Behavioral intention is a measure of an individual's willingness to perform the behavior, and it is influenced by three independent constructs: attitude, subjective norms, and perceived behavioral control (Sussman & Gifford, 2019). Attitude refers to an individual's positive or negative assessment of performing the behavior. Subjective norms reflect an individual's perception of the social pressures to engage in or refrain from the behavior. Perceived behavioral control refers to an individual's beliefs about the presence of factors that can help or hinder behavior performance. Ajzen (1991) reinforced the usefulness of TPB in predicting behavioral intention and, in turn, actual behavior in a subsequent review of behavior. Actual behavior is the observable response an individual displays in a specific situation with regards to a specific target given target (Ajzen & Fishbein, 1980). In the context of wine tourism, Sparks (2007) noted that in accordance with TPB theory, it is important to understand the consumer's evaluation of product attributes as this affects

behavioral intention. In this context, behavioral intention is defined as the relationship between an individual's overall interest in wine and their purpose for visiting a particular winery (Steve Charters & Ali-Knight, 2002). Sparks (2007) employed TPB to explain that wine tourist decision-making supports the notion that a favorable attitude, higher subjective norms, and perceived behavioral control are positive predictors of behavioral intention toward a winery (Quintal *et al.*, 2015).

Involvement assumes a relevant role in wine tourism research and is included in the five theories mentioned above. Studies suggested that the level of involvement with wine affects not only consumers (Bruwer & Lesschaeve, 2012; Wilson & Schamel, 2010), but also wine tourism and hospitality pursuits (Brown *et al.*, 2007; Getz & Carlsen, 2008). Charters and Ali-Knight (2002) detected a sequential relationship between tourists' level of interest in wine and their motivations for visiting wineries, while other empirical findings reveal that wine involvement can predict purchases at the cellar door (Kolyesnikova *et al.*, 2007). Experience economy theory, initially proposed by Pine and Gilmore (1998), has been applied to analyze the wine tourism experience (e.g., Quadri-Felitti and Fiore, 2012, 2016). Quintal *et al.* (2015) incorporated the winescape concept into the TPB. They examined the effects of winescape – composed of seven supply related attributes—setting, atmospherics, wine quality, wine complementary product, signage, and wine service staff (Thomas *et al.*, 2011, 2010a, 2010b) – on wine tourist behavior. Quintal *et al.*'s (2015) study confirms the findings of previous of Quintal *et al.* (2010) and Sparks (2007), who asserted the positive effects of subjective norms and perceived behavioral control on willingness to revisit and recommend the winery.

Previous studies have also combined theories to better understand wine hospitality and tourism. For instance, Sampaio (2012) built on consumer behavior theory (Icek Ajzen, 1991; Oliver, 2010) servicescape theory (Bitner, 1992), and the development of in-destination features (Yoon & Uysal, 2005) to understand how tourist expectations about the wine region's characteristics may directly affect attitudes toward a specific wine product and indirectly affect global tourist satisfaction. Thomas *et al.*, (2018) combined servicescape theory (Bitner, 1992), multiattribute attitudinal theory (Cohen *et al.*, 1972), and destination choice theory (Crompton, 1979; Dann, 1981) to develop and validate a scale to measure various winescape dimensions.

Other theories can be employed more often in the future, such as the self-determination theory (Ryan & Deci, 2000) (assuming that tourists are self-determined when their needs for autonomy, connection, and competence are fulfilled), social exchange theory (the social behavior of the interaction of two parties) (Blau, 1960), and reciprocity theory (Falk & Fischbacher, 2006) (tourists' feelings of obligation to make future repayments for what they have received).

Researchers should pursue merging theories to help explain what prevents tourists from visiting wineries more often. Namely, understanding what behaviors can motivate or demotivate winescape consumption can be intrinsic/extrinsic, values/beliefs, and emotions/attachment.

Finally, other theories and models of those mentioned above can be used. One example is the investment model (Rusbult, 1980), which suggests that commitment to a target is influenced by the satisfaction level, quality of alternatives, and investment size. This theory, which was initially developed to understand romantic associations and used later in the work relations context, can now be used to understand repatronage and switch intentions toward wineries and wine brands. A new theory specific to the wine tourism context was proposed.

2.7 Context

Research on wine tourism and hospitality has enhanced our understanding by classifying the relevant business perspectives. Most existing studies explored in the current study use a context perspective from the demand side. A total of 98 papers (53%) studied wine tourists' motivations connected to theories such as consumer behavior theory and cognitive continuum theory (Afonso *et al.*, 2018; Byrd *et al.*, 2016; Taylor *et al.*, 2017). Tourist profiling is also a well-explored area of study well explored (Cho *et al.*, 2017b; Nella and Christou, 2014). Gu and Huang (2019) studied the profiling of Chinese wine tourists based on constraint theory, which has been widely applied in tourism and hospitality research (Bonn *et al.*, 2016; Cho *et al.*, 2017; Hung & Petrick, 2012; Lin *et al.*, 2017). In addition, from the demand side, satisfaction, loyalty, and behavioral intentions have been widely studied. The satisfaction construct has been explored through reactance theory (Lunardo & Ponsignon, 2020) and extended model of goal-directed behavior (Prayag *et al.*, 2021), the loyalty construct by attribution theory (Orth *et al.*, 2012) and theory of satisfaction (Chen, Goodman, *et al.*, 2016). Behavioral intentions (such as intention to visit, intention to revisit, and intention to buy) constructs have been analyzed using self-congruity theory (Pratt & Sparks, 2014) and servicescape theory (Bruwer, 2014).

The supply side accounted for the second highest share of papers (25 papers, 14%). Constructs such as destination image formation and collaboration have been studied. Destination image constructs were studied by Molina (2011) using destination choice theory and by Alonso (2014) using collaboration theory.

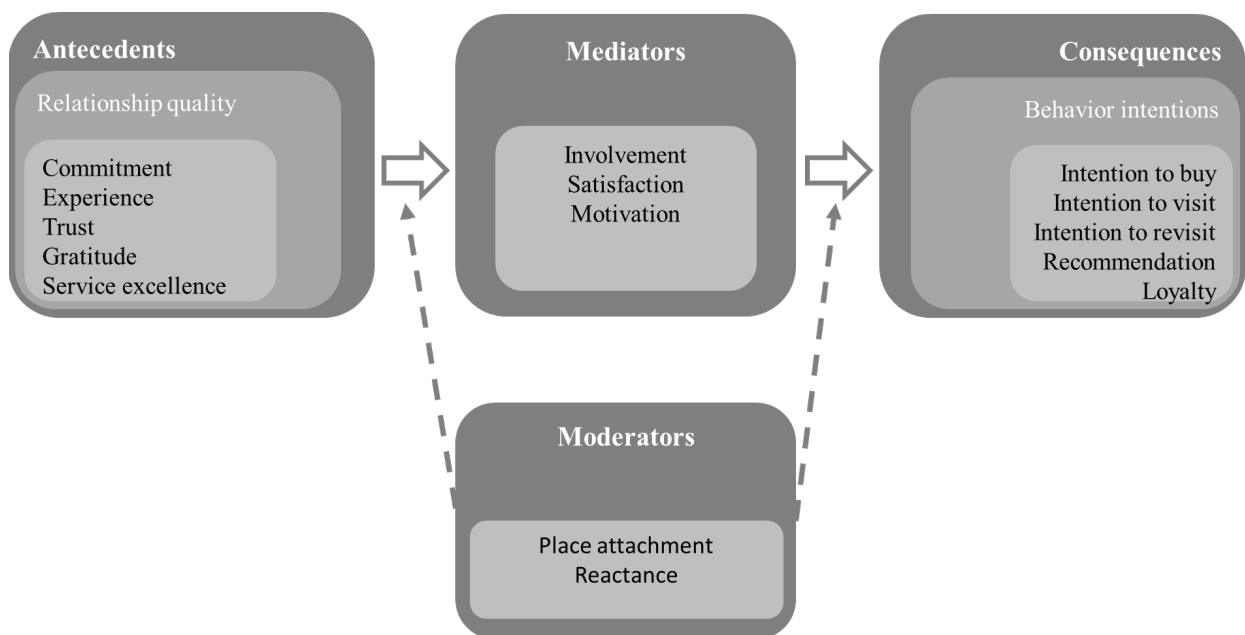
Another perspective has been mildly studied, namely wine tourism, from the perspective of stakeholders and wine route communities. Some studies analyzed this perspective by exploring the residents' perceptions of wine tourism benefits by applying social exchange theory (Xu *et al.*, 2016), and by studying winery managers' perceptions in the scope of resourced-based view theory (Torres *et al.*, 2021).

We suggest that future research can integrate the three perspectives – suppliers, demand, and stakeholders– into one framework by applying theories such as co-creation or non-core business theory. Such research can add to managerial and academic knowledge of wine tourism and hospitality.

2.8 Characteristics

An increasing number of researchers have explored the constructs associated with the main theories, such as servicescape, experience economy, consumer behavior, destination choice, and TBP. Therefore, the constructs most often found in the articles are connected to these theories, including involvement, satisfaction, intention to revisit, and loyalty (see figure 2.7).

Figure 2.7. Constructs conceptual model.



Source: author elaboration

Involvement

Zaichkowsky (1985, p.342) defines involvement as "A person's perceived relevance of the object based on inherent needs, values, and interests," which can be influenced by individual, situational, and stimulus factors. For Mowen and Minor (1998), involvement can be understood as the level of personal significance and interest that consumers attach to obtaining, consuming, and disposing of a product, service, or concept.

Barber *et al.* (2010) argued that when a personal need is not satisfied, consumers are motivated to invest effort into the decision-making process because they are highly involved. Conversely, when needs are satisfied, consumers exhibit low motivation (low involvement) and engage in habitual behavior (Vermeir and Verbeke, 2006; Zaichkowsky, 1985). The level of involvement thus affects the decision-making process, shaping beliefs, attitudes, intentions, and resulting in behavioral outcomes such as brand commitment or loyalty, brand-switching behavior, and frequency of product usage (Vermeir & Verbeke, 2006).

The concept of involvement has been divided into two categories: situational involvement (SI) and enduring involvement (EI) (Houston & Rothschild, 1977). SI refers to the temporary arousal that a specific situation, such as a purchase or an election, elicits, while EI reflects a permanent and widespread interest in a product category (Laurent & Kapferer, 1985). Although there is a significant overlap between EI and SI measurements, their connection is relatively weak (Havitz & Mannell, 2005). Involvement has been studied from various perspectives, including person-centered, product-centered, situation-centered, and behavioral-centered variables (Finn, 1983). However, the person-centered perspective appears to be most relevant for analyzing consumer behavior (Gu *et al.*, 2018). A consumer's level of involvement can be characterized by the degree of arousal or involvement intensity, the direction of involvement (such as involvement with products, consumption, purchase decisions, or advertising communications), and the duration of involvement (enduring or situational) (Divine & Page, 1994). Havitz and Dimanche (1999) interpreted involvement as a psychological process that results in varying levels of behavioral, cognitive, and affective investment based on the activity, context, product, or situation. Mora and Moscarola (2010, p.676) define consumer involvement as "A state of arousal of the psychic energy that a person feels during consumption acts." It is a high level of arousal resulting from strong motivation and pronounced feelings and contains two dimensions: cognitive and emotional (Wilkie, 1990).

Involvement is widely recognized to relate not only to the perceived risks but also to the nature of the product, the value of the sign it represents, and the emotional and hedonic value it contains (Laurent & Kapferer, 1985). Lehto *et al* (2004, p.805) define tourist involvement as "the interest or motivational intensity toward a vacation place, with behavioral consequences". The effect of involvement has been found to moderate the impact of congruity, with greater involvement leading to increased importance placed on congruity (Beerli *et al.*, 2007).

According to Bruwer and Huang (2012), wine product involvement is defined as the motivation and personal significance that a person attaches to wine or wine-related activities. This state of mind reflects the extent to which the wine-related decision is relevant to the individual in terms of their values, goals, and self-concept. Barber *et al* (2008) proposed wine product involvement as their personal involvement with wine and Park and Mittal (1985) described involvement as an internal state that indicates the level of

interest or drive evoked by a particular stimulus or situation. Studies have shown that wine involvement influences not only consumer behavior (Bruwer and Lesschaeve, 2012; Wilson and Schamel, 2010), but also wine tourism activities (Brown *et al.*, 2007; Getz & Carlsen, 2008). Charters and Ali-Knight (2002) have established a sequential relationship between tourists' level of interest in wine and their motivations for visiting wineries, while other research findings indicate that wine involvement can predict purchases at wineries (Kolyesnikova *et al.*, 2007).

Involvement is a construct that emerges mainly in studies based on TBP (Sampaio, 2012; Sparks, 2007). The role of involvement depends on the study type. For instance, involvement has been studied as a moderator, mediator (Afonso *et al.*, 2018), and driver of intention to visit wineries (Sparks, 2007; Wu & Liang, 2020). Wu and Liang (2020) used wine product involvement as an antecedent of destination image, analyzing the three dimensions of destination image: destination affective image, destination wine image, and destination cognitive image. They concluded that wine product involvement had a positive impact on the three-destination image dimensions studied.

Satisfaction

Satisfaction is defined as the summary of psychological state that results from the emotion surrounding disconfirmed expectations combined with prior feelings about the consumption experience (Oliver, 1981). This satisfaction is perceived as a combination of cognitive evaluations, such as the perception that the brand is a good choice, and emotional responses, such as feelings of happiness, as noted by Loureiro and Cunha (2017). It is an overall evaluation of the total purchase and consumption experience over time and is considered an evaluation of emotion (Anderson *et al.*, 1994; Hunt, 1977). Improving goods or services can lead to increased customer satisfaction, which can result in various positive outcomes such as customer retention, profitability, market share, positive word-of-mouth, cross-buying, and other benefits (Anderson & Mittal, 2000; Matzler *et al.*, 2004). Perceived quality and satisfaction are distinct concepts, with perceived quality representing the quality of performance that service providers can control, and satisfaction representing an affective response to the perceptions of quality attributes (Crompton & Love, 1995). Therefore, satisfaction reflects an emotional disposition, while perceived quality has a cognitive foundation (Tian-Cole & Crompton, 2003), being influenced by both cognitive and affective antecedents, with the cognitive component being a comparison of expectations and performance, and the affective component being influenced by emotions (Loureiro *et al.*, 2014; Mano & Oliver, 1993; Oliver, 1980). Satisfaction is also different from brand love, as it is a cognitive judgment while brand love is an emotion (Fournier & Mick, 1999). Satisfaction is transaction-specific, while brand love is linked with a longer-term relationship with the brand (Drennan *et al.*, 2015), while not all satisfied customers experience brand love, it is an integrated part of a consumer's identity (Carroll & Ahuvia, 2006).

Consumer satisfaction is a central concept in relationship quality, as it represents a positive affective evaluation based on an overall appraisal of the experience and meaning of the relationship with other partners (Anderson *et al.*, 1994; Anderson & Narus, 1984; Bruwer, 2014; Crosby *et al.*, 1990; Dwyer *et al.*, 1987; Oliver, 1999; Verhoef *et al.*, 2002) and future performance expectations (Anderson *et al.*, 1994; Barber *et al.*, 2009). Consumer satisfaction is a cognitive and emotional judgement that can differ from a rational assessment (Anderson & Narus, 1990, 1984) and according to Athanasopoulou (2009) and (Somogyi, 2013), is a crucial factor in determining the quality of a relationship.

Tourist satisfaction is a crucial aspect of destination marketing and planning, as it affects future tourist behavior and decision-making (Oliver, 2010). The global level of tourist satisfaction construct can be used to evaluate destination products and services (Bramwell, 1998). Studies have shown that satisfaction is a key predictor of intention to revisit restaurants (Namkung & Jang, 2007) and has a positive impact on word-of-mouth (Ryu & Han, 2010).

For wineries, high customer satisfaction can lead to positive word-of-mouth, repeat business, and increased profits (Anderson *et al.*, 1994; Yeung *et al.*, 2002). Research has shown that satisfaction is positively correlated to the quality of tourist experiences (Ross & Iso-Ahola, 1991; Tribe & Snaith, 1998) and contributes to increased loyalty intentions, such as positive word-of-mouth and long-term loyalty intentions for a tourist destination (Oliver, 1999). The degree to which a customer appreciates or dislikes the service is reflected in satisfaction, which is commonly regarded as a phenomenon that occurs after the purchase (Oliver, 2010) and is usually conceptualized as a function of whether visitors' expectations or psychological needs are met (Han *et al.*, 2009).

Intention to revisit

The theory of consumer behavior highlights the significance of comprehending the motivations of wine tourists in determining their likelihood of returning to a wine region and fulfilling their desires and expectations (Alant & Bruwer, 2004; Steve Charters & Ali-Knight, 2002; Hall, Sharples *et al.*, 2000). To create successful marketing plans for wine region destinations, it is imperative to identify the key motivators that inspire wine tourists to make a repeat visit (Chen & Tsai, 2007). Oliver (1999) posited that satisfaction is a significant factor in determining customer loyalty, suggesting that individuals who are highly satisfied are more likely to revisit the same destination compared to those who are not. Studies from Thomas *et al.* (2018) and (Lee & Chang, 2012) reinforced this by recognizing satisfaction as a crucial predictor of the willingness to return to a destination. The tourist satisfaction in the context of the expectation/disconfirmation theory is determined by how well the tourist's perceived evaluation of their destination experience aligns with their prior expectations (Abrate *et al.*, 2021; Chon, 1989). In the context

of wine tourism, it has been found that the quality of service at winery tasting rooms has a strong positive impact on visitor satisfaction and future behavior intentions (Nella & Christou, 2014b); such satisfaction with a product or experience is widely considered to be a key factor leading to future repurchase/revisit intentions and actual repurchase/revisit behavior (Oliver, 1999a; Westbrook & Oliver, 1991). Many studies in hospitality literature have established a connection between satisfaction and loyalty, expressed through repurchase/revisit intentions, and word-of-mouth referrals (Chow *et al.*, 2007; Hyun, 2010; Oh, 2000; Ryu *et al.*, 2008) a satisfied tourist is more likely to revisit the destination and recommend it to others (Court & Lupton, 1997; Mansfield, 1992). The study by Park *et al.*, (2019) found that overall satisfaction also plays a moderating role in the relationship between exit intention and the attractiveness of an alternative in a marketing channel. As described before, within the satisfaction construct review, perceived value, which is an evaluation of a product or service after consumption, is widely regarded as one of the most significant factors influencing purchase intentions and repeat purchase/visit behavior in the marketing field (Presenza *et al.*, 2010; Yeh & Jeng, 2015). High perceived value leads to higher customer satisfaction (Bojanic, 1996; Bruwer *et al.*, 2013), making it a precursor to satisfaction formation (Adil, 2013; Petrick, 2004; Yuan *et al.*, 2008). The measurement of satisfaction should be accompanied by the measurement of perceived value (Petrick *et al.*, 2001). Additionally, perceived value has been acknowledged not just as a precursor to satisfaction formation but also as a major determinant of purchase intentions and repeat purchase/visit behavior in marketing (Yuan *et al.*, 2008).

There are others factors that impact revisit intention besides satisfaction, including the uniqueness of the destination's attributes such as its physical, economic, cultural, and social environments (Lee *et al.*, 2014). Empirical studies have demonstrated that the quality of a destination's perception has a strong and positive effect on the intention to return (Gill *et al.*, 2007). Visitors' place attachment and involvement in activities may also increase loyalty toward a destination and thus contribute to a higher intention to revisit (Lee & Chang, 2012). Bruwer and Lesschaeve (2012b) developed the winescape framework and found that "natural beauty and landscape" was the most significant attribute of wineries for both first-time and repeat visitors. Regarding repeat visitors, it has been shown that they are more likely to return to the same vacation destination compared to first-time visitors (Park *et al.*, 2019). This is attributed to various reasons, such as routine (Odin *et al.*, 2001; Oppermann, 2000; Woodside, MacDonald, 1994), familiarity (Mitchell & Greatedorex, 1993), risk avoidance (Oppermann, 1998), and a lower likelihood of discrepancy between expectations and experience (Alegre & Cladera, 2006). Alegre and Cladera (2006) also found that an increased number of previous visits, along with high levels of satisfaction with the destination, leads to a higher intention to revisit. Such finding is aligned with Loureiro and Kastenholtz (2011) research, which also discovered a strong positive correlation between visitors' familiarity with a destination resulting from prior visits and their intention to return. According to Yuan *et al.* (2008) and Park *et al.* (2019), past behavior

– such as the number of visits to a festival – influences the intention to revisit and perceived value, but it has no impact on satisfaction. Perceived value, on the other hand, has a strong effect on satisfaction and a strong impact on future intentions to revisit the festival and visit local wineries. However, it does not affect the intentions to buy local wine products. Meanwhile, satisfaction has a significant effect on the intention to revisit and on visiting local wineries and purchasing local wine products.

Loyalty

Brand loyalty is a concept that has been widely studied in the marketing and consumer behavior literature. Aaker (1996, p. 68) defined brand loyalty as “a combination of purchase behavior, consumer switching costs, customer satisfaction, and brand liking” and emphasized that it is both behavioral and attitudinal in nature. Keller (2009) described brand loyalty as the intensity of the psychological bond between customers and the brand, and the level of activity generated by this loyalty, including repeat purchase rates and seeking out brand information and events. Bruwer et al. (2013, p.401) defined brand loyalty as “the consumer’s conscious or unconscious decision to purchase a particular brand, through intention or actual purchase or repurchase behavior, continually over a period of time.” The relationship between value and loyalty intentions is supported by goal and action identification theories, which suggest that consumers regulate their behavior to achieve their superordinate goals (Sirdeshmukh *et al.*, 2002). Customer satisfaction is primarily an affective/emotional response in its nature (Petrick, 2004), and the satisfaction-loyalty relationship is in line with Oliver (1999) cognition-affect-conation loyalty phase framework. Similarly, Cronin *et al.* (2000) suggested that the overall satisfaction as an emotional construct can mediate the influence of value perceptions on consumers’ behavioral intentions. Research in retailing and service marketing has consistently shown that satisfaction directly influences consumers' behavioral intentions (Baker & Crompton, 2000; Chen *et al.*, 2016; Petrick & Backman, 2002; Sweeney *et al.*, 1997; Yang & Peterson, 2004).

Perfect customer experiences can promote customer advocacy and foster satisfaction and loyalty, according to Naylor *et al.* (2008) and Frow and Payne (2007). Customer loyalty has been linked to perceived value, customer satisfaction, trust, and habit (Lin & Wang, 2006), but Dressler (2016) noted that “wine consumers increasingly explore new wines, alternative wineries, and innovative offerings” and the willingness to seek variety may limit customer loyalty (Newton *et al.*, 2018). However, Chen *et al.* (2016) pointed that as long as consumers receive superior value from the marketing exchange, they will show loyalty. Loyalty has been studied from two perspectives: stochastic, which considers loyalty as repeat purchase (behavioral loyalty), and deterministic, which considers loyalty as a function of a consumer's commitment to a product and can lead to referral behavior (attitudinal loyalty) (Ramírez *et al.*, 2017).

Buying intentions provide a measure of attitudinal loyalty (Rundle-Thiele, 2005), as well as psychological attachment, willingness to recommend the service provider, and positive word-of-mouth (Kaur & Soch, 2013).

Tourist loyalty intention refers to tourists' future behavioral intentions toward a particular tourism experience. These intention can be reflected in the intention to revisit a destination, recommend it to others, pay more, or spread positive word-of-mouth (Chi & Qu, 2008; Lee *et al.*, 2007; Zeithaml *et al.*, 1996). Numerous studies have also linked tourist loyalty intentions to tourist satisfaction (Castro *et al.*, 2007; Chi & Qu, 2008; Lee *et al.*, 2007; Lee & Chang, 2012; Li *et al.*, 2021; Um *et al.*, 2006).

Others constructs

Different constructs have been analyzed in specific situations, such as authenticity, intention to participate, terroir, or marketing value. Kim and Bonn (2016) added to the debate on the sociological origin of authenticity by applying it to the tourism and hospitality contexts (MacCannell, 1973; Robinson & Clifford, 2012; Steiner & Reisinger, 2006). They showed that authenticity plays a substantial role in the behavioral intentions of winery tourists, in line with previous authenticity research (Chhabra, 2010).

Charters *et al.* (2017) explored the terroir concept aiming to understand the impact of place as a value proposition in the context of resource advantage theory (R-A) (Hunt, 1995). R-A postulates that firms must “seek resources that are valuable, rare, imperfectly mobile, inimitable, and non-substitutable” (Hunt, 2010, p.408). In this study, Charters *et al.* (2017, p. 748) propose “place as a unique and organic marketing resource, firm-created or man-made marketing, which, according to Day (2011) and Hall (1993), helps shape competitive advantage. Thus, terroirs, when identified, can be used to create a unique selling proposition, and can provide a strong barrier to rivalry entries (Porter, 2003).

Other constructs should be explored further, such as variety seeking and commitment to a region or winery. Commitment can act as a driver or moderator (Newton *et al.*, 2018). Variety seeking behavior (Olsen *et al.*, 2010) can provide useful insights in the context of wine tourism and hospitality, for example, to understand whether situational aspects are more relevant than individual characteristics. Other opportunities for future research include investigating how relationships among wine brand loyalty, perceived value, satisfaction, emotions, categories of authenticity, and behavioral intentions are related to future winery visits and hospitality. Finally, in wine consumption, some research questions arise, such as how guilt and/or regret affects future behavior related to future intention to engage in wine tourism? Can guilt or regret be connected to individual or social characteristics, or emotional states?

2.9 Methodology

The most common methodology found in the existing literature is the primary data survey, which uses a convenience sample of 250 to 500 participants. Only four studies used secondary data (Garibaldi *et al.*, 2017; McFarlane *et al.*, 2016; Nunes & Loureiro, 2016; Qiu *et al.*, 2013). Structural equations and multiple regressions (Capitello *et al.*, 2021; Shin & Nicolau, 2022; Wu & Liang, 2020) are the most used analytical methods in literature. Regarding structural equations, the covariance approach (CB-SEM) is employed more often than the variance approach (PLS-SEM) (Afonso *et al.*, 2018; Wu & Liang, 2020). A qualitative approach emerges in exploratory studies conducted through semi-structured interviews (Torres *et al.*, 2021) and focus groups (Carlsen & Boksberger, 2015). One study used netnography (Thanh & Kirova, 2018). The mixed-method approach usually considers surveys and interviews (Alonso & Kok, 2020; Thomas *et al.*, 2018). Conceptual papers present theoretical frameworks (Charters *et al.*, 2017; Quadri-Felitti & Fiore, 2012).

Based on the above, other methodologies are recommended for research in this area of wine tourism, such as case studies, mixed methods, experiments, ethnography, storytelling, text mining, and fsQCA. Content analysis using netnography or text mining can be useful when embarking on new research directions because it uses information from websites and social media. More research using grounded theory is encouraged because previous studies tend to apply and extend well-known theories from psychology and sociology.

New technologies, such as virtual reality, augmented reality, and artificial intelligence should also be employed as interfaces to conduct experiments, simulate experiences, and understand new tourism opportunities. A few studies have explored the use of virtual environments as autonomous agents to promote tourism destinations (Bishop & Gimblett, 2000), and more recent examples have discussed the role of mobile technology, artificial intelligence, and AR/VR in sustainable and smart tourism (O'Dwyer *et al.*, 2019). Big data can also be better explored with text mining and machine learning techniques to (1) structure textual opinions about consumers' behaviors regarding wine tourism and (2) predict wine tourism pro-environmental behavior from the Internet of Things (IoT sensors). Can grounded theory be useful to develop a prototype of wine tourism behavior that accommodates these new technologies?

2.10 Conclusion

2.10.1 Theoretical and Managerial Contributions

Wine tourism and hospitality have become hot topics among scholars and tourism managers. Despite its importance, this study is the first to conduct an in-depth analysis of the most important topics discussed

in the existing literature and highlights potential avenues for research on wine tourism and hospitality. Therefore, this study addresses the gap in the literature regarding the topics and constructs most studied in the wine tourism sector. Thus, it contributes to the literature by (1) using a recent and advanced methodological approach based on text mining to analyze the full text of extant research, and (2) suggesting further theories (T), contexts (C), characteristics (C), and methodologies (M) that can be explored in the topic. The results show that current studies tend to use more quantitative (surveys) than qualitative approaches. Structural equations or regression analyses are among the techniques used most to analyze data, and researchers tend to employ well-known theories, mainly coming from other fields, such as psychology and sociology, to support their studies. Most studies focus on the domain of consumer behavior, which is related to the intention to visit or revisit, satisfaction, and loyalty. Implementing different wine programs, improving tasting rooms, and segmentation have been the main areas of research, followed by wine route networks' concerns about the economic impact of wine tourism on the local economy.

This study can also help destination managers, winery managers, and other related managers by highlighting the most relevant issues that can affect wine tourists' behavior. Some examples include the relevance of tourists' and guests' values and beliefs in explaining what they value in a winery. At the destination and hotel levels, the results highlight the need for managers to spread messages to raise tourist and guest awareness of wine tourism activities, which can involve employees and citizens for the same purpose.

2.10.2 Limitations

Despite the contributions of this study, it has some limitations. The search query focused on wine tourism. Other related terms, such as tourism practices, tourism networks, and tourism policies, were not used, which restricts the results to wine tourism. Finally, the studies focused on wine tourism in general and not behavioral changes, which is also a very relevant topic for tourism and hospitality and may be explored in more detail in future research.

Next chapter attempts to expose and understand the interplay of different types of travel motivation and different sources of expectation, and how these factors affect travelers' satisfaction and revisit intention in various cultural contexts, particularly in the context of Portugal. For such, over the next chapter we analyze the data collected through questionnaires in the Lisbon international airport departures.

Chapter 3. International tourism in Portugal: main motivations and what drives satisfaction, and revisit Intention

This chapter is devoted to identifying the main travel motivations, what factors drive satisfaction and the impact expectations and satisfaction on revisiting intentions. The objective is to identify the factors that most affect the overall satisfaction of the Portuguese tourism experience, and the development of an empirical investigation (through questionnaires) and a conceptual model that can create a link among the given factors, namely quality of experience, satisfaction, expectations fulfillment and behavioral intentions toward the Portuguese tourism and at last to measure the impact of overall satisfaction and expectations fulfillment (expectation/disconfirmation theory) on behavioral intentions (revisit intentions). The research questions associated to this chapter are: What motivates international tourist to visit Portugal? What are the main factors that can lead international tourist visiting Portugal to high levels of satisfaction? Can revisit intention be affected by satisfaction and expectation fulfillment?

To pursue the defined objectives, we have conducted a survey on international travelers departing from Lisbon International Airport. Results pointed out sun and beach as the main drivers of motivation to visit Portugal, from the factors screened gastronomy and wines were the ones with higher impact on satisfaction and that overall satisfaction and expectations fulfilled are valid predictors of revisit intention. The findings offer valuable insights to academics and tourism managers.

3.1 Introduction

The concept of travel motivation is well recognized by tourism professionals and theorists as a key factor in understanding tourist behavior (Aebli *et al.*, 2021; Lam & Hsu, 2006). Travel motivation has been extensively studied, with a long history (Pearce & Caltabiano, 1983) of research exploring its impact on individual satisfaction (Çelik & Dedeoğlu, 2019; Lemmetyinen *et al.*, 2016; Preko *et al.*, 2019; Snepenger *et al.*, 2006), predicting leisure participation (Yan & Halpenny, 2019), identifying travel patterns (Cavagnaro & Staffieri, 2015), understanding travel decisions and consumption behavior (Chang *et al.*, 2015), and developing effective tourism strategies and policies (Heung *et al.*, 2001; Papatheodorou, 2006). Despite the complex nature of the concept, the core themes of travel motivation revolve around push and pull factors (Michael *et al.*, 2017; Wijaya *et al.*, 2018). The connection between travel motivation and needs has been acknowledged in consumer behavior literature (Goodall, 1988). This means that tourists may choose a vacation destination to meet their physiological needs such as for food, health, and learning.

Nevertheless, the choice of a specific destination has been closely associated with sociodemographic characteristics. Some of the earliest studies exploring the impact of demographic factors on tourists' destination selection include works by Woodside and Lysonski (1989), Um and Crompton (1990), and Moscardo *et al.* (1996), which showed a correlation between demographic factors and tourists' involvement in tourism activities. For example, more free time and disposable income provide individuals with the ability to participate in outdoor activities (Ibrahim & Cordes, 1993). Factors such as age and family structure also affect an individual's decision to engage in leisure activities (Foot, 2004).

Several academic researchers have emphasized the highly social aspect of wine tourism, some examining it from a sociological perspective (e.g. Charters, 2006; Getz & Brown, 2006; Quadri-Felitti & Fiore, 2012; Ravenscroft & van Westering, 2001), some approaching it from a psychological and hedonic perspective (e.g. Bruwer & Alant, 2009), and others viewing it from a behavioral perspective (e.g. Alant and Bruwer, 2010; Chen *et al.*, 2016). According to Douglas *et al.* (2001), the experience of wine tourism is shaped by physical, social, and cultural elements of the wine region and its components. Wine tourism is known for its pleasurable, sensory-stimulating, and indulgent nature (Bruwer *et al.*, 2013). The social aspect of wine tourism is emphasized by the fact that wine tourists usually visit wine regions and winery tasting rooms with travel groups, which can range in size from two to several people (Alant & Bruwer, 2010). The motivations behind wine tourists' involvement and consumption of wine tourism products are considered a critical aspect in understanding their desires and expectations (Alant & Bruwer, 2004; Hall, Longo, *et al.*, 2000). Although there have been recent attempts to understand the motivational aspect of wine tourism (e.g., Bruwer *et al.*, 2017, 2018; Fieger *et al.*, 2019), it remains widely debated and yet to be fully understood. Motivation has been regarded as the base for segmenting wine tourism markets and provide insight into why people visit wine regions and winery destinations (Alebaki & Iakovidou, 2011). Understanding wine tourists' motivations and activity preferences is also a logical approach in connecting visitors' needs to the attributes of the wine regional destination (Pearce & Lee, 2005).

Despite a significant body of research on the relationships between travel motivation, satisfaction, expectation-disconfirmation theory, and revisit intention, there is still a lack of understanding regarding the interplay of different types of travel motivation and different sources of expectation, as well as how these factors affect travelers' satisfaction and revisit intention in various cultural contexts (Konuk, 2019). Therefore, to fill this gap, the present study investigates the main motivations that attract tourists to Portugal, evaluate the impact of service quality, facilities quality, product quality, gastronomy quality, wine quality on international tourist's overall satisfaction and finally evaluate expectation and overall satisfaction impact on intention to revisit.

On this basis, the specific objectives of the present study are (a) the development and empirical investigation of a conceptual model that can create a link among the given factors, namely quality of

experience, satisfaction, expectations fulfillment and behavioral intentions toward the Portuguese tourism; (b) the identification of the factors the most affect overall satisfaction of the Portuguese tourism experience; (c) measure the impact of overall satisfaction and expectations fulfillment (expectation/disconfirmation theory) on behavioral intentions (revisit intentions). The results of this study are expected to contribute to the tourism marketing literature from a theoretical and practical perspective. Theoretically, the results could help researchers better understand the relationships between experience quality, expectations fulfillment considering expectation/disconfirmation theory, satisfaction, and behavioral intentions of tourists in Portugal. This augmented the limited literature in Portuguese tourism studies with respect to the above-proposed constructs. Also clarifies the mechanism in which the experience quality and expectations fulfillment influences tourists' behavior in a fast-growing Portuguese tourism market (INE, 2022). Practically, the study will benefit marketers and practitioners in Portuguese tourism industry and provide them with an opportunity to develop and implement services and experiential marketing strategies to ensure that high perceptions of experience quality, destination image and, toward tourism destinations lead to increased perceptions of satisfaction and behavioral intentions.

3.2 Travel motivation theory

The concept of travel motivation is considered a crucial aspect for both tourism professionals and theorists (Pyo *et al.*, 1989; Yoon & Uysal, 2005). Motivation is seen as an internal drive that prompts an individual to select a specific destination with the goal of obtaining the desired benefits and satisfaction (Beard & Ragheb, 1983; Iso-Ahola, 1982). As travel motivation is a complex concept, many researchers have proposed different motivations for travel, which can be explained by three main theories: Maslow's hierarchy of needs (Maslow, 1954), Dann and Crompton's push and pull factors (Crompton, 1979; Dann, 1977, 1981), and Iso-Ahola's escape-seeking dichotomy (Iso-Ahola, 1982). Maslow's (1954) theory suggests that human needs range from physiological, such as the need for food and water, to safety, social, esteem, and self-actualization needs, with the higher needs often leading to the desire to travel (Tasci & Ko, 2017). Crompton (1979) and Dann (1981) push and pull factors are concerned with the internal drives and destination attributes that motivate people to travel. The push factors refer to psychological desires such as the need for escape, rest and relaxation, social interaction, health and fitness, adventure, knowledge, and prestige (Uysal & Hagan, 1993; Uysal & Jurowski, 1994), while pull factors are related to the external, situational, or cognitive aspects of motivation such as climate, landscape, and infrastructure (Yoon & Uysal, 2005). Studies have shown that pull factors can even reinforce push factors (Dann, 1981; McGehee *et al.*, 1996). Iso-Ahola (1982) escape-seeking dichotomy model explains that the two main motivation forces behind tourist behavior are escapism, the desire to leave one's daily environment, and seeking, the desire to

obtain psychological intrinsic rewards through travel. Both escapism and seeking motivations can have personal and interpersonal dimensions (Iso-Ahola, 1982).

In the tourism industry, consumer satisfaction is often evaluated using the expectation/disconfirmation theory (Abraham Pizam & Milman, 1993; Uzir *et al.*, 2021; Yüksel & Yüksel, 2001). Consumer loyalty has been a topic of interest in the tourism literature in relation to products, destinations, and activities (Backman & Compton, 1991; Seyhmus Baloglu, 2001; Chen & Myagmarsuren, 2010; Santos *et al.*, 2021; Vogt, 2011) and is measured in terms of both behavioral and attitudinal loyalty (Jacoby & Chesnut, 1978). In the marketing field, consumer loyalty is commonly measured through repeat purchases and positive word-of-mouth (WOM) (Yoon & Uysal, 2005). Research has shown that customer satisfaction is closely linked to repeat purchases and positive WOM (Back *et al.*, 2021; Han & Ryu, 2009; Kim *et al.*, 2019; Maxham, 2001; Tripathi, 2017). Yoon and Uysal (2005) have demonstrated that tourist destination loyalty has a causal relationship with both motivation and satisfaction.

3.3 Demographic factors

Common sociodemographic factors used in tourism studies include age, gender, education, income, and nationality (Cho *et al.*, 2017; Coromina & Camprubí, 2016; Kim *et al.*, 2019; Ma *et al.*, 2018). These variables are believed to provide insight into the tourism market and help predict travel behavior patterns (Chen *et al.*, 2009; Y. Wang *et al.*, 2006; Weaver & Oppermann, 2000)

Age is considered a significant demographic factor in the tourism industry as it can effectively predict leisure demand (Jang *et al.*, 2004; Mieczkowski, 1990). Age has been found to have a positive impact on an individual's desire for leisure travels (Huber *et al.*, 2018; Ma *et al.*, 2018). Gender is another important factor influencing travel demand (Collins & Tisdell, 2002; Su *et al.*, 2022). Travel patterns between men and women vary based on their travel motivation. Men are reported to travel more than women, primarily for business purposes, while women tend to travel more for visiting friends and relatives and prefer shorter trips (Collins & Tisdell, 2002; Moriarty & Honnery, 2005). Women are known to be highly involved in shopping and are more affected by intrapersonal or structural constraints than men (Andronikidis *et al.*, 2008; Josiam *et al.*, 2005). Factors such as cost, time, and family commitments limit women's ability to participate in travel activities (Alexandris & Carrol, 1997; Scott, 2005). As a result, women are more likely to participate in shopping, dining, and cultural activities, while men are more likely to participate in adventure activities such as skiing (Xie *et al.*, 2008).

The literature suggests that marital status is a factor that affects vacation decisions (Kattiyapornpong & Miller, 2008). Marketers can benefit from this information as it allows them to predict travel patterns. For instance, Lee and Bhargava (2004) found that married couples tend to spend less time on leisure activities

compared to singles. This is because married couples have more social and family obligations that limit their time for holiday vacations or participating in sports (Downward & Rasciute, 2010; Henderson, 1990). On the other hand, singles are often assumed to have more free time to engage in various activities, including short but frequent trips (Biernat & Lubowiecki-Vikuk, 2012). They also have more time for social activities, such as playing musical instruments, singing, dancing, and traveling (Lee & Bhargava, 2004). Within this chapter, an examination was conducted on the travel motivation of tourists in Portugal, considering variables such as age, gender, and marital status.

3.4 Satisfaction measures

Service quality

The notion of quality has been extensively discussed as a means of achieving a competitive edge (Powell, 1995), particularly in the context of manufactured goods, which gained prominence following the work of Deming (1985). Services are intangible and varied, and therefore expectations of service quality are less concrete and influenced by physical cues and past experiences (Kotler *et al.*, 2017). Service quality can be understood as a subjective assessment of functional characteristics of the transaction, such as customer-employee interactions, the outcome of the service, and the service environment (Rather & Camilleri, 2019). Therefore, while physical products must possess specific characteristics, service delivery must adhere to certain standards, given the human-intensive nature of services and the subjective perceptions they engender (Lemon & Verhoef, 2016).

The significance of service quality as an economic driver in tourism has been well-established. Consequently, examining service quality concerns related to "satisfaction" and/or "customer satisfaction" could provide a useful entry point for investigating the broader subject of service quality in tourism (Park & Jeong, 2019). Therefore, this study proposes:

H1: service quality has a positive impact on overall satisfaction.

Gastronomy quality

Lee *et al.* (2020) found that high levels of satisfaction with the gastronomic experience led to its perceived value. In other words, gastronomy was considered an antecedent to satisfaction (Berbel-Pineda *et al.*, 2019). Agyeiwaah *et al.* (2019) reported that the motivation of culinary tourists impacts both their culinary experience and satisfaction, with many becoming loyal to the destinations they visited. Perceptions of a restaurant's authenticity were found to positively impact satisfaction and intentions to return to a destination (DiPietro & Levitt, 2019), and local food engagement was significantly and positively related to food satisfaction and destination loyalty (Lacap, 2019). Moreover, positive culinary experiences during

a trip often resulted in positive memories (Stone *et al.*, 2019). Piramanayagam *et al.* (2020) emphasized the crucial role that the local dining experience of destinations played in providing a memorable tourism experience and making tourists more satisfied and intent on revisiting. Widjaja *et al.* (2020) identified direct effects of the quality of the dining experience on dining experience satisfaction and destination experience satisfaction. These findings underscored the importance of satisfaction in gastronomy. As so, this research hypothesizes the following:

H2: gastronomy quality has a positive impact on overall satisfaction.

Facilities Quality

According to various studies (Beerli & Martín, 2004; Echtner & Ritchie, 1993; Larson *et al.*, 2013) facilities and infrastructures are crucial and distinctive characteristics of a destination that play a significant role in attracting tourists and enhancing their experience (Truong *et al.*, 2018). Contemporary tourists are highly responsive to the service quality and tourism facilities available at a destination (Seyfi *et al.*, 2020). Furthermore, the performance of accommodations and infrastructure can significantly impact tourists' emotional responses (Chi & Han, 2020). Research has identified several factors that affect tourist satisfaction, including the environment, culture, availability of activities, facilities, and entertainment (Pizam *et al.*, 1978; Yuksel, 2001). In addition, tourism satisfaction has been reported as a determinant of overall life satisfaction by (Chen *et al.*, 2016; Nawijn, 2011). Overall satisfaction of tourists is determined by factors such as age, satisfaction with transport and information, availability and presence of various facilities in the destination, value for money, environment, and a sense of safety and hospitality (Frleta & Jurdana, 2018). Taking such in account, the following hypotheses is formulated:

H3: facilities quality has a positive impact on overall satisfaction.

Products Quality

Maunier and Camelis (2013) emphasized that a tourist's overall satisfaction and intention to repurchase are affected by a combination of destination products, services, environmental factors, and public elements experienced during their stay. It is crucial for all stakeholders to recognize the significant role of delivering high-quality products and services to maintain competitiveness and achieve long-term success, as highlighted by Chi and Qu (2008). Research has shown that tourism websites consistently highlight local distinctiveness features to capture the attention of potential tourists. The quantitative findings demonstrate that the category of destination products, which encompasses typical values, unique imagery, specific symbols, and authenticity, is a significant predictor of tourist satisfaction (Truong *et al.*, 2018). Kolar and Zabkar (2010) argued that for a product to be considered authentic, it must not only have a verifiable origin but also be exclusive, with no possibility of imitation. Inherent in the notion of authenticity is the existential

component of a unique and one-of-a-kind experience, which means that it cannot be replicated elsewhere. Additionally, the projection dimension of authenticity involves a personal identification with the genuine product or experience at a particular place, and the distinct characteristics of that place further enhance its authenticity. This concept is exemplified by the notion of "terroir," which refers to the specific natural and human factors that provide a product or experience with a unique identity and value, ultimately serving as a source of differentiation for a destination (Camus, 2010). Loureiro and Kaufmann's (2013) research provided proof that place-based distinctive characteristics play a crucial role in determining tourists' satisfaction with their destination. Furthermore, unique and distinctive features also serve as predictors of tourists' future behaviors, such as their dependence and identity toward the place (Gross & Brown, 2008), and they influence their intentions to recommend or return. Thus, this study proposes:

H4: product quality has a positive impact on overall satisfaction.

Wine Quality

Wine is a unique product that blends traditional elements, such as the culture and history of the terroir, cultural identity, symbolism, ritual, myth, and the origin of the wine, with continuous innovative elements (Magistris *et al.*, 2011). Loureiro *et al.* (2013) suggested that wine product involvement is an important precursor to emotions, such as relaxation, pleasure, and satisfaction. Tourists' positive perceptions of the destination image correspond with a stronger desire to visit, higher revisit rates, and better perceptions of travel quality, (Loureiro, 2014; Whang *et al.*, 2016). Additionally, Kotler & Gertner (2002) highlight the potential impact of destination image on tourists' consumption behavior, while (T. H. Lee, 2009) Lee (2009) emphasizes the crucial role that tourists' perceptions of destination image play in their satisfaction and future travel intentions. Therefore, the following hypotheses is proposed:

H5: wine quality has a positive impact on overall satisfaction.

Expectations

According to Oliver's (1980) expectation/disconfirmation model, consumers develop expectations prior to making a purchase, and satisfaction is determined by the extent to which the actual performance meets these expectations. Positive disconfirmation leads to high satisfaction and positive repurchase intentions, while negative disconfirmation results in dissatisfaction and low repurchase intentions. In the context of tourism, visitor satisfaction has been found to be based on the match between the perceived evaluation of the overall destination experience and prior expectations of the destination (Chon, 1989; Wang & Wu, 2011). In wine tourism specifically, it has been shown that service quality at the winery tasting room has a strong positive impact on visitor satisfaction and future behavioral intentions (Nella & Christou, 2014a). Based on this theoretical assumption, the following hypothesis is formulated:

H6: expectations fulfillment has a positive impact on revisit intentions.

Tourist satisfaction and intentions to revisit

As described in the literature review on this thesis (chapter 2) satisfaction is positively correlated with the quality of tourist experiences (Ross & Iso-Ahola, 1991; Tribe & Snaith, 1998) and contributes to increased loyalty intentions, such as positive word-of-mouth and long-term loyalty intentions for a tourist destination (Back *et al.*, 2021; Cakici *et al.*, 2019; Oliver, 1999; Shi *et al.*, 2022).

Besides satisfaction there are others factors that impact revisit intention, including the uniqueness of the destination's attributes such as its physical, economic, cultural, and social environments (Lee *et al.*, 2014). Empirical studies have demonstrated that the quality of a destination's perception has a strong and positive effect on the intention to return (Gill *et al.*, 2007). Thus, this hypothesis is suggested:

H7: satisfaction with the visit has a positive impact on revisit intentions.

3.5 Methodology

A survey was conducted in Lisbon international airport on a sample of foreign tourists intercepted in the departures area. The approach was conducted over 4 weeks during July/August 2018, and participants were identified via random systematic sample by trained graduate students supervised by the researcher. The original questionnaire was written in English, then translated to Spanish, German and French and translated back from each language to English (with the help of native linguists). Back translation was used to ensure that the items in the different languages Portuguese, communicated the same information (Sekaran, 1983).

According to the sampling procedure, the approach to tourist occurred in the international departure terminals of the airport, and each approach was assigned with a random and systematic sequence of check-in numbers. For each selected check-in number, the last tourist waiting in the queue was approached and invited to participate in the survey. A preliminary question served to exclude Portuguese citizens and to select respondents who had visited Portugal for leisure purposes. Data collections was conducted with a face-to-face method. The research instrument was a structured questionnaire (see Appendix B) (5 Likert scale (1 – I totally disagree; 5 – totally agree) and organized in the following three sections: (i) general demographic information; (ii) travel logistic information; and (iii) motivations, behavioral intentions, and satisfaction. At the end of the survey, 892 questionnaires were coded for data analysis.

3.6 Results

3.6.1 Description statistics

The sample demographics (Table 3.1) indicated that respondents were male (50.3%) and female (49.7%). The largest proportion of the respondents were aged between 31–40 years (28.9%) and 41–50 years (25.1%). A great majority (79.5%) travelled with a significant other. The most represented countries included Brazil (19.8%), United States (13.12%), United Kingdom (7.62%), Germany (6.39%), Netherlands (4.26%), and France (4.04%). In terms of destination familiarity, a significant portion of respondents (59.5%) was in Portugal for the first time, 22.9% had visited the country once in the past, while only 6.3% had been to Portugal more than two times. The average number of days spent in Portugal was 6.3. Regarding education, most visitors have a bachelor's degree (54%), regarding the household income the group with higher representativity is the one above 75k € or \$ (41%).

Overall, the main reasons to visit Portugal was sun and beach (see Table 3.2 and Figure 3.1). It is possible to observe some differences between age and gender groups. Regarding marital status, literature suggests that it affects vacation decisions (Kattiyapornpong & Miller, 2008), regarding this subject this study results show that the tourists travelling with a significant other have less attractiveness for wine tourism, gastronomy, and wines compared to the ones travelling without significant other (19.7% vs 26.6%) (see table 3.2).

Table 3.1. Demographic and descriptive information of sample for this research.

Demographics (n=892)					
Gender	n	%	Country of Origin	n	%
Male	452	50.7	Brazil	177	19.8
Female	440	49.3	United States	117	13.1
			United Kingdom	68	7.6
			Germany	57	6.4
Age			Netherlands	38	4.3
less than 31	102	11.4	France	36	4.0
31-40	259	29.0	Norway	33	3.7
41-50	224	25.1	Spain	32	3.6
51-60	152	17.0	Switzerland	31	3.5
above 61	155	17.4	China	30	3.4
			Italy	27	3.0
Education level			Ireland	25	2.8
High School	62	7.0	Russian Federation	25	2.8
College (no degree)	97	10.9	Sweden	24	2.7
Bachelor degree	481	53.9	Canada	23	2.6
Above bachelor degree	252	28.3	Belgium	22	2.5
			Angola	19	2.1
Income level (\$ or €)			India	18	2.0
< 25K	45	5.0	Denmark	14	1.6
25-50K	152	17.0	Austria	14	1.6
51-75K	329	36.9	Mexico	11	1.2
>75K	366	41.0	Japan	8	0.9
			Finland	7	0.8
Number of visits			Luxembourg	7	0.8
1st time	531	59.5	Slovenia	6	0.7
2nd time	204	22.9	Argentina	5	0.6
> 2 times	157	17.6	Qatar	5	0.6
			Australia	3	0.3
Travelling with significant other			Chile	2	0.2
yes	709	79.5	Israel	2	0.2
no	183	20.5	Poland	2	0.2
			Andorra	1	0.1
Days spent			Croatia	1	0.1
< 4	67	7.5	Slovakia	1	0.1
4-8	726	81.4	Venezuela	1	0.1
>8	99	11.1			

Source: author elaboration

Table 3.2. Reason to have chosen Portugal for holidays.

	All	%	Below 45 years old	%	Above 44 years old	%		
Sun	152	17.0	Sun	86	19.1	Sun	66	14.9
Beach	117	13.1	Beach	72	16.0	Beach	45	10.2
Golf	74	8.3	Surf	64	14.2	Golf	43	9.7
Surf	72	8.1	Wine	35	7.8	Gastronomy	37	8.4
Wine	72	8.1	Golf	31	6.9	Wine	37	8.4
Gastronomy	62	7.0	Gastronomy	25	5.6	Wine tourism	34	7.7
Wine tourism	53	5.9	Visit family	24	5.3	Lisbon	30	6.8
History	49	5.5	History	20	4.4	History	29	6.6
Family	47	5.3	Wine tourism	19	4.2	Visit family	23	5.2
Lisbon	40	4.5	Lisbon	10	2.2	Country Culture	16	3.6
Country culture	25	2.8	Country Culture	9	2.0	Monuments	13	2.9
Monuments	22	2.5	Monuments	9	2.0	Religion	13	2.9
Safety	19	2.1	Safety	9	2.0	Museums	11	2.5
Museums	18	2.0	Museums	7	1.6	Safety	10	2.3
Relax	15	1.7	Relax	7	1.6	Relax	8	1.8
Religion	15	1.7	Visit friends	5	1.1	Surf	8	1.8
Friends	10	1.1	Weather	4	0.9	Visit friends	5	1.1
Affordability	5	0.6	Affordability	3	0.7	Cycling	3	0.7
Mountain	5	0.6	Mountain	2	0.4	Mountain	3	0.7
Shopping	5	0.6	Religion	2	0.4	Shopping	3	0.7
Cycling	4	0.4	Shopping	2	0.4	Affordability	2	0.5
Weather	4	0.4	Bird watching	1	0.2	Fado	1	0.2
Hiking	2	0.2	Cycling	1	0.2	Hiking	1	0.2
Bird watching	1	0.1	Hiking	1	0.2	Sports	1	0.2
Fado	1	0.1	Music	1	0.2			
Music	1	0.1	Nature	1	0.2			
Nature	1	0.1						
Sports	1	0.1						
	892		450			442		

Source: author elaboration

Table 3.2. (cont.). Reason to have chosen Portugal for holidays.

Females			Males			With Significant other			Without Significant other		
Sun	74	16.7	Sun	78	17.4	Sun	118	16.6	Sun	33	19.1
Beach	63	14.2	Beach	54	12.0	Beach	100	14.1	Gastronomy	18	10.4
Surf	38	8.6	Golf	41	9.1	Golf	64	9.0	Beach	17	9.8
Wine	38	8.6	Gastronomy	35	7.8	Surf	57	8.0	Wine	15	8.7
Golf	33	7.4	Surf	34	7.6	Wine	56	7.9	Visit family	13	7.5
Gastronomy	27	6.1	Wine	34	7.6	Gastronomy	44	6.2	Wine tourism	13	7.5
Visit family	25	5.6	Wine tourism	30	6.7	Wine tourism	40	5.6	Surf	12	6.9
Wine tourism	23	5.2	History	28	6.2	History	38	5.4	history	11	6.4
history	21	4.7	Visit family	22	4.9	Visit family	34	4.8	Golf	10	5.8
Lisbon	19	4.3	Lisbon	21	4.7	Lisbon	28	3.9	Lisbon	9	5.2
Monuments	12	2.7	Country Culture	16	3.6	Country Culture	23	3.2	Religion	4	2.3
Museums	10	2.3	Monuments	10	2.2	Monuments	22	3.1	Museums	3	1.7
Safety	10	2.3	Safety	9	2.0	Safety	16	2.3	Relax	3	1.7
Country Culture	9	2.0	Museums	8	1.8	Museums	14	2.0	Safety	3	1.7
Relax	8	1.8	Relax	7	1.6	Relax	11	1.6	Country Culture	2	1.2
Religion	8	1.8	Religion	7	1.6	Religion	11	1.6	Shopping	2	1.2
Shopping	5	1.1	Visit friends	5	1.1	Visit friends	9	1.3	Affordability	1	0.6
Visit friends	5	1.1	Mountain	3	0.7	Mountain	5	0.7	Bird watching	1	0.6
Affordability	3	0.7	Affordability	2	0.4	Affordability	4	0.6	Hiking	1	0.6
Weather	3	0.7	Cycling	2	0.4	Cycling	4	0.6	Music	1	0.6
Cycling	2	0.5	Fado	1	0.2	Weather	4	0.6	Visit friends	1	0.6
Hiking	2	0.5	Sports	1	0.2	Shopping	3	0.4			
Mountain	2	0.5	Weather	1	0.2	Fado	1	0.1			
Bird watching	1	0.2				Hiking	1	0.1			
Music	1	0.2				Nature	1	0.1			
Nature	1	0.2				Sports	1	0.1			
443			449			709			173		

Source: author elaboration

Figure 3.1. Tourists' motivations word cloud



Source: author elaboration

3.6.2 Data analysis

3.6.2.1 Normality test

First, as only one item for each construct was employed, no validity and reliability tests were performed. The Normal P-Plot and histogram of the Regressions Model 1 and Model 2 Standardized Residual graph do not show a normal distribution pattern, model 1 negatively skewed (see Appendix C) and model 2 with positive kurtosis (see Appendix D). The points on graphs, for both model 1 and model 2 (see appendix E and F, respectively) are not scattered around the diagonal line enough, and the distribution does not align with the direction of the diagonal line. This lack of normality is confirmed by the Kolmogorov-Smirnov and Shapiro-wilk test (Table 3.3 and Table 3.4). Still, as the sample size is large enough ($n=798$ and $n=892$ are higher than 50) the Central Limit Theorem (Cam, 1986; Zhang *et al.*, 2022) applies, normality distribution was assumed and parametric statistical tests were performed.

Table 3.3. Model 1 normality test

	Tests of Normality					
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Satistic	df	Sig.	Satistic	df	Sig.
Overall Satisfaction	0.228	892	0.000	0.848	892	0.000

^a Lilliefors Significance Correction

Source: author elaboration (SPSS output)

Table 3.4. Model 2 normality test.

	Tests of Normality					
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Satistic	df	Sig.	Satistic	df	Sig.
Intention to Revisit	0.246	892	0.000	0.816	892	0.000

^a Lilliefors Significance Correction

Source: author elaboration (SPSS output)

3.6.2.2 Multicollinearity Test

Multicollinearity can reveal a flawless relationship among the independent variables in a regression model. Indications of multicollinearity can be identified by examining the tolerance and the Variant Inflation Factor (VIF) values. In this study all the independent variables of model 1 have VIF values below

1.1 (see Table 3.10) and model 2 below 2.5 (see Table 3.12) indicating a lack of concern regarding correlation between them. Therefore, it can be concluded that the regression model is free from multicollinearity (Shrestha, 2020).

3.6.2.3 Heteroscedasticity test

To determine whether there is a difference in the variance of the residuals across observations in a linear regression model, a heteroscedasticity test is required. Homoscedasticity refers to a constant variance of the residuals across observations, whereas heteroscedasticity refers to a varying variance. The *Breusch Pagan* test can be used to identify the presence or absence of heteroscedasticity, by examining the correlation between the absolute value of the residuals and each variable (Djalil & Terzic, 2021). In both model 1 and model 2, the Breusch-Pagan test shows that the homoscedasticity assumption is violated, significance is below than 0.05, meaning that heteroscedasticity is present (see Table 3.5 and Table 3.6). To fix the heteroscedasticity of both models, linear regressions with the robust standard errors method were performed (Astivia & Zumbo, 2019; Djalil & Terzic, 2021; Long & Ervin, 2000), this method allows to recognize the presence of non-constant variance and offer an alternative approach to estimating the variance of the sample regression coefficients (see Table 3.7 and Table 3.8).

Table 3.5. Model 1 Breusch-Pagan.

Breusch-Pagan Test for Heteroskedascity^{a,b,c}		
Chi-Square	df	Sig.
5.842	1	0.016

a. Dependant variable: Overall Satisfaction

b. Tests the null hypotheses that the variance of the errors does not depend on the values of the independent variables.

c. predicted values from design: Intercept + Facilities + Services + Products + Gastronomy + Wines

Source: author elaboration (SPSS output)

Table 3.6. Model 2 Breusch-Pagan.

Breusch-Pagan Test for Heteroskedascity ^{a,b,c}		
Chi-Square	df	Sig.
165.448	1	0.000

a. Dependant variable: Overall Satisfaction

b. Tests the null hypotheses that the variance of the errors does not depend on the values of the independent variables.

c. predicted values from design: Intercept + Expectations + Overall Satisfaction

Source: author elaboration (SPSS output)

Table 3.7. Model 1 robust standard errors method linear regression.

Parameter Estimates with Robust Standard Errors

Dependent Variable: Overall Satisfaction

Parameter	B	Robust Std	t	Sig.	95% Confidence Interval		Partial Eta Squared
		Error ^a			Lower Bound	Upper Bound	
Intercept	-1.641	0.346	-4.748	0.000	-2.320	-0.963	0.028
Facilities	0.198	0.045	4.359	0.000	0.109	0.287	0.023
Services	0.116	0.038	3.089	0.002	0.042	0.190	0.012
Products	0.178	0.037	4.762	0.000	0.105	0.251	0.028
Gastronomy	0.464	0.031	14.895	0.000	0.403	0.525	0.219
Wines	0.306	0.039	7.809	0.000	0.229	0.383	0.071

a. HC3 method

Source: author elaboration (SPSS output)

Table 3.8. Model 2 robust standard errors method linear regression

Parameter Estimates with Robust Standard Errors

Dependent Variable: Intention to Revisit

Parameter	B	Robust Std	t	Sig.	95% Confidence Interval		Partial Eta Squared
		Error ^a			Lower Bound	Upper Bound	
Intercept	0.352	0.090	3.898	0.000	0.175	0.530	0.017
Facilities	0.345	0.036	9.711	0.000	0.275	0.415	0.096
Services	0.592	0.036	16.369	0.002	0.521	0.663	0.232

a. HC3 method

Source: author elaboration (SPSS output)

3.6.2.4 Multiple Linear Regression Analysis

The technique of multiple regression is valuable for exploratory research (Nunkoo & Ramkissoon, 2012) as it can uncover relationships among constructs. This statistical method has found extensive use in studies related to place attachment and tourism, (e.g., Raymond *et al.*, 2011; Rioux & Werner, 2011; Rosentraub & Joo, 2009).

The model 1 results ($R^2=0.36$) (see table 3.9) suggest that satisfaction with facilities, services, products, gastronomy, and wines have a positive influence on overall satisfaction (respectively, $\beta = 0.20$; $p < 0.001$; $\beta = 0.12$; $p = 0.002$; $\beta = 0.18$; $p < 0.001$; $\beta = 0.46$; $p < 0.001$; $\beta = 0.31$; $p < 0.001$) (see table 3.10). The model 2 ($R^2=0.76$) (see table 3.11) confirmed as well, a positive effect of expectations fulfilled and overall satisfaction on intention to revisit (respectively: $\beta = 0.35$; $p < 0.001$; $\beta = 0.59$; $p < 0.001$) (see table 3.12). Results of multiple regression analysis suggest that quality of facilities, services, products, gastronomy, and wines are valuable variable to predict tourist overall satisfaction with Portugal as leisure destination and that overall satisfaction and expectations fulfilled are valid predictors of revisit intention.

Table 3.9. Model 1 linear regression summary.

Model Summary ^b									
Model	R	R Squared	Adjusted R Squared	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	0.603 ^a	0.364	0.36	0.741	0.364	90.598	5	792	0.000

a. Predictors: (Constante), Wines, Services, Gastronomy, Facilities, Products

b. Dependent Variable: Overall Satisfaction

Source: author elaboration (SPSS output)

Table 3.10. Model 1 coefficients.

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
	B	Std. Error	Beta				
1	(Constant)	-1.641	0.325	-5.054	0.000		
	Facilities	0.198	0.038	5.191	0.000	0.990	1.010
	Services	0.116	0.037	3.144	0.000	0.983	1.017
	Products	0.178	0.034	5.173	0.000	0.986	1.014
	Gastronomy	0.464	0.028	16.764	0.000	0.996	1.004
	Wines	0.306	0.036	8.53	0.000	0.996	1.004

a. Dependent Variable: Overall Satisfaction

Source: author elaboration (SPSS output)

Table 3.11. Model 2 linear regression summary.

Model Summary ^b									
Model	R	R Squared	Adjusted R Squared	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
2	0.872 ^a	0.76	0.759	0.463	0.760	1404.234	2	889	0.000

a. predictors: (Constante), Overall Satisfaction, Expectations

b. Dependent Variable: Intention to Revisit

Source: author elaboration (SPSS output)

Table 3.12. Model 2 coefficients.

Coefficients ^a								
		Unstandardized Coefficients		Standardized Coefficients				
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
2	(Constant)	0.352	0.073		4.792	0.000		
	Facilities	0.592	0.026	0.588	23.084	0.000	0.416	2.402
	Wines	0.345	0.026	0.335	13.141	0.000	0.416	2.402

a. Dependent Variable: Intention to Revisit

Source: author elaboration (SPSS output)

3.7 Discussion

Motivations to visit a destination are important factors to predict and attract tourists (Carvache-Franco *et al.*, 2020; Devesa *et al.*, 2010; Mussalam & Tajeddini, 2016). This research shows that wine and gastronomy altogether are responsible for a significant share of the motivations to visit Portugal (21%), which aligns well with the linear regression results of the model 1. Age, marital status, and gender modulate these findings. Regarding age, results show that younger tourists are less attracted by wines and gastronomy than tourists older than 44 years old, aligned with segmentation from Molina *et al.* (2015). The marital status, in this research evaluated by the variable travelling with significant other, shows a difference between those travelling with or without significant other, showing that the ones without a significant other are more motivated by wine and gastronomy activities, also aligned with Molina *et al.* (2015) segmentation. In the same way, gender (males are higher motivated by wines and gastronomy) shows a difference, but with lesser than the two previous variables, on gastronomy and wine motivations as well in line with Molina *et al.* (2015) segmentation.

In model 1 despite all variables having shown positive and significant impact on overall satisfaction, gastronomy and wines have a higher β than the other variables analyzed. *H1* proposing a positive relationship between service quality and overall satisfaction was accepted ($\beta=0.12$; $p<0.01$), indicating that better perceptions of service quality leads to higher satisfaction among tourists. Such findings corroborates existing research (Nunkoo *et al.*, 2017; Oh, 1999). Indeed, *H2* proposing a positive relationship between gastronomy quality and overall satisfaction was accepted ($\beta=0.46$; $p<0.001$), confirming previous research (Piramanayagam *et al.*, 2020; Widjaja *et al.*, 2020) suggesting that better perceptions of gastronomy quality leads to higher satisfaction among tourists. *H3* proposes that facilities quality has positive impact on overall satisfaction was accepted ($\beta=0.20$; $p<0.001$), suggesting that high perceptions of facilities quality leads to higher levels of satisfaction among tourists, in line with previous findings (Pizam *et al.*, 1978; Seyfi *et al.*, 2020; Frleta & Jurdana, 2018). This study also found support for *H4*, which proposed a positive relationship between products quality and overall satisfaction ($\beta=0.18$; $p<0.001$), indicating that higher perceptions of products quality leads to higher satisfaction among tourists, aligned with Maunier and Camelis (2013) and Truong *et al.* (2018) research. The last hypothesis of model 1 was *H5*, proposing that high perceptions of wine quality leads to higher levels of satisfaction among tourists, was as well accepted ($\beta=0.31$; $p<0.001$). This findings, suggesting that higher perception of wine quality are associated with are levels of satisfaction are in line with research from Bruwer, (2014), Cassar *et al.* (2020) and Loureiro *et al.* (2013) but not aligned Chen, Bruwer, *et al.*, (2016) study, which didn't produce evidence to suggest that perceptions of wine quality directly affect overall satisfaction.

Model 2 analyzed the direct impact of satisfaction and expectations fulfillment on revisit intentions. *H6* proposing a positive impact of expectations fulfilled on revisit intentions, was accepted ($\beta=0.35$; $p<0.001$). Suggesting that positive disconfirmation leads to higher revisit intentions, confirming Wang and Wu (2011) research and related with Hui *et al.* (2007) research, which has connected positive disconfirmation with satisfaction, which was antecedent of revisiting intentions. *H7* postulating a positive impact of satisfaction on revisit intentions, was accepted ($\beta=0.59$; $p<0.001$), corroborating several previous studies (Back *et al.*, 2021; Cakici *et al.*, 2019; Shi *et al.*, 2022).

3.8 Conclusions

In the tourism arena, research on revisiting intentions and satisfaction has proliferated in the past decades. In the past, early studies in this field were often focused on description and did not pay close attention to measurement-related problems. However, more recent studies have adopted sophisticated statistical techniques such as confirmatory structural equation modeling (Deng *et al.*, 2013; Loureiro, 2020;

Shin & Nicolau, 2022). This has enabled the field to catch up with more established disciplines like psychology, which have traditionally utilized rigorous methodological approaches.

Understanding the factors that drive tourists to visit Portugal for the first time and what encourages them to return is of utmost importance to both Portugal and other countries that heavily rely on this sector to contribute to their GDP. The existing knowledge base suggests that satisfaction and positive disconfirmation are important predictors of revisiting intentions, which this study confirms. Despite previous research in the field, there is still a lack of understanding regarding how various factors impact satisfaction and how positive disconfirmation influences revisit intentions in Portugal's rapidly expanding tourism industry. Thus, the objective of this study was to delve deeper into the ways in which perceived service quality, product quality, facilities quality, gastronomy, and wine quality contribute to tourist satisfaction. First, the results show that gastronomy and wine quality are the factors that most impact satisfaction, gastronomy being the one with higher impact. Gastronomy results are in line with findings from Agyeiwaah *et al.* (2019) which valued food experiences as an important predictor of tourist's satisfaction. Durmaz *et al.* (2022) found that gastronomy as a positive and significant effect on consumer behavior, with destination satisfaction serving as mediator between the two. These findings underscore the importance of giving attention to gastronomy within the tourism industry. In addition, Rachão *et al.* (2021) findings point in the same direction of this study results, showing that tourists are willing to participate in food-and-wine activities during their leisure travels, however, display more willingness to actively participate in food rather than wine experiences. Moreover Yeung and Yee (2020) research suggests that food quality perception can be a detractor of tourist's willingness to visit a destination thus playing an important role in travel destination choice.

Second, results confirms recent research from (Back *et al.*, 2021; Damanik & Yusuf, 2022; Stumpf *et al.*, 2020), that both satisfaction and positive disconfirmation are positively associated with revisit intentions. In this study, contrary to Damanik and Yusuf (2022) research satisfaction has a greater impact on revisit intention than expectations. No difference was found in first time visitors versus returning visitors, suggesting that satisfaction and expectations fulfillment are not being impacted by this variable.

3.8.1 Theoretical and managerial contributions

From a theoretical perspective, this study contributes to the tourism sector theoretical and methodological debates on the measurement of satisfaction and revisit intentions. In tourism, the vast majority of studies measure satisfaction relying on service quality (e.g., Moore *et al.*, 2015) authenticity (e.g., DiPietro & Levitt, 2019) and perceived quality (e.g., Wang *et al.*, 2017). The current study predicts satisfaction by measuring the perceived quality of five different dimensions and were able to differentiate the impacts on satisfaction, adding to the literature by identifying the relative importance of gastronomy

and wines relative to service, product, and facilities quality within the Portuguese international tourists. It also builds on the expectation/disconfirmation theory (Oliver, 1980) by adding to the literature its importance on the revisit intentions and its relative impact versus satisfaction.

From the managerial side, findings provide insightful data to understand better how tourism stakeholders can better capture and retain tourists. Unveiling the tourists' motivations and the strong role of gastronomy and wine on tourists' satisfaction when visiting Portugal, this study contributes for tourism managers define and prioritize strategies and programs that are more likely to generate high levels of satisfaction, namely cooking workshops, food, and wine pairings meals.

3.8.2 Limitations and future research

This study is not free of limitations. First, the data collection was only done at the international airport of Lisbon, which makes results not generalizable. Second, it measures constructs with a single item, despite the research of Bergkvist and Rossiter (2007) advocate that many constructs can be measured by single-item scale, the ones used in this research haven't been enough studied by single-item method. Future research is recommended to explore how sustainable practices can influence satisfaction and tourists revisit intentions. Many studies suggest an increasing healthy eating phenomenon, futures research should investigate the relevance of biological wines and organic food can affect tourist behaviors. In the next chapter we will analyze data collected through an international survey and propose a conceptual model aiming to understand how psychological ownership and the quality of alternatives influence repatronage intentions via commitment to wineries.

Chapter 4. Developing commitment through the feeling of ownership toward a winery: effect on repatronage intention

This chapter aims to understand the effects of psychological ownership and commitment on repatronage intentions. The objective is to assess if the psychological ownership fosters commitment, assess the impact of commitment on the repatronage intention in the proposed conceptual framework and assess the moderating effect of quality of alternatives between commitment and repatronage in the proposed conceptual framework. The research questions associated with this chapter are: Does psychological ownership impact commitment toward a winery? Does commitment impact repatronage intentions toward a winery? Does quality of alternatives moderate the relationship between commitment and repatronage intentions toward a winery?

To do so, this study investigates the impact of psychological ownership and the quality of alternatives on repatronage intentions through commitment toward wineries. Using a partial least squares approach, data from 574 wine tourists were analyzed. The findings indicate that investing in oneself and intimate knowledge positively and directly affects psychological ownership, which indirectly influences commitment toward the winery. Additionally, the quality of alternatives was discovered to moderate the relationship between commitment and repatronage intentions. This study employs psychological ownership theory to anticipate wine consumers' repatronage intentions and contributes to the field. Winery managers are recommended to establish emotional commitment with visiting tourists and consistently monitor competing services to improve the facilities, quality of grapes, and wine products offered.

4.1 Introduction

In the last years, the wine industry has experienced significant growth (Veseth, 2022), assuming huge importance in regional development (Guedes *et al.*, 2022). Wine tourism has a significant impact on overall wine business, the market worldwide was estimated to be worth around 8.7 billion U.S. dollars in 2020, a year in which the entire global tourism industry was affected by the coronavirus (COVID-19) pandemic. In 2030, the wine tourism market size expected to reach nearly 29.6 billion euros (Statista, 2022). Wine tourism offers many benefits to the wine business, such as increased cellar door sales, and increased brand loyalty (Back *et al.*, 2021), capturing a group of consumers who are well-educated and willing to buy when they enjoy the experience (Bruwer & Rueger-Muck, 2019). Given the growth in wine tourism, the significant volume that already represents and the revenue that it generates, it's very important to winery

managers understand how to attract new and repeated visitors. Literature show that repeat visits are associated with lower marketing costs (Reichheld & Sasser, 1990), lower price sensitivity (Matzler *et al.*, 2019; Tjørve *et al.*, 2018), and increased word of mouth (Shoemaker & Lewis, 1999) and more likely to repeat a destination (Oppermann, 2000). This sociological phenomenon, described as cumulative inertia (McGinnis, 1968), proposes that behaviorally loyal customers are likely to repeat their visit decisions in future.

Several factors that impact revisit intention have been studied, such as constraints and wine destination attributes (Bonn *et al.*, 2016), demography aspects (Stoddard & Clopton, 2015), motivations and satisfaction (Back *et al.*, 2021). Previous research, has connected psychological ownership to wine in the sense that consumers who engaged in activities related to wineries tend to develop feelings of ownership (i.e., I feel that I 'own' this wine project, because I invested personal resources on the project, I helped its design, and I got to know the wine supplier/offering so well) (Sigala & Haller, 2019). Also commitment has shown to have a role on the wine, affective commitment was show to be important for wine clubs collect the benefits of consumer loyalty (Festa *et al.*, 2019). This study seeks to explain the impact of psychological ownership and commitment on repatronage intentions toward a winery. Our research questions are as follows: (1) Does Psychological ownership foster commitment (2) Does commitment predicts repatronage intentions? and (3) Repatronage indentations can vary due to the quality of alternatives?

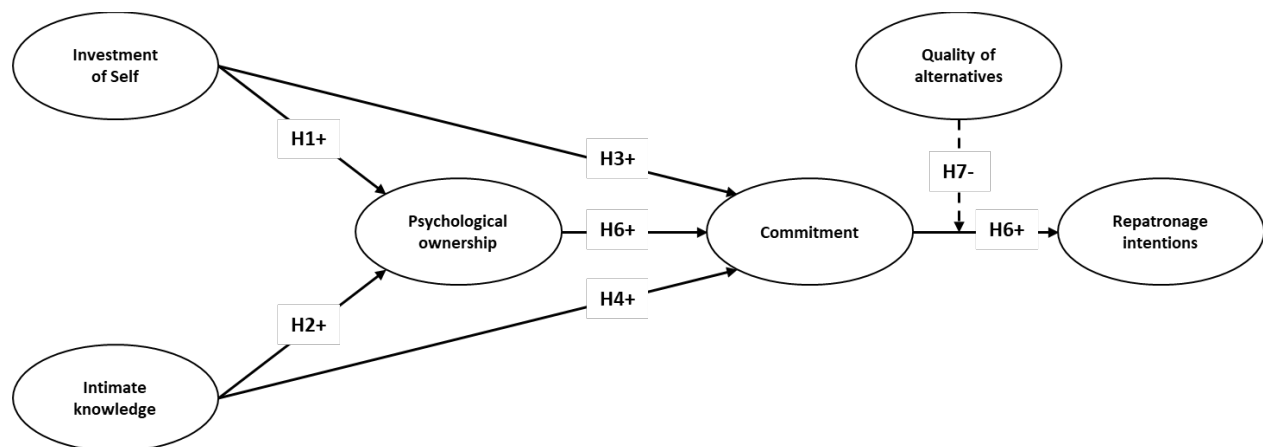
In remain sections this study will provide a theoretical background related to the main constructs, followed by the methodology description, within the results we provide measures and validations data, finally the discussion, conclusion, and theoretical and managerial implications. Further than extending the literature on wine tourism motivations and behavioral intentions, this paper also provides practical implications that allow wineries to make more informed decisions regarding the marketing strategies increasing the share of returning visitors.

4.2 Theoretical background and hypotheses development

Wine consumption behavior refers to the way in which individuals select, purchase, and consume wine (Platanina *et al.*, 2016; Wen & Leung, 2021). It is a topic of great interest in the field of marketing, consumer behavior, and to the wine industry as understanding consumer preferences and behavior can help producers and marketers to better target their products and increase consumer engagement. However, wine consumption is not only about the rational decision-making process, but also about the emotional and psychological factors that influence consumer behavior. Psychological ownership theory suggests that consumers who feel a strong sense of ownership toward a brand or product are more likely to exhibit high

levels of commitment and repatronage intention (Hanks *et al.*, 2020). We will develop our research based on this premise. Figure 4.1 displays the model (conceptual framework) that emerges from the literature review and summarizes the hypothesis formulated.

Figure 4.1 Displays the proposed model.



Source: author elaboration

Psychological ownership

Psychology ownership core is the feeling of possessiveness and of being psychologically bounded to an object (Pierce *et al.*, 2001). Individuals possessions are felt as extensions of the self (Belk, 1988; Furby, 1978) - "what is mine becomes (in my feelings) part of ME" (Isaacs, 1933, p.225) – enabling the state of psychological ownership. It can be considered a form of emotional attachment between consumers and the goods and services they use (Shu & Peck, 2011). Antecedents of psychological ownership – perceived control, self-investment, and knowledge – are parallel to many legal property rights, provided by legal ownership of private goods (Morewedge, 2021). Etzioni (1991) divides ownership in two dimensions, one related to the mind/attitude and other related to “real”/object. This division relates with the study of Reb and Connolly (2007) pointing that legal ownership of a good, can precede psychological ownership, but isn’t a requirement to feel psychological ownership for it. Consumers do feel psychological ownership toward ideas, goods, and brands (Kumar, 2021; Shaw *et al.*, 2012; Verkuyten & Martinovic, 2017) to which they may not have legal claim. On the other way, consumers may not feel, or feel little ownership for organizations to which do they have legal claim, such as companies in which the hold stock (Pierce *et al.*, 1991).

From customers’ perspective, brand psychological ownership materializes in a state in which they feel

possessive of a brand as if they have control over it. This means that “consumers consider the brand ‘theirs’ because they feel that they own the brand by having a close connection with and an emotional investment in it” (Chang *et al.*, 2015, p. 595). Such feelings move consumers to a state characterized by positive brand cognitions and brand attitudes (Chiang *et al.*, 2012). Consumers tend to protect and defend their ownership due to psychological ownership. Hence, psychological ownership affects consumer’s attitudes, motivation, and behavior (Dyne *et al.*, 2004; Pierce *et al.*, 1991).

Prior studies connected affective commitment with psychological ownership, and suggested a positive link between them (Han *et al.*, 2010; O’Driscoll *et al.*, 2006; Sieger *et al.*, 2011; van den Hooff & Ridder, 2004). According Kirk *et al.* (2015) and Kumar (2019) psychological ownership lead to higher brand valuation, higher participation and positive word-of-mouth.

When tourists feel a sense of ownership toward a specific destination, they tend to develop a stronger attachment to it and are more likely to recommend it to others (Garnefeld *et al.*, 2011; Kandampully *et al.*, 2015). Psychology ownership theory states that perceived control, knowledge, and investment have been studied as the three classic antecedents to psychology ownership (Pierce *et al.*, 2001). In this research, we will evaluate knowledge and investment as antecedents of psychology ownership.

Investment of self and intimate knowledge

Consumer experience is the combination of sensations, emotions, thoughts, and actions that are triggered by interactions with a brand or product. This includes aspects such as the brand's design and identity, packaging, advertising, and the locations where the brand is present (Brakus *et al.*, 2009). People tend to feel that they own what they produce (Belk, 1988). Researchers have concluded that people feel greater psychological ownership for objects in which they invested, showing greater psychological ownership for goods they had for longer, invested time, or money for it (Bagga *et al.*, 2019; Nancekivell *et al.*, 2019; Norton *et al.*, 2012; Strahilevitz & Loewenstein, 1998).

Research from Loureiro and Kaufmann (2012) has shown that having a high level of expertise in wine does not significantly impact a customer's satisfaction, brand image, or feelings of love toward a wine brand, nor does it increase loyalty or likelihood of recommending the brand to others. However research from Famularo *et al.* (2010) shows that wine knowledge increases together with wine involvement and many studies of consumer behavior rely on the concept of product involvement because it shapes consumer behavior and decision-making (Broderick & Mueller, 1999; Josiam *et al.*, 1999), and its importance has been highlighted in multiple studies, particularly in the area of wine tourism research (e.g., Lockshin *et al.*, 2001). Involvement in wine is characterized by interest, enthusiasm, and excitement that consumers have toward wine (Bloch, 1986; Goldsmith *et al.*, 1998). The pre-visit and on-site stages of a wine tour can be

considered a form of customer engagement, as they allow the wine tourist to develop an emotional connection with the winery (Lee & Chang, 2012).

Considering that to get involved with a wine or with a winery is needed to invest time on it and that consumers tend to develop ownership feelings toward what they invested, we argue that the investment of self in knowing a wine, or a winery leads to greater feelings of psychological ownership. Thus, we propose the following hypothesis:

H1: Investment of self is positively associated with psychological ownership.

Intimate knowledge, described in literature as an antecedent psychological ownership, (Peck & Shu, 2018), does increase with knowing a good longer (Morewedge, 2021). Consumers can feel themselves owners of something if they feel familiar with or intimately knowledgeable about it (Sartre, 1992; van Dijk & van Knippenberg, 2005). Knowledge about a product or brand increases the probability of customer satisfaction with that product or brand (Guo & Meng, 2008). Consumers' beliefs about the brand reliability, consistency and competence lead to a greater level of brand satisfaction (e.g., Chaudhuri and Holbrook, 2001).

In the wine context, research has shown that wine knowledge is a significant driver of wine consumption (Hussain *et al.*, 2007). Research from Drennan *et al.* (2015) found that wine knowledge does not possess a positive relation with brand satisfaction or trust. On the contrary Bianchi *et al.* (2014) research demonstrate that wine knowledge affect wine brand loyalty indirectly through wine brand trust and wine brand satisfaction, being satisfaction an antecedent of winery revisit intentions (Back *et al.*, 2021). Also the desire to learn something new related to the wine and/or winery has a positive impact on satisfaction, which seems to turn on a positive predictor of revisit intentions (Leri & Theodoridis, 2019). In our model we aim to test if intimate knowledge, as an antecedent of psychological ownership, has a role on repatronage intention toward wineries.

Therefore, the following hypothesis is proposed:

H2: Intimate knowledge is positively associated with psychological ownership.

Affective and normative commitment

The construct of commitment (Allen & Meyer, 1990; Mcgee & Ford, 1987) and its association with literature rose from the organizational science research, to understand how employees commit to their companies. A significant number of consumer research studies identify commitment as a central component in developing and maintaining long-term jointly beneficial relationships (e.g., Bansal *et al.*, 2005; Morgan & Hunt, 1994). The construct has been extensively used in consumer research to learn about consumers

brands comparison (e.g., Eisingerich & Rubera, 2010; Raju *et al.*, 2009a, 2009b; Rucker *et al.*, 2014). Commitment also resemble with other constructs such as customer brand attachment, loyalty and brand loyalty wherein the customer shows loyalty by acquiring the same brand repeatedly (Park *et al.*, 2010).

The three components of commitment are: affective, calculative/continuance, and moral/normative. Affective commitment is based on liking and identification, calculative or continuance commitment is based on instrumental reasons, and moral or normative commitment is based on felt obligations. All of these components of commitment are related to psychological states, but they come from different motivations for continuing a relationship. Affective commitment is based on a desire to stay in the relationship because of liking one's partner, enjoying the partnership, and feeling a sense of loyalty and belonging. Calculative commitment is the extent to which partners feel the need to maintain the relationship due to significant anticipated switching costs or a lack of alternatives. Normative commitment is based on the belief that partners should stay in the relationship (Geyskens *et al.*, 1996; Kumar *et al.*, 1994). This research analyzes commitment as a multidimensional construct (Bansal *et al.*, 2004) and will focus on the affective, and normative dimensions (Allen & Meyer, 1990). Affective commitment can be defined as identification with, involvement in, and emotional attachment to the organization (Meyer & Allen, 1996, p. 253). More recently, Fullerton (2005) states that affective commitment is the foundation on which relationships are built, highlighting the importance of affective commitment. Identified, at first, as part of the loyalty construct in the organizational behavior literature, normative commitment is pointed as an obligation toward the organization (Meyer & Allen, 1996). Normative commitment is defined as a form of relationship that is based on subjective norms established over time, where the customer feels obligation to stay with the company (Bansal *et al.*, 2004; Shukla *et al.*, 2016). Such concept is formed by the perception of the customer, that at same time, can be influenced by aspects like social environment pressures (Shukla *et al.*, 2016).

Individuals with a strong attachment to a particular target tend to consistently choose that target over alternatives, even if those alternatives are superior, due to their level of commitment (Reynolds & Arnold, 2000). When tourists have a deep attachment to a particular travel destination, they are likely to return to that destination and develop loyalty toward it, while reducing the likelihood of switching to other destinations (Oliver, 1999; Reynolds & Arnold, 2000). Gastronomers, who are passionate about local and authentic foods at their travel destination, tend to develop a strong attachment to both food and destination (Agyeiwaah *et al.*, 2019). This strong commitment to the destination is crucial for creating a loyal relationship with tourists in a highly competitive tourism market (Asatryan & Oh, 2008). This can ultimately lead to an increase in tourism revenue as repeat visitors bring in more profit (Berezan *et al.*, 2013; Kandampully *et al.*, 2015). When a consumer has a strong sense of belonging to a winery and feels like they are part of the family, they tend to develop a sense of commitment or loyalty (Nowak & Newton,

2006). This can be strengthened by making the consumer feel special during their visit to the tasting room. Hirschman and Holbrook (1982) suggest and that strong positive emotions related to consumption can lead to high levels of commitment and intent to repurchase and Nowak and Newton (2006) study reinforces that commitment can be associated with repurchase intentions. This study, therefore, analyses the antecedents and consequences of commitment toward repatronage intentions to wine brands. The following hypotheses are proposed:

H3: Investment self is positively associated with commitment.

H4: Intimate knowledge is positively associated with commitment.

H5: Psychological ownership is positively associated with commitment.

Repatronage intentions

Regarding customer relationship, commitment is recognized as an important antecedent to the attainment of important outcomes, like disconfirmation process (Raju *et al.*, 2009b, 2009a) and future intentions (Bansal *et al.*, 2004). Intentions are subjective judgements about how an individual will behave in the future and its commonly used as dependent variables in several satisfaction models (Boulding *et al.*, 1993; Soderlund & Ohman, 2003). Repatronage intentions assigns to the willingness of the individual to repatronize a services organization (Wirtz & Lwin, 2009), reflecting the emotional attachment of the customer, which reveal in customer willingness to continue visiting the particular store (Donovan & Rossiter, 1982). Repatronage intentions mirrors the likelihood that a customer will shop at particular retail store again and again (Oliver, 2010), and according to Wakefield and Baker (1998) are probably influenced by customer satisfaction. In a relationship assembled on trust, commitment is induced and turn into a primary predictor of future purchase intentions (Morgan & Hunt, 1994).

Regarding wine tourism, the research from Nowak and Newton (2006) provide empirical evidence for the idea that wineries can establish lasting and profitable relationships with customers by providing positive tasting room experiences. This can lead to building deeper relationships with customers, fostering commitment and loyalty, and ultimately resulting in continued patronage. Winery revisit intentions have been studied from many perspectives, such as motivation, involvement, satisfaction, loyalty, (Lee & Kwon, 2021; Park *et al.*, 2019; Yeh & Jeng, 2015) constraints (Bonn *et al.*, 2016), quality (Back *et al.*, 2021), authenticity (Kim & Bonn, 2016) and subjective norms (Hsu & Huang, 2012). Literature in the hospitality sector has also connected commitment to higher willingness-to-pay, lowered chances of switching, repeat visits, and positive word-of-mouth (Baloglu, 2002; Sui & Baloglu, 2003; Tanford *et al.*, 2011). Despite the well-documented role of commitment in loyalty creation on several areas of hospitality, its association with

repatronage intention toward wineries remains to explore. Consequently, the following hypothesis is proposed:

H6: Commitment is positively associated with repatronage intentions.

Quality of alternatives as moderator

Quality of alternatives has been originally studied as antecedent of commitment (Rusbult *et al.*, 1998; Yuan *et al.*, 2019) having often a negative effect on it (Rusbult *et al.*, 1998; Yuan *et al.*, 2019). Alternatives refer to the amount of the individuals needs that may be found outside of his/her current possessions, being well established that poor alternatives increase commitment (Pollack *et al.*, 2015). According to Nowak and Washburn (2002), product quality is the most important factor in determining brand equity among wine consumers. Additionally, Anderson *et al.* (1994) found that quality is a significant predictor of customer satisfaction and that this relationship is crucial for generating long-term economic returns through repeat sales. Wine consumers rely on various factors, including their senses, price, brand, awards, ratings, growing region, winery reputation, and recommendations from others to evaluate the quality of a wine. The perceived quality of a wine is positively correlated with repurchase intentions, meaning that as the perceived quality increases, so do intentions to repurchase (Nowak & Newton, 2006), this is reinforced by Nella and Christou (2014) who found that the quality of service provided at a winery's tasting room has a significant positive impact on the satisfaction of visitors, which in turn influences their future behavior intentions. More recently the study of Back *et al.* (2021) also has demonstrated that perceived quality of the winery has a direct impact on revisit intentions.

The investment model theory, which is often used to explain interpersonal relationships (Li & Petrick, 2008; Rusbult *et al.*, 1998), proposes that the level of quality of available options has a different effect on a person's willingness to commit and continue a relationship with a different party (Chiu & Won, 2016). Drawing from existing research that highlights the significance of quality and limited alternatives in shaping commitment and future behavioral intentions, we contend that in the context of a winery, the absence of high-quality choices may play a crucial role in how commitment impacts the likelihood of repeat patronage. Specifically, we propose that as the number of options available to a visitor in the wine region increases, the probability of them revisiting decreases, even if they are highly committed, as there is a possibility that they may select an alternative that is comparable or superior in terms of quality. As a result, we hypothesize that:

H7: Quality of alternatives weakened the relationship between commitment and repatronage intentions.

4.3 Method

4.3.1 Sampling and procedure

The target population of this study is wine consumers around the world, surveyed between November 2019 and September 2020. The study conducts a convenience sampling to collect the data (Zikmund *et al.*, 2012). The original questionnaire was written in English (because items were originally in English), then translated to Portuguese and Spanish and translated back from each language to English (with the help of native linguists) (see Appendix G). Back translation was used to ensure that the items in Portuguese, Spanish and English communicated the same information (Sekaran, 1983). In total, 1406 people participated and 598 of them completed the survey. The study eliminates inadequate surveys (e.g., length of completion time and acquiescence bias) to leave a total sample size of 574, which represents an effective rate of 41%. A link to the online questionnaire was shared by social networks, the link to the online questionnaire was also by email to social media wine groups, endorsed by the group's administrators. The sample comprises 58.4% males, 53.7% between 20 and 44 years old, 26.7% undergraduates, 41.5% graduated and 31.9% with a PhD or master's degree, and 50.3% with a net monthly income below 50k and 22.6% above 100k. Table 4.1 presents the demographic information on the participants.

Table 4.1. Demographic information.

N = 574	Demographic	%
Gender	Male	0.58
	Female	0.42
Age	20 - 44	0.54
	45 - 65	0.43
	>65	0.04
Education	Less than high School	0.00
	High School	0.16
	Some college no degree	0.10
	Completed college/Bachelor Degree	0.41
	Post graduate college or Master	0.25
	Doctorate	0.07
Income (\$/€)	< 50K	0.51
	50-99	0.27
	100-149	0.12
	>150	0.10

Source: author elaboration

4.3.2 Measures

All scales in this study are seven-point Likert scale (1 = strongly disagree, 7 = strongly agree). All items came from literature and were adapted to the wine business. A scale by Danckwerts and Kenning (2019) measures the investment of self, intimate knowledge and psychological ownership constructs. Commitment items were adapted from (Allen & Meyer, 1990; Pounders *et al.*, 2018), repatronage intention item were adapted from (Dodds *et al.*, 1991; Pounders *et al.*, 2018) and quality of alternatives items were adapted from Rusbult *et al.* (1998).

Psychological ownership is represented by two indicators, namely service-based and product-based psychological ownership, which when combined, represent the construct and its variations. Similarly, commitment is also represented by two indicators, affective and normative commitment, and when combined, represent the commitment construct and its variations. Both psychological ownership and commitment are composite models (Diamantopoulos *et al.*, 2008).

4.3.3 Common method bias

Common method bias can be a concern (Podsakoff *et al.*, 2003), mainly when behavioral and attitudinal data from self-report questionnaires are collected together (Chang *et al.*, 2010). To reduce the bias, this study reinforces the survey's confidentiality and makes clear questions and a comprehensive introduction to it. This study applies Harman's one-factor test to statistically assess the common method bias. The exploratory factor analysis' (EFA) results show that the common factor explains only 37.8% of the model variance. The confirmatory factor analysis' (CFA) results show that one-factor model does not fit the data very well ($KMO = 0.93$, $\chi^2 = 11671.84$, $df = 378$, $p = .000$; $SRMR = 0.07$), pointing an absence of concern for the common method bias.

4.4 Results

For the analysis of data, this study uses a partial least square structural equation modelling (PLS-SEM) with SmartPLS4 to test the model. Considering the PLS-SEM the more appropriate analysis to understand the individual constructs and the cause-effect relations among the constructs, especially when the study has predictive research goal (Chin, 1998; Hair *et al.*, 2022; Sarstedt *et al.*, 2014). Additionally, the PLS-SEM is a good tool to analyze composites, while the covariance-based SEM (CB-SEM) can't do it. The research model is evaluated in two steps: the outer model (measurement model) and the inner model (structural model) (Hair *et al.*, 2022). The study applies, as well, all the resampling procedures (i.e., bootstrapping and blindfolding) to 5000 resamples (Hair *et al.*, 2022).

4.4.1 Outer model results

4.4.1.2 Reflective measurement model evaluation

The research considers three measures to evaluate the reflective measurement models: convergent validity, internal consistency reliability, and discriminant validity. Table 4.2 shows the results. The study eliminates one indicator for the normative commitment (CM5) from the original model due to its low outer loadings. The remaining outer loadings are at greater or close to 0.7 and are statistically significant ($p < 0.001$). For all the constructs the average variances extracted (AVEs) are higher than 0.5, which indicates a high reliability for the indicators. For the internal consistency reliability, Cronbach's alphas and composite reliabilities for the majority constructs are higher than the required 0.70 (Nunnally, 1978) and 0.60 (Bagozzi & Yi, 1988) respectively, with exception of the construct normative commitment (0.59). These results demonstrate that the models are internally reliable.

Table 4.2. Reliability and validity test for the complete data.

Constructs	Indicators	Outer Loadings	α	CR	AVE
Investment of Self	(IS)	IS1. I have invested a major part of "myself" into this "winery"	0.90	0.91	0.94
		IS2. I have invested a significant amount of my life into this "winery"	0.94		
		IS3. In general, I have invested a lot into this winery	0.92		
Intimate Knowledge	(IK)	IK1. I am very familiar with this winery	0.79	0.86	0.90
		IK2. I have a deep of knowledge as it relates to the winery	0.89		
		IK3. I have a comprehensive understanding of the winery features	0.85		
		IK4. I have a broad understanding of the winery	0.82		
Affective Commitment	(AC)	CM1. I feel emotionally attached to this winery.	0.87	0.88	0.92
		CM2. This winery have a great deal of meaning to me.	0.78		
		CM3. I have a strong sense of belonging to this winery	0.92		
		CM4. I really feel like this winery's problems are my own	0.86		
Normative Commitment	(NC)	CM6. If I got a better offer from a different winery I would not feel it was right to buy from them	0.74	0.59	0.79
		CM7. I remain a customer of this winery because I feel obligated	0.82		
		CM8. It would be unethical for me to switch from this winery	0.66		
PO_Service Based	(PO_SB)	PO1. I feel like I own this winery	0.73	0.85	0.91
		PO2. I feel a high degree of personal ownership for this winery	0.93		
		PO3. I sense that this winery is MINE	0.91		
PO_Product Based	(PO_PB)	PO4. I sense that the wines I drink from this winery are MINE	0.87	0.82	0.89
		PO5. I feel like I own the wines of this winery	0.86		
		PO6. I feel a high degree of personal ownership for the wines from this winery	0.91		
Quality of Alternatives	(QA)	QA1. Other wineries, beside this winery, are very appealing to me	0.72	0.78	0.85
		QA2. My alternatives to this winery are close to ideal	0.77		
		QA3. If I wasn't engaged with this winery, I would do fine or I would find another appealing winery	0.73		
		QA4. Alternative wineries are attractive to me	0.74		
		QA5. My needs for familiarity, companionship, etc., could easily be fulfilled in an alternative winery	0.66		
Repatronage Intention	(RI)	RI1. I will go back to this winery	0.83	0.70	0.83
		RI2. I plan on visiting this winery again	0.84		
		RI3. For my next purchase, I would consider this winery to be my first choice	0.69		

Source: author elaboration

The final model confirms its discriminant validity using the Heterotrait-Monotrait Ratio (HTMT) criterion. According to the literature, HTMT values must be less than 0.90 to establish discriminant validity (Henseler *et al.*, 2015) (see Table 4.3).

Table 4.3. Heterotrait-Monotrait Ratio (HTMT) Results for Discriminant Validity.

	COM	IK	IS	PO	QA
COM					
IK	0.728				
IS	0.787	0.801			
PO	0.773	0.621	0.795		
QA	0.247	0.351	0.236	0.173	
RI	0.578	0.718	0.504	0.434	0.425

Note: IS=Investment of Self; IK=Intimate Knowledge; COM=Commitment; PO=Psychological Ownership; QA=Quality of Alternatives; RI=Repatriation Intention

Source: author elaboration

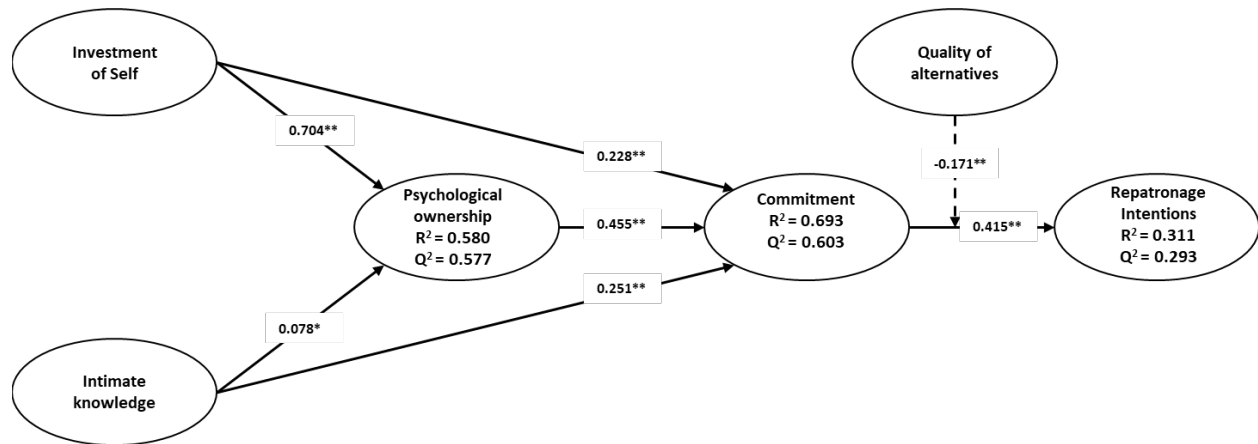
4.4.1.3 Composite measurement model evaluation

As psychological ownership and commitment constructs are second-order constructs, were not measured by means of manifest indicators, but through of first-order constructs. Service based and product based are first order constructs to psychological ownership, affective and normative are first order constructs to commitment. In consideration of the second-order psychological ownership and commitment, a three-step approach was followed, as it is deemed the sole systematic method for modelling, estimating, and testing composite second-order constructs made up of reflectively measured first-order constructs (van Riel *et al.*, 2017). The psychological ownership construct is composed of six items, three form the service-based psychological ownership and other three form product-based psychological ownership, first order is reflective, and second order is composite. The results indicate that the outer loading and outer weights of all psychological ownership are statistically significant, and all were kept. The commitment construct comprises eight items, 4 to affective commitment and another four to normative commitment, first order is reflective, and second order is composite. One item from the normative commitment had an outer loading below 0.7 and it was deleted. In a reflective order with “redundant” items delete one item with lower outer loading tend to increase the construct validity (Hair *et al.*, 2022). According Henseler *et al.* (2016), a composite model must kept all indicators, once the composite variables are all part of the construct. This study aims to maintain all indicators of the composite model. Regarding the reflective measurements, this study evaluates the variance inflation factors (VIFs) to spot the multicollinearity in the indicators of the commitment and psychological ownership. The VIFs range from 1.14 and 4.66 (see Appendix H), indicating a lack of concern for potential multicollinearity (Hair *et al.*, 2022).

4.4.2 Inner model results

Figure 4.2 shows the results of the SEM analysis. The Standardized Root Mean Square Residual (SRMR) of the model is 0.07 that indicates a good fit of the model. To evaluate the structural model this study examines, the R^2 estimates, Stone-Geisser's Q^2 value, standardized path coefficients (β), and p -values. The constructs: investment of self and intimate knowledge predict a 58% (R^2) variance in the psychological ownership. Investment of self, intimate knowledge and psychological ownership predict a 69% (R^2) variance in the commitment construct that indicates a moderate prediction. The commitment construct, moderated by quality of alternatives, predict a 31% (R^2) variance in the repatronage intention, indicating a weak prediction (Hair *et al.*, 2011), still the R^2 ability prediction must be interpreted in relation to the context of the study and similar models (Hair *et al.*, 2022), which points to a fair ability prediction. The three R^2 's are larger than the 0.10 cut-off value proposed by Falk and Miller (1992). Also, all of the dependent variables Stone-Geisser's Q^2 are larger than zero (Hair *et al.*, 2022), confirming the model's predictive validity. All the proposed paths are statistically significant with p -values below 0.001, except the path intimate knowledge to psychological ownership who its statistically significant with higher a p -value ($t = 2.63, p = 0.009$). This means that the analysis supports all the hypotheses.

Figure 4.2. SEM results of the complete data.



Note: The **, and * indicate p -values less than 0.001, 0.01 respectively.

Source: author elaboration

4.4.3 Multi-group analysis results

Regarding the control variables of age and gender, a multigroup analysis (MGA) revealed there were no differences between age groups and gender groups (see Appendix I), contradicting the findings from

(Kim *et al.*, 2019). In the group of socio-economic class, there was one relation with statistical significance, the quality of alternatives construct relation with repatronage intention show difference between lower and upper socio-economic classes ($p = 0.049$), showing that repatronage intention of lower socio-economic class tend to be less impacted by quality of alternatives. Such result is not in line with findings from Olsen *et al.* (2010) which found that income and education do not impact the wine variety seeking.

Discussion

The results from this study provide interesting findings regarding the role of psychological ownership and commitment on repatronage intention regarding wine consumers. In this study all the hypotheses are supported and confirmed. Showing that repatronage intention toward wine brands is positively affected by commitment (H6) and commitment is positively affected by psychological ownership (H5) and by investment of self (H3) and by intimate knowledge (H4). The quality of alternatives has been extensively studied as antecedent of commitment, often with a negative effect (Rusbult *et al.*, 1998), in our model has proven to be a moderator that weaken the relationship between commitment and repatronage intentions.

Previous research showed that customer satisfaction and loyalty are antecedents of repatronage intention (Atulkar & Kesari, 2017) and this study suggests that commitment is as well an antecedent of repatronage intention, aligned with the findings from Lee (2014) who shown that, in a wine festival, visitor's commitment has a positive effect on festival loyalty. Moreover, in a paper from Šerić *et al.* (2018) commitment was considered critical in hospitality research, same research has proven that commitment is an antecedent of brand equity which is as well an antecedent of loyalty.

In this study we evaluate the quality of alternatives moderation effect between commitment and repatronage intention to understand if commitment effect can be weakened (H7). Aligned with previous research (Yuan *et al.*, 2019), quality of alternatives does weaken the relation between commitment and repatronage intention, however this study unveil this negative effect as moderator rather than antecedent, showing that the quality of alternatives construct also play a role as moderator in this relation.

The multi-group analysis hasn't shown any significative variance on gender and age, but regarding socio-economic class this research identified a significant difference between the low- and upper-class respondents. Showing that repatronage intention of lower socio-economic class are less impacted by quality of alternatives, such difference might be explained by tendency of the upper socio-economic to be more sensitive to quality and brand variations rather than price (Jiang *et al.*, 2016; Richardson *et al.*, 1996). Such findings are aligned with research from Bruwer *et al.* (2014) which demonstrated that income levels do affect switch intentions regarding wine purchases.

The model demonstrated predictive ability, showing that psychological ownership and its antecedents are a valuable tool to predict commitment, confirming Dahleez *et al.* (2021) previous research. The model

shows that investment of self and intimate knowledge are both antecedents of psychological ownership. However, in this model, investment of self presents a much higher coefficient than intimate knowledge, indicating that regarding the wine product investment of self plays a more important role as antecedent of psychological ownership in line with Kwon (2020). This asymmetry can be explained by the research Pierce *et al.* (2001, 2003), which indicated that creating something is one of the most powerful means of developing feelings of ownership, because creation involves the investment of one's important resource. This is consistent with wine literature that demonstrate that the tourists who actively engage in experiences are the ones who show higher levels of satisfaction and belonging sensation (Carvalho *et al.*, 2021c; Crespi-Vallbona & Mascarilla-Miró, 2020; Gu *et al.*, 2018; Pine & Gilmore, 1998; Prebensen & Xie, 2017; D. L. Quadri-Felitti & Fiore, 2013).

4.5 Conclusions and implications

4.5.1 Theoretical implications

This study's theoretical contributions are threefold. First, it demonstrates the suitability of the psychological ownership (Pierce *et al.*, 2001) and commitment theory (Allen & Meyer, 1990; McGee & Ford, 1987) in predicting wine consumers' repatronage intentions. The research confirms literature from other fields (Bansal *et al.*, 2005; Hanks *et al.*, 2020; Morgan & Hunt, 1994; Park *et al.*, 2010), showing that psychological ownership has a positive direct effect on commitment and a positive indirect effect on repatronage intentions of wine consumers. Furthermore, this research suggests that the psychological ownership theory, which has primarily been studied in organizational contexts studies (Renz & Posthuma, 2022; Zhang *et al.*, 2021), can also be applied to the tourism and hospitality industry, specifically in the context of wine tourism. The study shows that in the wine context, the investment of self is more powerful than intimate knowledge in creating a sense of psychological ownership, which can be used to understand how wine consumers and tourists react to different *stimuli*. Second, it suggests commitment (affective and normative) as antecedent of winery repatronage intention. The role of satisfaction as antecedent of repatronage intentions is well documented (Back *et al.*, 2021; Prayag *et al.*, 2021; Shin & Nicolau, 2022), but the role of commitment had little research on the wine sector, this study contributes to theory by demonstrating the mediator role of commitment between psychological ownership and repatronage intentions. Third, it unveils the quality of alternatives as a moderator between commitment and repatronage intention in the tourism and hospitality sector. Previous studies demonstrate quality of alternatives construct as an antecedent of commitment (Chiu *et al.*, 2020), this study adds to the quality research by showing that the quality of alternatives construct can have a moderating negative impact on repatronage intention

weakening the commitment relation. This finding can build in theory development by proposing that like in personal relations (Rusbult, 1980) commitment toward a wine or a winery is always affected by the quality of other's, no matter the strength of the affective and/or normative commitment initially developed.

4.5.2 Managerial implication

For wine managers it's critical to understand what triggers and jeopardizes repurchase intentions. Our findings suggest that investment of self-construct plays a very important role in the psychological ownership toward a wine brand. Literature shows that investing own time and resources in something is very powerful to develop ownership of such (Pierce *et al.*, 2001, 2003). Regarding wine managers should involve customers in wine experiences (e.g., harvest, grape crushing, family storytelling, blend and bottle own wine) (Carvalho *et al.*, 2021b; Rachão *et al.*, 2021; Thanh & Kirova, 2018), this activities are more likely to enhance future ownership feelings to such wine and winery, and therefore stimulate commitment and further repatronage intentions. As in other fields of tourism and hospitality winery managers should build in the emotional commitment by creating frequent visitors programs (Tanford *et al.*, 2011) aiming to obtain higher emotional commitment among the high tier members of a winery reward program. Quality plays a great deal of significance in moderating repatronage intentions, obviously every business aims to offer the best quality and be consistently better than competition. Winery managers should not only continuously monitor competition services and challenge themselves but gather insights about wine tourist journey and offer services that facilitate the pre-visit and maximize the post visit, creating a continuous flow of positive and customized touch points, leaving less space for other wineries establish as alternatives.

4.5.3 Limitations and future studies

This study provides both researchers and wine managers with useful implications. However, as with any study, there are a few limitations that can be addressed in future studies. First, the measures are all self-reported. Future research can try to measure actual behaviors. Second, in this study respondents answered the survey questions based on the wine brand they already feel some degree of ownership. Future studies can focus on wine brands with less emotional attachment to respondents. Third, control of object construct wasn't included in the model once didn't show statistical significance, future research could include it to understand its role on commitment and repatronage intention.

We urge future researchers to examine customers' behaviors regarding commitment and repatronage intentions toward wine brands, also constructs like guilty and involvement moderation role between commitment and repatronage intention could be studied. Also an avenue that can be pursued is to understand the commitment process in light of the interdependence theory (Kelley & Thibaut, 1978; Thibaut & Kelley, 1959), meaning in the absence of alternatives how affective commitment reacts.

Continuing building on the commitment construct the application of investment model (Rusbult, 1980) by exploring satisfaction, quality of alternatives and investment size as antecedents could be a valuable addition to the wine literature.

In the next and final chapter, we will build the overall conclusions of the three studies presented before. The methodology pursued: research systematic literature review, descriptive analysis, hypotheses development and testing, and empirical conceptual model development, allowed us to find new insights on the wine tourism research field and propose contributions for academics and managers.

Chapter 5. Conclusion

5.1 Overall Discussion

The main purpose of this thesis was to examine the current trends and behaviors of tourists in the context of wine tourism, and to achieve this goal, three studies were conducted. The first study involved a systematic literature review, which helped in gaining an understanding of the current state of research on various topics related to wine tourism, including routes, customers, segmentation, consumer behavior, experiences, management, production, and hospitality. The literature review also helped to identify the gaps in the existing research on these topics. Second, a study was conducted at the international Lisbon airport using face-to-face questionnaires to evaluate the factors that impact satisfaction and the intention to revisit. Third, the research analyzed the influence of psychological ownership on repatronage intentions, using commitment as a mediator, and measured the moderating effect of the quality of alternatives on the relationship between commitment and repatronage intentions.

The research questions that drove this thesis and consequently this research, are: (i) what research has been conducted on wine tourism?; (ii) what are the most used theories and constructs used in wine tourism?; (iii) what topics emerge from literature that can lead to new research avenues?; (iv) what motivates international tourist to visit Portugal?; (v) what are the main factors that can lead international tourist visiting Portugal to high levels of satisfaction?; (vi) can revisit intention be affected by satisfaction and expectation fulfillment?; (vii) does psychological ownership impact commitment toward a winery?; (viii) Does commitment impact repatronage intentions toward a winery?; (ix) does quality of alternatives moderate the relationship between commitment and repatronage intentions toward a winery?

To shed light on the thesis topics, this thesis commenced with a systematic literature review (SLR). Since the topics are relatively new, the existing knowledge is not entirely clear. Thus, was conducted this SLR to address this gap by gathering and incorporating the findings of relevant and high-quality research on wine tourism. This SLR enabled us to explore how literature has contributed to this field of research. We gathered a final set of 236 articles from search queries. The analysis revealed that the earliest publication in our pool dates to 1985 (see Table 2.2), and most of the articles were published in the last decade years (2011 onwards). A concordance analysis of word *theory* was performed, and main theories used in wine tourism studies were identified, the destination choice theory (push-pull) (Crompton, 1979; Dann, 1981) was the most used. The articles were also analyzed according to the constructs used to formulate the hypotheses or conceptual frameworks. The results showed that the most used constructs were satisfaction and involvement, each discussed in 29 papers. Finally, a content analysis of this pool of papers by using a text-mining technique to categorize the text based on their latent topics, seven topics (Enotravellers

Segmentation, Wine Branding, Tasting Room, Wine Routes, Enotourism Appraisal, Wine region, Destination image) were identified and discussed.

The second study was dedicated to understanding what drives tourists to visit a destination for the first time and what encourages them to return. Previous research has suggested that satisfaction and positive disconfirmation are important predictors of revisiting intentions, which is confirmed by this study. However, there is still a lack of understanding regarding how various factors impact satisfaction and how positive disconfirmation influences revisit intentions in Portugal's rapidly expanding tourism industry. Thus, this research delves deeper into the ways in which perceived service quality, product quality, facilities quality, gastronomy, and wine quality contribute to tourist satisfaction. The results showed that gastronomy and wine quality had the most impact on satisfaction, with gastronomy being the factor with the highest impact (Agyeiwaah *et al.*, 2019; Durmaz *et al.*, 2022; Rachão *et al.*, 2021; Yeung & Yee, 2020). Additionally, the study confirmed recent research indicating that both satisfaction and positive disconfirmation are positively associated with revisit intentions (Back *et al.*, 2021; Damanik & Yusuf, 2022; Stumpf *et al.*, 2020). No difference was found in first-time visitors versus returning visitors, suggesting that satisfaction and expectations fulfillment are not being impacted by this variable.

The last study of this thesis examined the role of psychological ownership and commitment on repatronage intention among wine consumers. The results showed that repatronage intention toward wine brands is positively affected by commitment, which is in turn positively affected by psychological ownership and by investment of self and intimate knowledge. The quality of alternatives was found to weaken the relationship between commitment and repatronage intentions, serving as a moderator rather than an antecedent (Back *et al.*, 2021; Nella & Christou, 2014a; Yuan *et al.*, 2019). The study also found a significant difference between low- and upper-class respondents, with repatronage intention of lower socio-economic class being less impacted by quality of alternatives, which could be explained by the tendency of the upper socio-economic class to be more sensitive to quality and brand variations rather than price (Bruwer *et al.*, 2014; Jiang *et al.*, 2016; Richardson *et al.*, 1996). Finally, the model shows that psychological ownership and its antecedents are a valuable tool to predict commitment, confirming previous research (Dahleez *et al.*, 2021) and indirectly, repatronage intentions. Investment of self and intimate knowledge were found to be both antecedents of psychological ownership, but investment of self has a much higher outer weight than intimate knowledge, suggesting that investment of self plays a more important role as an antecedent of psychological ownership in the wine industry (Kwon, 2020). The reason for the observed asymmetry in ownership feelings can be attributed to Pierce *et al.* (2001, 2003) research which suggests that the act of creating something is a powerful way of developing feelings of ownership as it involves investing one's resources. This is in line with studies in wine literature, which demonstrate that tourists who actively participate in experiences exhibit higher levels of satisfaction and a sense of belonging

(Carvalho *et al.*, 2021c; Crespi-Vallbona & Mascarilla-Miró, 2020; Gu *et al.*, 2018; Pine & Gilmore, 1998; Prebensen & Xie, 2017; Quadri-Felitti & Fiore, 2013).

5.2 Theoretical contributions

Scholars and tourism managers have demonstrated a growing interest for wine tourism and hospitality. Despite its significance, this thesis starts by developing the first time an in-depth analysis of the most important topics discussed in existing literature has been conducted, thereby highlighting potential avenues for research on wine tourism and hospitality. Therefore, this thesis fills the gap in the literature regarding the topics and constructs that have been most studied in the wine tourism sector, thereby contributing to the literature in two significant ways. Firstly, it employs a recent and advanced methodological approach based on text mining to analyze the full text of extant research. Secondly, it suggests further theories (T), contexts (C), characteristics (C), and methodologies (M) that can be explored in the topic. The findings of the study reveal that current studies tend to use more quantitative (surveys) than qualitative approaches. Structural equations or regression analyses are among the techniques used most to analyze data, and researchers tend to employ well-known theories, mainly coming from other fields, such as psychology and sociology, to support their studies. Most studies focus on the domain of consumer behavior, which is related to the intention to visit or revisit, satisfaction, and loyalty. Implementing different wine programs, improving tasting rooms, and segmentation have been the main areas of research, followed by wine route networks' concerns about the economic impact of wine tourism on the local economy.

From a theoretical perspective, the second part of this thesis contributes to the tourism sector theoretical and methodological debates on the measurement of satisfaction and revisit intentions. In tourism, the vast majority of studies measure satisfaction relying on service quality (e.g., Moore *et al.*, 2015), authenticity (e.g., DiPietro & Levitt, 2019), and perceived quality (e.g., Wang *et al.*, 2017). This thesis predicts satisfaction by measuring the perceived quality of five different dimensions and was able to differentiate the impacts on satisfaction, adding to the literature by identifying the relative importance of gastronomy and wines relative to service, product, and facilities quality within the Portuguese international tourists. There are not many studies in tourism using a single-item scale, this study adds to the theoretical discussion such an approach to measure satisfaction and revisit intentions. Furthermore, it builds on the expectation/disconfirmation theory (Oliver, 1980) by demonstrating its importance on the revisit intentions and its relative impact versus satisfaction.

The third section of this thesis provides a threefold contribution to the theory. Firstly, it demonstrates the suitability of the psychological ownership (Pierce *et al.*, 2001) and commitment theory (Allen & Meyer, 1990; Mcgee & Ford, 1987) in predicting wine consumers' repatronage intentions. The research confirms literature from other fields (Bansal *et al.*, 2005; Hanks *et al.*, 2020; Morgan & Hunt, 1994; Park *et al.*,

2010), showing that psychological ownership has a positive direct effect on commitment and a positive indirect effect on repatronage intentions of wine consumers. Additionally, this study suggests commitment (affective and normative) as an antecedent of winery repatronage intention. While the role of satisfaction as an antecedent of repatronage intentions is well documented (Back *et al.*, 2021; Prayag *et al.*, 2021; Shin & Nicolau, 2022), the role of commitment has little research on the wine sector. Therefore, this study contributes to theory by demonstrating the mediator role of commitment between psychological ownership and repatronage intentions. Lastly, this study also contributes to the understanding of the relationship between commitment and repatronage intentions in the tourism and hospitality sector. Specifically, the study reveals the quality of alternatives as a moderator between commitment and repatronage intention. Prior research has shown that the quality of alternatives construct is an antecedent of commitment (Chiu *et al.*, 2020). However, this study expands on the quality research by demonstrating that the quality of alternatives construct can have a moderating negative impact on repatronage intention, weakening the commitment relation. This finding highlights the importance of considering the quality of alternatives when examining the factors that influence repatronage intention in the tourism and hospitality sector. It also suggests that commitment toward a wine or a winery is affected by the quality of other options available to the consumer, regardless of the strength of the affective and/or normative commitment initially developed. This finding has important implications for theory development and suggests that future research should explore the impact of alternative options on consumer commitment in other contexts.

5.3 Managerial implications

This thesis can help destination managers, winery managers, and other related managers by highlighting the most relevant issues that can affect wine tourists' behavior, once tourists' values and beliefs are important in determining what they value in a winery. First, the study highlights the importance of managers raising awareness among tourists and guests about wine tourism activities, and involving employees and citizens to support this effort (Mehmetoglu *et al.*, 2010), such messages must be tailored to visitor's' value and beliefs in order to maximize their experience at winery, like advertise wine educational experiences to wine addicted tourists and entertainment experiences to less addicted wine tourists. This aligns with previous findings that has shown the importance of destination branding and promotion in attracting and retaining tourists (Frias *et al.*, 2020).

Second, the findings provide insightful data to understand better how tourism stakeholders can better capture and retain tourists. Unveiling the tourists' motivations and the strong role of gastronomy and wine on tourists' satisfaction when visiting Portugal, this study contributes for tourism managers define and prioritize strategies and programs that are more likely to generate high levels of satisfaction, namely cooking workshops, food, and wine pairings meals. This is in line with previous findings that has

emphasized the importance of food and wine experiences in tourism (Rachão *et al.*, 2021) and highlights the need for tourism stakeholders to invest in these types of activities to enhance tourist satisfaction and loyalty. Also, clear and segmented communication about destination is also very important, managers should develop specific campaigns to target different segments in order to increase the likelihood of match or surpass visitors' expectations.

Third, understanding the factors that drive or hinder customers' intentions to revisit and make repeat purchases is essential for wine managers. This research indicates that investment of self-construct is a significant factor in developing psychological ownership of a wine brand. It demonstrated that investing one's own time and resources in something is a powerful way to cultivate ownership (Pierce *et al.*, 2001, 2003). Therefore, wine managers should engage customers in wine experiences, such as harvest, grape crushing, family storytelling, blend and bottle own wine, to strengthen their ownership feelings toward the wine and winery, leading to increased commitment and repatronage intentions (Carvalho *et al.*, 2021b; Rachão *et al.*, 2021; Thanh & Kirova, 2018). Furthermore, creating frequent visitor programs is crucial to building emotional commitment among the high tier members of a winery reward program (Tanford *et al.*, 2011). Quality also plays a crucial role in moderating repatronage intentions, and winery managers should continuously monitor competition services and challenge themselves while gathering insights about wine tourist journeys to offer services that facilitate the pre-visit and maximize the post-visit experience. This approach creates a continuous flow of positive and customized touchpoints, leaving less room for other wineries to establish themselves as alternatives. Overall, evidence suggests that wine managers should prioritize the services quality and programs that drive emotional attachment to enhance repatronage intentions among wine tourists.

Limitations and future studies

Although this thesis has made valuable contributions, there are some limitations that need to be acknowledged. The studies conducted were meticulously planned and executed to ensure objectivity and precision, yet like in any research, limitations exist, highlighting the need for future research.

First, the search queries for the SLR were concentrated on wine tourism, limiting the results to this area by excluding related terms such as tourism practices, tourism networks, and tourism policies. Furthermore, the studies focused solely on wine tourism in general, without exploring the topic of behavioral changes, which is relevant to the tourism and hospitality industry and may be investigated further in future research.

Second, the constructs of the second study were measured with a single item, despite the research of Bergkvist and Rossiter (2007) advocate that many constructs can be measured by single-item scale, the ones used in this research haven't been enough studied by single-item method. Future research could

explore how sustainable practices can influence tourists' satisfaction and revisitation intentions, given that many studies suggest a growing trend of healthy eating.

Third, all the measures used in this research were self-reported, and future studies could aim to measure actual behaviors. Respondents in the third study answered survey questions based on wine brands they already felt some degree of ownership toward, future research could focus on wine brands with less emotional attachment to respondents.

In Chapter 2, Table 2.2 presents several studies that suggest a promising avenue for future research to explore customers' commitment and repatronage intentions toward wine brands. Furthermore, it may be worthwhile to investigate constructs like guilt and involvement as potential moderators between commitment and repatronage intention. It may also be valuable to understand the commitment process in the absence of alternatives, using the interdependence theory (Kelley & Thibaut, 1978; Thibaut & Kelley, 1959) to examine how affective commitment reacts. Furthermore, continuing to build on the commitment construct, applying the investment model (Rusbult, 1980) to explore satisfaction, quality of alternatives, and investment size as antecedents, could make a valuable contribution to the wine literature.

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Appendix

Appendix A. Consistency standards to select articles

Element	0: Absence	1: Low Level	2: Medium level	3: High level	Not Aplicable
1. Directly related to objective of the research	There is not enough information to evaluate	Not related	Somehow related	Totally related	Not Aplicable
2. Theory robustness	There is not enough information to evaluate	Weak development of literature	Superficial development of theories and constructs within existing literature	Robust use of theory	Not Aplicable
3. Congruence of theory, methodology and findings	There is not enough information to evaluate	Incomplete data and not related to theory	Data somehow related to the arguments	Strong link between the arguments presented and data	Not Aplicable
4. Directly related to objective of the research	enough information to evaluate this criterion	Makes a low contribution	Makes a medium contribution	Makes a high contribution	Not Aplicable

Source: Adapted from Macpherson and Holt (2007).

Appendix B. Airport Questionnaire

Portugal international tourism attractiveness study 2018

Country you live:

Age:

Gender:

Education level:

Household monthly income \$ or €:

- | | |
|-------------------------------|---------------------|
| - High school (A) | - less than 25k (E) |
| - College (no degree) (B) | - 25 – 50k (F) |
| - Bachelor's degree (C) | - 50 -75k (G) |
| - Above bachelor's degree (D) | - >75K (H) |

Are you coming for the holidays?

How many days?

How many times have been to PT?

Number of people travelling with you?

Are you traveling with significant other?

What was the main reason to have chosen Portugal for holidays?

What have you done during your stay?

Select 3 things that you have done during your stay.

a) Nature	b) Mountain
c) Gastronomy	d) Beach
e) Learn about local Culture	f) Wine Tourism
g) Monuments/museums	h) History
i) Golf	j) Taste Wines
k) Surf	l) Literature tourism

From 1 to 5 (being 1 not satisfied at all and 5 very much satisfied) how much are you satisfied with the:

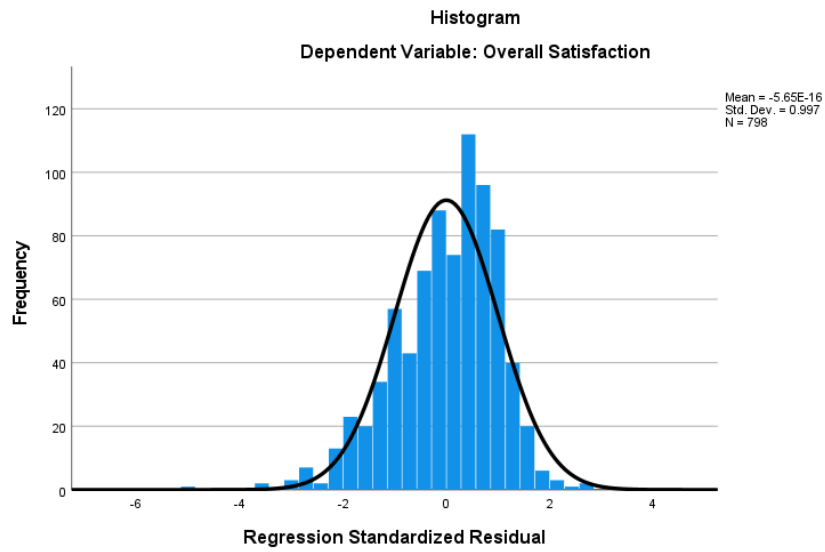
1. Facilities _____
2. Services _____
3. Portuguese products _____
4. Gastronomy _____
5. Wines _____

From 1 to 5 (being 1 not at all and 5 totally) how much are you overall satisfied with your trip to Portugal?

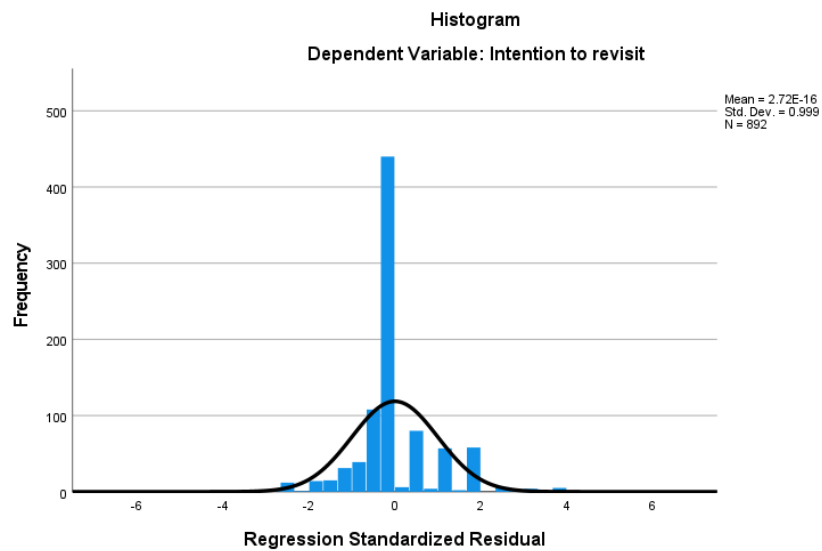
From 1 to 5 (being 1 not all and 5 totally) how much was your travel expectations fulfilled?

From 1 to 5 (being 1 will never come back and 5 will return for sure) how much do expect to revisit Portugal?

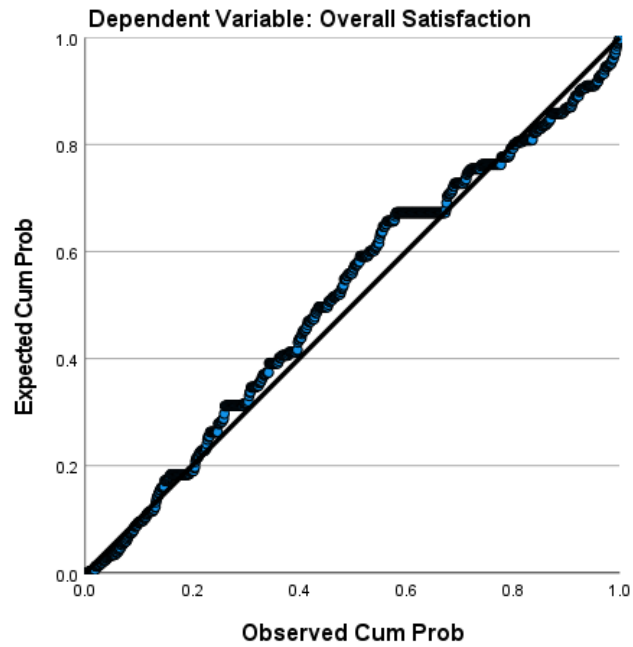
Appendix C. Model 1 standardized residual histogram



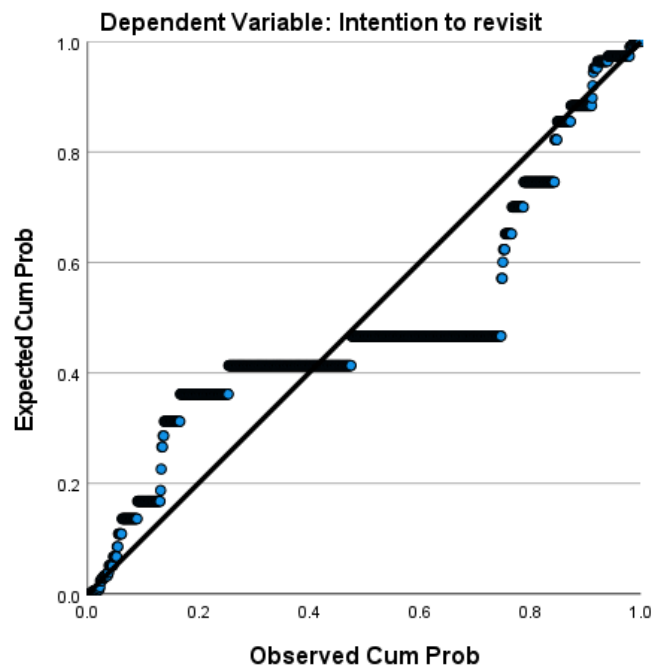
Appendix D. Model 2 standardized residual histogram



Appendix E. Model 1 Normal P-P Plot of Regression Standardized Residuals



Appendix F. Model 2 Normal P-P Plot of Regression Standardized Residuals



Appendix G. International Survey on wine and wineries relationship; Encuesta internacional sobre vino y relación con las bodegas; Questionário internacional sobre vinho e relação com as adegas

International Survey on Wine and Wineries Relationship

Thank you for filling in this questionnaire. The aim of our research is to understand better the consumption of wine and the relationship between Wineries and wine consumers. This questionnaire is anonymous. We undertake to use it only for group analysis and confidentiality will be fully respected. It consists in a series of questions which will take you about 15 minutes to answer. There are no right or wrong answers: we are only interested in your personal opinions!

Thanks again for your help.

Sincerely

PART 1 – Your relationship with wine consumption

COD	Concerning your relationship with wine:	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
WI1	I am knowledgeable about wine	1	2	3	4	5
WI2	People come to me for advice about wine	1	2	3	4	5
WI3	Much of my leisure time is devoted to wine-related activities	1	2	3	4	5
WI4	I have invested a great deal in my interest in wine	1	2	3	4	5
WI5	Wine represents a central life interest for me	1	2	3	4	5
WI6	I like to purchase wine to match the occasion	1	2	3	4	5
WI7	My interest in wine says a lot about the type of person I am	1	2	3	4	5
WI8	Many of my friends share my interest in wine	1	2	3	4	5

WI9	Deciding which wine to buy is an important decision	1	2	3	4	5
WI10	I like to gain the health benefits associated with drinking wine	1	2	3	4	5
WI11	For me, drinking wine is a particularly pleasurable experience	1	2	3	4	5
WI12	I wish to learn more about wine	1	2	3	4	5
WI13	I have a strong interest in wine	1	2	3	4	5
WI14	My interest in wine is very rewarding	1	2	3	4	5
WI15	My interest in wine makes me want to visit wine regions	1	2	3	4	5
GT1	I feel sorry for consuming wine	1	2	3	4	5
GT2	I feel remorse for consuming wine	1	2	3	4	5
GT3	I feel guilty for consuming wine	1	2	3	4	5

PART 2: your relationship with wineries

During the Part 2 of the questionnaire please refer to the winery from where you often buy wine.

Could you please tell us the name of such winery? _____

COD	Concerning your relationship with the winery from you often buy wine:	Strongly disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Strongly agree
IK1	I am very familiar with this winery	1	2	3	4	5	6	7
IK2	I have a depth of knowledge as it relates to the winery	1	2	3	4	5	6	7
IK3	I have a comprehensive understanding of the winery features	1	2	3	4	5	6	7
IK4	I have a broad understanding of the winery	1	2	3	4	5	6	7
IK1	I have invested a major part of "myself" into this "winery"	1	2	3	4	5	6	7
IK2	I have invested a significant amount of my life into this "winery"	1	2	3	4	5	6	7
IK3	In general, I have invested a lot into this winery	1	2	3	4	5	6	7

PO1	I feel like I own this winery	1	2	3	4	5	6	7
PO2	I feel a high degree of personal ownership for this winery	1	2	3	4	5	6	7
PO3	I sense that this winery is MINE	1	2	3	4	5	6	7
PO4	I sense that the wines I drink from this winery are MINE	1	2	3	4	5	6	7
PO5	I feel like I own the wines of this winery	1	2	3	4	5	6	7
PO6	I feel a high degree of personal ownership for the wines from this winery	1	2	3	4	5	6	7
CO1	I can manage the portfolio of this winery in my cellar	1	2	3	4	5	6	7
CO2	This winery has an influence over my cellar organization	1	2	3	4	5	6	7
CO3	I can always choose a wine from this winery that matches my mood	1	2	3	4	5	6	7
CM1	I feel emotionally attached to this winery.	1	2	3	4	5	6	7
CM2	This winery has a great deal of meaning to me.	1	2	3	4	5	6	7
CM3	I have a strong sense of belonging to this winery.	1	2	3	4	5	6	7
CM4	I really feel like this winery's problems are my own.	1	2	3	4	5	6	7
CM5	I buy wines from this winery because I feel morally obligated to do so.	1	2	3	4	5	6	7
CM6	If I got a better offer from a different winery I would not feel it was right to buy from them	1	2	3	4	5	6	7
CM7	I remain a customer of this winery because I feel obligated.	1	2	3	4	5	6	7
CM8	It would be unethical for me to switch from this winery	1	2	3	4	5	6	7
ISW1	I predict will switch from this winery to other in the next 3 months	1	2	3	4	5	6	7
ISW2	I intend to switch from this winery to other in the next 3 months	1	2	3	4	5	6	7
ISW3	I plan to switch from this winery to other in the next 3 months	1	2	3	4	5	6	7

RI1	I will go back to this winery	1	2	3	4	5	6	7
RI2	I plan on visiting this winery again	1	2	3	4	5	6	7
RI3	For my next purchase, I would consider this winery to be my first choice	1	2	3	4	5	6	7
SL1	I feel satisfied with the relationship with this winery	1	2	3	4	5	6	7
SL2	My relationship with this winery is much better than my relationship with others' wineries.	1	2	3	4	5	6	7
SL3	My relationship with this winery is close to ideal.	1	2	3	4	5	6	7
SL4	The relationship with this winery makes me very happy	1	2	3	4	5	6	7
SL5	The relationship with this winery does a good job of fulfilling my needs for familiarity, companionship, etc.	1	2	3	4	5	6	7
QA1	Other wineries, beside this winery, are very appealing to me	1	2	3	4	5	6	7
QA2	My alternatives to this winery are close to ideal	1	2	3	4	5	6	7
QA3	If I wasn't engaged with this winery, I would do fine or I would find another appealing winery	1	2	3	4	5	6	7
QA4	Alternative wineries are attractive to me	1	2	3	4	5	6	7
QA5	My needs for familiarity, companionship, etc., could easily be fulfilled in an alternative winery.	1	2	3	4	5	6	7

PART 3: Your wine consumption

3. Concerning your wine consumption at home, where do you – or where does your partner – buy your wines?

Place of Purchase	Very often	Often	Occasionally	Never
In supermarkets	1	2	3	4
In Trade-fairs or when supermarkets have sales promotions or special offers	1	2	3	4
At the wine producing estate	1	2	3	4

In specialized shops or wine-cellars...	1	2	3	4
On the Internet	1	2	3	4
Somewhere else: where? _____	1	2	3	4

4. At home, you have:

A cellar with over 200 bottles ☐ ₁	Wine sometime available at home ☐ ₄
A cellar with from 50 to 200 bottles ☐ ₂	Wine rarely available at home ☐ ₅
Wine always available at home ☐ ₃	You never have wine at home ☐ ₆

5. How frequently do you drink at home (total consumption among your family):

Every day ☐ ₁	Every month ☐ ₁
Every week ☐ ₂	Occasionally ☐ ₂
Every two weeks ☐ ₃	Never ☐ ₃

6. What's the average amount of money you are ready to spend on a 75cl bottle of wine?

a. For everyday consumption

b. For a special event

PART 4: Demographics

7. Age:

8. Your sex:

Female

☐₁

Male

☐₂

9. Your nationality:

10. What is the highest degree that you have earned? (Please check only one)

Less than High School

☐₁

High School

☐₂

- Some College – no degree ☐3
- Completed college with a bachelor's degree ☐4
- Post Graduate college or Master ☐5
- PhD ☐6

11. Which category is closest to your total family income? (Please check only one)

- ☐ less than \$25,000 ☐ \$50,000-\$74,999 ☐ \$100,000-124,999 ☐ \$150,000-\$199,999
- ☐ \$25,000-\$49,999 ☐ \$75,000-\$99,999 ☐ \$125,000-\$149,999 ☐ \$200,000+

10. In your country, economically speaking you consider yourself as part of the ...

Upper Class ☐	C + ☐	Middle Class ☐	C - ☐	Lower Class ☐
--------------------------------------	------------------------------	---------------------------------------	------------------------------	--------------------------------------

11. In which or near which town (more than 50 000 inhabitants) do you live actually?

Please, precise

Country

Thank you very much for taking the time to complete this questionnaire.

Encuesta internacional sobre vino y relación con las bodegas

Gracias por completar este cuestionario. El objetivo de nuestra investigación es comprender mejor el consumo de vino y la relación entre bodegas y consumidores de vino. Este cuestionario es anónimo. Nos comprometemos a usarlo solo para análisis grupales y se respetará plenamente la confidencialidad. Consiste en una serie de preguntas que le tomarán aproximadamente 15 minutos para responder. No hay respuestas correctas o incorrectas: ¡solo nos interesan sus opiniones!

De nuevo, gracias por tu ayuda

Sinceramente

PARTE 1 - Tu relación con el consumo de vino

COD	Sobre su relación con el vino:	Muy en desacuerdo	En desacuerdo	Sin criterio	De acuerdo	Muy de acuerdo
WI1	Soy conocedor del vino.	1	2	3	4	5
WI2	La gente viene a pedirme consejo sobre el vino.	1	2	3	4	5
WI3	Gran parte de mi tiempo libre lo dedico a actividades relacionadas con el vino.	1	2	3	4	5
WI4	He invertido mucho en mi interés por el vino.	1	2	3	4	5
WI5	El vino representa un interés vital para mí.	1	2	3	4	5
WI6	Me gusta comprar vino para que coincida con la ocasión.	1	2	3	4	5
WI7	Mi interés en el vino dice mucho sobre el tipo de persona que soy.	1	2	3	4	5
WI8	Muchos de mis amigos comparten mi interés por el vino.	1	2	3	4	5
WI9	Decidir qué vino comprar es una decisión importante	1	2	3	4	5
WI10	Me gusta obtener los beneficios para la salud asociados con el consumo de vino.	1	2	3	4	5
WI11	Para mí, beber vino es una experiencia particularmente placentera.	1	2	3	4	5
WI12	Deseo aprender más sobre el vino.	1	2	3	4	5
WI13	Tengo un gran interés en el vino.	1	2	3	4	5
WI14	Mi interés en el vino es muy gratificante.	1	2	3	4	5
WI15	Mi interés en el vino me hace querer visitar regiones vitivinícolas.	1	2	3	4	5

GT1	Siento pena por consumir vino	1	2	3	4	5
GT2	Siento remordimiento por consumir vino	1	2	3	4	5
GT3	Me siento culpable por consumir vino	1	2	3	4	5

PARTE 2: tu relación con las bodegas

Durante la Parte 2 del cuestionario, consulte la bodega donde suele comprar vino. ¿Podría decirnos el nombre de dicha bodega? _____

COD	Con respecto a su relación con la bodega, a menudo compra vino:	Totalment e en desacuerdo	Muy en desacuerdo	En desacuerdo	Sin criterio	De acuerdo	Muy de acuerdo	Totalmente en acuerdo
IK1	Estoy muy familiarizado con esta bodega.	1	2	3	4	5	6	7
IK2	Tengo un conocimiento profundo en relación con la bodega	1	2	3	4	5	6	7
IK3	Tengo una comprensión integral de las características de la bodega.	1	2	3	4	5	6	7
IK4	Tengo un amplio conocimiento de la bodega.	1	2	3	4	5	6	7
IS1	He invertido una gran parte de "mí mismo" en esta "bodega".	1	2	3	4	5	6	7
IS2	He invertido una gran cantidad de mi vida en esta "bodega".	1	2	3	4	5	6	7
IS3	En general, he invertido mucho en esta bodega.	1	2	3	4	5	6	7
PO1	Siento que soy dueño de esta bodega.	1	2	3	4	5	6	7
PO2	Siento un alto grado de propiedad personal de esta bodega.	1	2	3	4	5	6	7

PO3	Siento que esta bodega es mía	1	2	3	4	5	6	7
PO4	Siento que los vinos que bebo de esta bodega son MÍOS	1	2	3	4	5	6	7
PO5	Siento que soy dueño de los vinos de esta bodega.	1	2	3	4	5	6	7
PO6	Siento un alto grado de propiedad personal de los vinos de esta bodega.	1	2	3	4	5	6	7
CO1	Puedo gestionar la cartera de esta bodega en mi bodega.	1	2	3	4	5	6	7
CO2	Esta bodega tiene influencia sobre la organización de mi bodega.	1	2	3	4	5	6	7
CO3	Siempre puedo elegir un vino de esta bodega que coincida con mi estado de ánimo.	1	2	3	4	5	6	7
CM1	Me siento emocionalmente apegado a esta bodega.	1	2	3	4	5	6	7
CM2	Esta bodega tiene mucho significado para mí.	1	2	3	4	5	6	7
CM3	Tengo un fuerte sentido de pertenencia a esta bodega.	1	2	3	4	5	6	7
CM4	Realmente siento que los problemas de esta bodega son míos.	1	2	3	4	5	6	7
CM5	Compro vinos de esta bodega porque me siento moralmente obligado a hacerlo.	1	2	3	4	5	6	7
CM6	Si recibiera una mejor oferta de una bodega diferente, no sentiría que fuera correcto comprarles.	1	2	3	4	5	6	7
CM7	Sigo siendo cliente de esta bodega porque me siento obligado.	1	2	3	4	5	6	7
CM8	No sería ético cambiarme de esta bodega.	1	2	3	4	5	6	7

ISW1	Predigo que cambiará de esta bodega a otra en los próximos 3 meses.	1	2	3	4	5	6	7
ISW2	Tengo la intención de cambiar de esta bodega a otra en los próximos 3 meses.	1	2	3	4	5	6	7
ISW3	Planeo cambiar de esta bodega a otra en los próximos 3 meses.	1	2	3	4	5	6	7
RI1	Volveré a esta bodega.	1	2	3	4	5	6	7
RI2	Planeo visitar esta bodega de nuevo.	1	2	3	4	5	6	7
RI3	Para mi próxima compra, consideraría esta bodega como mi primera opción.	1	2	3	4	5	6	7
SL1	Me siento satisfecho con la relación con esta bodega.	1	2	3	4	5	6	7
SL2	Mi relación con esta bodega es mucho mejor que mi relación con las bodegas de otros.	1	2	3	4	5	6	7
SL3	Mi relación con esta bodega es casi ideal.	1	2	3	4	5	6	7
SL4	La relación con esta bodega me hace muy feliz.	1	2	3	4	5	6	7
SL5	La relación con esta bodega hace un buen trabajo al satisfacer mis necesidades de familiaridad, compañía, etc.	1	2	3	4	5	6	7
QA1	Otras bodegas, además de esta bodega, son muy atractivas para mí.	1	2	3	4	5	6	7
QA2	Mis alternativas a esta bodega son casi ideales.	1	2	3	4	5	6	7
QA3	Si no estuviera comprometido con esta bodega, me iría bien o encontraría otra bodega atractiva	1	2	3	4	5	6	7
QA4	Las bodegas alternativas me resultan atractivas.	1	2	3	4	5	6	7

QAS	Mis necesidades de familiaridad, compañía, etc., podrían satisfacerse fácilmente en una bodega alternativa.	1	2	3	4	5	6	7
-----	---	---	---	---	---	---	---	---

Parte 3: tu consumo de vino

3. En cuanto a su consumo de vino en casa, ¿dónde compra usted o dónde compra su compañero(a) vino?

Lugar de compra	Muy a menudo	A menudo	Ocasionalmente	Nunca
En supermercados				
En ferias comerciales o cuando los supermercados tienen promociones de ventas u ofertas especiales				
En la finca productora de vino.				
En tiendas especializadas o bodegas ...				
En Internet				
En otro lugar: ¿dónde? _____				

4. En casa tienes:

Una bodega con más de 200 botellas. ☐ 1	Vino disponible alguna vez en casa ☐ 4
Una bodega con de 50 a 200 botellas. ☐ 2	Vino rara vez disponible en casa ☐ 5
Vino siempre disponible en casa ☐ 3	Nunca tienes vino en casa ☐ 6

5. Con qué frecuencia bebe en casa (consumo total entre su familia):

Todos los días ☐ 1	Todos los meses ☐ 4
---	--

Cada semana	☐ 2	Ocasionalmente	☐ 5
Cada dos semanas	☐ 3	Nunca	☐ 6

6. *¿Cuál es en promedio la cantidad de dinero que está dispuesto a gastar en una botella de vino de 75 cl?*

- a. Para el consumo diario

 euros
- b. Para un evento especial

 euros

PARTE 4: Demografía

7. *Años:* _____

8. *Tu sexo:*
- Mujer ☐1
- Hombre ☐2

9. *Tu nacionalidad:*

10. *¿Cuál es el título más alto que has obtenido? (Por favor marque solo uno)*

- Menos que el colegio ☐1
- Colegio ☐2
- Alguna universidad - sin título ☐3
- Terminó la universidad con una licenciatura ☐4
- Postgrado universitario o Máster ☐5
- Doctorado ☐6

11. *¿Qué categoría está más cerca de su ingreso familiar total? (Por favor marque solo uno)*

- | | | | |
|-----------------------|-------------------|---------------------|---------------------|
| Algo menos de €25,000 | \$50,000-\$74,999 | \$100,000-124,999 | \$150,000-\$199,999 |
| \$25,000-\$49,999 | \$75,000-\$99,999 | \$125,000-\$149,999 | \$200,000+ |

10. En su país, económicamente hablando, se considera parte de la

Clase superior ☐	C + ☐	Clase media ☐	C - ☐	Clase inferior ☐
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11. ¿En qué o cerca de qué ciudad (más de 50 000 habitantes) vive en realidad?

Por favor, precise

País

¡Muchas gracias por su ayuda!

Questionário internacional sobre vinho e relação com as adegas

Obrigado por completar o questionário. O objetivo desta investigação é contribuir para compreender melhor o consumo de vinho e a relação entre as adegas/quintas/produtores e os consumidores de vinho. Este questionário é absolutamente anónimo. Os dados são tratados e usados em conjunto e a confidencialidade será respeitada. Consiste numa série de questões que demoram cerca de 13 minutos a responder. Não existem respostas corretas ou erradas: estamos apenas interessados na sua opinião pessoal e nas suas atitudes!

Mais uma vez obrigado pela sua ajuda.

Atentamente

PARTE 1 – A sua relação com o consumo de vinho

COD	Acerca da sua relação com o vinho:	Discordo totalmente	Discordo parcialmente	Não concordo nem discordo	Concordo parcialmente	Concordo totalmente
w11	Sou um conhecedor de vinho	1	2	3	4	5
w12	As pessoas pedem-me conselhos sobre vinho	1	2	3	4	5

WI3	Grande parte do meu tempo pessoal é dedicado a actividades relacionadas com vinho	1	2	3	4	5
WI4	No geral, investi bastante no meu interesse sobre vinho	1	2	3	4	5
WI5	O vinho é um interesse central na minha vida	1	2	3	4	5
WI6	Gosto de comprar vinho para cada ocasião	1	2	3	4	5
WI7	O meu interesse sobre vinho diz muito sobre ao tipo de pessoa que sou	1	2	3	4	5
WI8	Muitos dos meus amigos partilham o meu interesse sobre vinho	1	2	3	4	5
WI9	Decidir que vinho comprar é uma decisão importante	1	2	3	4	5
WI10	Gosto de ter os benefícios de saúde associados ao consumo de vinho	1	2	3	4	5
WI11	Para mim, beber vinho é uma experiência particularmente agradável	1	2	3	4	5
WI12	Desejo aprender mais sobre vinho	1	2	3	4	5
WI13	Tenho um forte interesse em vinho	1	2	3	4	5
WI14	O meu interesse no vinho é muito recompensador	1	2	3	4	5
WI15	O meu interesse no vinho faz-me querer visitar regiões vitivinícolas	1	2	3	4	5
GT1	Sinto-me mal por beber vinho	1	2	3	4	5
GT2	Sinto remorsos por beber vinho	1	2	3	4	5
GT3	Sinto-me culpado por beber vinho	1	2	3	4	5

PART 2: a sua relação com adegas/produtores/quintas

Durante a parte 2 do questionário por favor pense numa adega/quinta/produtor de onde habitualmente compra vinho. Pode por favor dizer-nos o nome dessa adega/quinta/produtor?_____

COD	Acerca da sua relação com a adega/quinta/produtor :	Discordo totalmente	Discordo muito	Discordo parcialmente	Não concordo nem discordo	Concordo parcialmente	Concordo muito	Concordo totalmente
IK1	Esta adega/quinta/produtor é me muito familiar	1	2	3	4	5	6	7
IK2	Tenho um conhecimento muito profundo sobre esta adega/quinta/produtor	1	2	3	4	5	6	7
IK3	Tenho uma compreensão abrangente das características desta adega/quinta/produtor	1	2	3	4	5	6	7
IK4	Compreendo amplamente esta adega/quinta/produtor	1	2	3	4	5	6	7
IS1	Investi uma grande "parte de mim" nesta "adega/quinta/produtor"	1	2	3	4	5	6	7
IS2	Investi uma parte significativa da minha vida nesta "adega/quinta/produtor"	1	2	3	4	5	6	7
IS3	No geral, investi muito nesta adega/quinta/produtor	1	2	3	4	5	6	7
PO1	Sinto que sou dono desta adega/quinta/produtor	1	2	3	4	5	6	7
PO2	Sinto um elevado nível de posse desta adega/quinta/produtor	1	2	3	4	5	6	7
PO3	Sinto que esta adega/quinta/produtor é minha	1	2	3	4	5	6	7
PO4	Sinto que os vinhos que bebo desta adega/quinta/produtor são meus	1	2	3	4	5	6	7

PO5	Sinto que sou dono dos vinhos desta adega/quinta/produtor	1	2	3	4	5	6	7
PO6	Sinto um elevado nível de posse pelos vinhos desta adega/quinta/produtor	1	2	3	4	5	6	7
CO1	Consigo gerir o portfolio desta adega/quinta/produtor na minha garrafeira	1	2	3	4	5	6	7
CO2	Esta adega/quinta/produtor tem influência na organização da minha garrafeira	1	2	3	4	5	6	7
CO3	Consigo sempre escolher um vinho desta adega/quinta/produtor que combina com o meu estado de espírito	1	2	3	4	5	6	7
CM1	Sinto-me emocionalmente ligado a esta adega/quinta/produtor.	1	2	3	4	5	6	7
CM2	Esta adega/quinta/produtor significa muito para mim	1	2	3	4	5	6	7
CM3	Tenho um grande sentimento de pertencer a esta adega/quinta/produtor	1	2	3	4	5	6	7
CM4	Sinto que os problemas desta adega/quinta/produtor como meus	1	2	3	4	5	6	7
CM5	Compro os vinhos desta adega/quinta/produtor porque me sinto moralmente obrigado a fazê-lo.	1	2	3	4	5	6	7
CM6	Se tivesse uma melhor oferta de outra adega/quinta/produtor não me sentiria bem a comprar dessa adega/quinta/produtor	1	2	3	4	5	6	7
CM7	Continuo cliente desta adega/quinta/produtor porque me sinto obrigado.	1	2	3	4	5	6	7
CM8	Para mim seria pouco ético mudar de adega/quinta/produtor	1	2	3	4	5	6	7

ISW1	Prevejo mudar desta adega/quinta/produtor para outra nos próximo 3 meses	1	2	3	4	5	6	7
ISW2	Pretendo mudar desta adega/quinta/produtor para outra nos próximo 3 meses	1	2	3	4	5	6	7
ISW3	Planeio mudar desta adega/quinta/produtor para outra nos próximo 3 meses	1	2	3	4	5	6	7
RI1	Vou voltar a esta adega/quinta/produtor	1	2	3	4	5	6	7
RI2	Planeio visitar esta adega/quinta/produtor outra vez	1	2	3	4	5	6	7
RI3	Na minha próxima compra, vou considerar esta adega/quinta/produtor como primeira escolha	1	2	3	4	5	6	7
SL1	Sinto-me satisfeito com a relação com esta adega/quinta/produtor	1	2	3	4	5	6	7
SL2	A minha relação com esta adega/quinta/produtor é melhor do que a minha relação com outras adega/quinta/produtores	1	2	3	4	5	6	7
SL3	A minha relação com esta adega/quinta/produtor está perto de ser ideal	1	2	3	4	5	6	7
SL4	A relação com esta adega/quinta/produtor faz-me muito feliz	1	2	3	4	5	6	7
SL5	A relação com esta adega/quinta/produtor ajuda a preencher as minhas necessidades de familiaridade, companheirismo, etc.	1	2	3	4	5	6	7
QA1	Outras adega/quinta/produtores, além desta, são muito apelativas para mim	1	2	3	4	5	6	7
QA2	As alternativas que tenho a esta adega/quinta/produtor são perto do ideal	1	2	3	4	5	6	7

QA3	Se não estivesse envolvido com esta adega/quinta/produtor, estaria bem ou facilmente encontraria outra apelativa	1	2	3	4	5	6	7
QA4	Há outras adega/quinta/produtores que me despertam interesse	1	2	3	4	5	6	7
QA5	As minhas necessidades de familiaridade, companheirismo, etc, podem ser facilmente preenchidas por outra adega/quinta/produtor.	1	2	3	4	5	6	7

PARTE 3: O seu consumo de vinho

3. Onde compra ou o seu companheiro(a) compra o vinho que consome em casa?

Local de compra	Muito frequente	Frequentemente	Ocasionalmente	Nunca
Em supermercados	1	2	3	4
No comércio tradicional, feiras, ou supermercados, quando estes têm promoções de venda ou ofertas especiais	1	2	3	4
Diretamente ao produtor	1	2	3	4
Em lojas da especialidade ou caves (adegas)	1	2	3	4
Por meio da Internet	1	2	3	4
Em outro lugar. Onde? _____	1	2	3	4

4. Em casa tem:

Uma garrafeira com mais de 200 garrafa ☐ ₁	Por vezes há vinho em casa ☐ ₄
Uma garrafeira de 50 to 200 garrafas ☐ ₂	Raramente há vinho em casa ☐ ₅

Há sempre vinho em casa ☐ ₃	Nunca há vinho em casa ☐ ₆
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5. Em casa com a sua família, geralmente bebe vinho):

Todos os dias ☐ ₁	Todos os meses ☐ ₁
Todas as semanas ☐ ₂	Excecionalmente ☐ ₂
De quinze em quinze dias ☐ ₃	Nunca ☐ ₃

6. Em média qual é o montante que está disposto(a) a pagar por uma garrafa de vinho de 75cl?

a. Para consumo diário

b. Para ocasiões especiais

euros

PART 4: Sobre si

7. Idade: _____

8. Género:

Feminino

☐₁

Masculino

☐₂

9. Nacionalidade:

10. Quais as suas habilitações literárias?

Sem qualificação

☐₁

Escola básica (2^a/3^ociclo)

☐₂

Diploma do Secundário

☐₃

Frequência universitária

☐₄

- Licenciatura ☐ 5
- Mestrado ☐ 6
- Doutoramento ou estudos pós-mestrado ☐ 7

11. Qual destes intervalos se aproxima mais do rendimento anual da sua família? (Selecione apenas um)

- | | | | |
|------------------|-----------------|-------------------|-------------------|
| Menos de €25,000 | €50,000-€74,999 | €100,000-€124,999 | €150,000-€199,999 |
| €25,000-€49,999 | €75,000-€99,999 | €125,000-€149,999 | €200,000+ |

10. Na sua opinião qual a classe socioeconómica em que se encontra? (na sua opinião)

Classe alta ☐	Classe média alta ☐	Classe Média ☐	Classe média baixa ☐	Classe Baixa ☐
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11. Em que cidade ou próximo de que cidade (mais de 200 000 habitantes) vive?

Por favor, indique a cidade

Em que país vive

Muito obrigado pela sua ajuda!

Appendix H. Collinearity Statistics of Reflective Measurements

Items	VIF	Items	VIF
CM1	2.503	PO1	1.385
CM2	2.092	PO2	3.148
CM3	3.968	PO3	4.425
CM4	3.311	PO4	3.196
CM6	1.257	PO5	3.3
CM7	1.412	PO6	2.68
CM8	1.149	QA1	1.556
IK1	2.104	QA2	1.484
IK2	3.122	QA3	1.35
IK3	2.484	QA4	1.584
IK4	2.511	QA5	1.416
IS1	2.777	RI1	1.531
IS2	3.62	RI2	1.616
IS3	2.918	RI3	1.202

Appendix I. MGA results for control groups

Relationship	Age		Gender		Socio-economic class					
	Coef.- dif	p- value	Coef.- dif	p- value	Coef.-dif (1-2)	Coef.-dif (1-3)	Coef.-dif (2-3)	p- value	p- value	p- value
Commitment -> Repatronage										
Intention	-0.052	0.438	-0.069	0.301	0.154	0.113	-0.041	0.070	0.247	0.615
Intimate Knowledge ->										
Commitment	0.095	0.190	-0.121	0.115	0.122	0.094	-0.028	0.176	0.399	0.754
Intimate Knowledge ->										
Psychological Ownership	0.008	0.896	0.013	0.840	0.088	0.12	0.032	0.290	0.222	0.655
Investment of Self ->										
Commitment	-0.110	0.113	0.104	0.161	-0.056	0.01	0.066	0.540	0.927	0.447
Investment of Self ->										
Psychological Ownership	0.006	0.924	-0.005	0.936	-0.049	-0.055	-0.006	0.555	0.562	0.922
Quality of Alternatives ->										
Repatronage Intention	0.007	0.921	0.139	0.061	-0.255	-0.301	-0.046	0.063	0.049	0.61
Quality of Alternatives x										
Commitment -> Repatronage	-0.026	0.725	0.028	0.711	0.128	0.25	0.122	0.353	0.060	0.129

Age: Groups: below 44 and above 44 (median = 44)

Socio-economic class: Group 1 = Lower Class, Group 2 = Middle Class, Group 3 = Upper class

Socio-economic class: self reported