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Motivations, travel constraints and experiential dimensions of wine tourists' behaviour

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Summary

Over recent years, wine tourism is growing worldwide and constantly attracting an increasing number of people. It is estimated that in 2014, 15 million travellers were motivated by wine tourism in the US, 10 million wine tourists in France and 5 million in Italy - among others (Mintel data, 2017). Within two years, as reported by a research on wine tourism in Italy in 2016, the numbers of international and domestic travellers who visited Italian wine-producing regions have grown to more than 14 million (Associazione Nazionale Città del Vino, 2016).

As tourists search for more authentic and fascinating experiences, visiting wine regions and travelling for wine-related reasons have emerged as popular activities, appealing a wide range of tourists than just wine lovers. In this regard, wine tourism can include other tourism segments, such as culinary and/or cultural tourists driven by the desire to experience the wine-related touristic experience as a way to "live and touch" the local culture and gastronomy, and gain the sense of place of the destination (Bruwer, 2003). In broad terms, wine tourism encompasses visiting vineyards, wineries, wine festivals and events, tasting and consuming wine while experiencing the attributes of a wine-growing region, seen as the prime motivating factors for visitors (Hall *et al.,* 2000).

Throughout the years, wine regions and related wine producers have quickly realised that wine tourism offer several beneficial effects for the wine industry and for regional development. Nowadays, the wine sector is highly fragmented and competitive, and wine regions and wine producers are struggling sustaining their sales and, broadly, in creating and maintaining a favourable and differentiated position over their competitors (Bruwer and Alant, 2009; Mintel data, 2017; Shapiro and Gómez, 2014). In such a context, wine tourism may be an effective strategic management tool to attract visitors interested in enjoying various aspects of wine tourism experiences (Charters and Ali-Knights, 2002). Likewise, it has been established the crucial impact of the wine tourism on the development of the

broader regional and local economy (Carmichael, 2005; Molina *et al.*, 2015), thus contributing to increase direct sales, brand awareness (Yuan and Jang, 2006) and to develop their unique marketing positioning (Frochot, 2003). Moreover, wine tourism leads to some wide-ranging benefits such as the creation of growth, employment and income opportunities, especially for the numerous small tourism enterprises and family-owned wine businesses that belong to the wine-making and tourism sectors of a territory (Marzo-Navarro and Pedraja-Iglesias, 2012). Hence, wine tourism has been recognised as an important asset for the economy of a country such as Italy, as it provides a total revenue of 2.5 billion euros from travel, food, accommodation, purchase of wines at wineries, and on-site purchase of typical products (Associazione Nazionale Città del Vino, 2016). From this perspective, wine tourism acts as the "glue" among the wine producing industry, the tourism sector and the regional territory (Hojman and Hunter-Jones, 2012), by assisting rural communities in the development of their own regional tourism product and in the institution of an array of partnerships with other local tourism stakeholders (e.g. stores, restaurants, hotels, local community) to achieve mutual benefits (Bruwer, 2003).

However, to successfully compete in the actually unpredictable, turbulent and hyper-dynamic market and to develop a sustainable wine tourism destination, there is need to fully recognise, understand and interpret the dynamics of the wine tourism demand. During the last two decades, the increase of wine tourism has rendered wine tourists more educated, more experienced and more demanding (Bruwer and Rueger-Muck, 2018; Carmichael, 2005). Firstly, visitors no longer travel to a wine region merely to taste and buy wine as it was twenty years ago (Byrd *et al.*, 2016; Hall *et al.*, 2000). Secondly, not all wine tourists have the same perceptions, motivations or expectations (Marzo-Navarro and Pedraja-Iglesias, 2009), nor are they necessarily wine drinkers or knowledgeable in the wine world (Alebaki and Iakovidou, 2011; Sparks, 2007). These are only some of the personal aspects that might influence the wine tourist's experience, which is something extremely subjective and contextual-based (Gallarza *et al.*, 2017). Thirdly, wine tourists have

greater expectations, needs and desires to be fulfilled, some of which exceed the core wine-related activities, encompassing tourism-based services and a wide range of leisure and educational activities in the broader destination (Byrd *et al.,* 2016; Bruwer *et al.,* 2018). Fourthly, the heterogeneity among wine tourists is extremely evident; they differ not only from one wine region to the other but also in the same winery (Marzo-Navarro and Pedraja-Iglesias, 2012). The heightened awareness that there is no a single stereotype of wine tourist (Charters and Ali-Knight, 2002) had led wineries to incorporate a variety of tourism products and services to complement their wine offerings, in order to satisfy more needs and desires (Bruwer *et al.,* 2018). In this sense, the service quality delivered by the staff working within wineries (O'Neill and Charters, 2000) along with the physical winery environment (Shapiro and Gomez, 2014) still appear to be important for the customers, although other aspects such as the broader aesthetic appeal of the destination (Getz and Brown, 2006), learning about the winery history and winemaking processes, as well as the involvement on family-friendly and fun activities (Cohen and Ben-Nun, 2009), seem to be playing a prominent role in enriching the customers' experience, and enhancing their attitudes, satisfaction and future behaviour towards the wine tourism destination (Byrd *et al.,* 2016; Quintal *et al.,* 2015; Sparks, 2007). Experiencing the real identity and authenticity of the destination is now understood as one of the main reason tourists' choices about the place to visit (Carlsen and Charters, 2006; Cohen, 1988) and/or the activities to undertake while on holiday (Del Chiappa and Atzeni, 2016; Del Atzeni Del Chiappa and Melis, 2019). Yet, due to the progressive commercialisation of tourism experiences, visitors are now striving to discover the original features of a place in all its aspects (e.g. gastronomy, customs and culture, ways of life) (Martinengo and Gilli, 2017) and are particularly interested in living a real, unique and authentic experience (Roberts and Sparks, 2006). Accordingly, a branding strategy based on the provision of an authentic and unique wine tourism experience is essential to continuously appeal visitors and to differentiate the destination and the wineries within it from competitors (Kim and Bonn, 2016; Wang,

2007). That said, it appears evident that only a deep understanding of visitors' profiles and behaviour might support policy makers, destination marketers and wine producers in effectively planning and implementing marketing strategies (particularly all those aspects related to experience design) able to guarantee the successful positioning (Marzo-Navarro and Pedraja-Iglesias, 2009).

Given the growing demand for wine tourism and the current demand-driven trends, research devoted to improve the current knowledge on how to shape tailored wine tourism offers to the different types of tourists and on how to deliver experiences which satisfy and retain actual visitors and attract new ones has become crucial. In past literature, researchers have applied a segmentation-based approach to wine visitors using variables such as their socio-demographic (e.g. gender, age, income) and/or psychological factors (e.g. wine involvement, consumption behaviour, motivation) (e.g. Charters and Ali-Knight, 2002; Hall *et al.*, 2000) in order to outline a bigger picture of who wine tourists are, what they look for and what types of activities they like to do in the destination, also looking at the main differences in their perception across subgroups of tourism segments. Further studies have analysed the important attributes influencing visitors' experience, their satisfaction and behavioural intentions (Galloway *et al.*, 2008; Getz and Brown, 2006; Molina *et al.*, 2015) with the purpose to understand tourists' perceptions of destination or service attributes based on their actual experience, and to examine their impacts on satisfaction and behavioural intentions. These complementary approaches, i.e. market segmentation and attribute-satisfaction-behavioural intentions theory, may be provide valuable insights in adding theoretical knowledge on the profile of wine tourists and in assisting wine businesses in the development of specific wine tourism offerings for the different types of wine tourists, taking into account their characteristics, needs and desires.

However, previous research has considered a limited array of personal factors and destination attributes as being able to drive or prevent their actual and future participation in wine tourism activities (Marzo-Navarro and Pedraja-Iglesias, 2012;

Sparks, 2007). Hence, there is still a need to further deepen our scientific understanding about how wine tourists differently perceive the wine-related destination factors (e.g. gastronomic products, restaurants, cultural heritage), and about which barriers/constraints might limit their participation in wine tourism activities (e.g. high cost, travel distance or involvement in wine). Surprisingly, fewer studies have directed their attention to holistically examine how wine tourists perceive the servicescape components (e.g. service staff quality, aesthetics of the winery, leisure-related activities) and the authenticity of the experience they live, as well as their influence in shaping visitors' satisfaction and behavioural intentions (Robert and Sparks, 2006). Specifically, although several aspects of the wine tourism experience can be potentially linked with authenticity (Carlsen and Bocksberger, 2011), wine tourism literature is still inconclusive on whether wine tourists perceive their experience as authentic due to the objective features of the destination/winery - driven by the recognition of the tour objects as authentic – and/or because of the way they subjectively perceive and interpret the experience they live (Kim and Bonn, 2016).

Furthermore, most of the existing demand-based studies on wine tourists' market have been carried out in New World wine producing countries (e.g. Australia, New Zealand, South Africa) while in others, the wine tourist profile and behaviour still need further and deeper investigation. In Italian wine regions, for example, limited research has been devoted to segment wine tourists and to inspect their experiences (Romano and Natilli, 2009). Even when this type of research exists, they tend to adopt a traditional motivation-based approach (e.g. Asero and Patti, 2011; Gatti and Maroni, 2004), and/or rely on secondary data (e.g. Colombini, 2015) when attempting to offer insights about wine tourists' behaviours. In addition to this, there is still a lack of empirical data and information aimed at identifying wine tourists' subgroups according to different variables and at testing the influence that supply-driven destination attributes (i.e. servicescape and authenticity) might exert on the tourists' overall satisfaction, on their behavioural intentions (i.e. to revisit and to

recommend the wine tourism destination, both online and offline), their willingness to buy while visiting a winery, and to learn about the producing regions of the best and renowned wines.

All this occurs despite the fact that a deeper knowledge about the different profile of wine tourists and related socio-demographic, attitudinal and behavioural differences is certainly relevant and pivotal to support a successful experience design and cost-effective management strategy. Understanding how to create authentic and outstanding wine tourism experiences, tailored based on visitors' needs and expectations is vital to ensure visitors attractiveness, customer satisfaction and their future loyalty (Byrd *et al.,* 2016; Kim and Bonn, 2016; Nella and Christou, 2014; Shapiro and Gomez, 2014).

In this scenario, this PhD thesis aims to advance the current body of knowledge in the area of wine tourism by presenting and discussing findings of three empirical studies conducted in Italy, specifically, in Sardinia.

From north to south, Italy has plenty of well-known wine tourism destinations and the "Bel Paese" is worldwide celebrated as the country of the wine, the food, the art and the culture, with an enormous tourism potential. In Italy, the average wine tourist spent about 85 euros per day, boosting to 160 euros for overnight stays, with much of the money spent in Italian wineries, restaurant, hotels, events and festival as well as in typical products (Associazione Nazionale Città del Vino, 2016). As previously stated, wine tourists differ from region to region (Marzo-Navarro and Pedraja-Iglesias, 2012). This is even more true when looking at the plethora of wine regions in Italy where a unique wine tourism experience can be provided for visitors in a number of different ways (Asero and Patti, 2011). As the tangible and intangible components of Italian wine tourism destinations have a high impact on wine tourists' experiences (Correia and Brito, 2016), it is critical to increase the scientific knowledge regarding the wine tourists' behaviour in each region of the Italian Peninsula. Consequently, this research explores the wine tourism demand in the specific context of Sardinia. Sardinia is the second largest island situated in the

Mediterranean area. It is an international tourist destination where its history, environment, and culture make the region unique (Pulina, Meleddu, & Del Chiappa, 2013). Official data from 2017 shows that 3.1 million tourists visited Sardinia generating 14.2 million of overnight stays (CRENoS, 2019). According to the data, in 2018 tourist arrivals and overnight stays increased by 5.9% and 5%, respectively. The number of international tourist arrivals continues to grow (+10.5%) compared to the steady positive trend of the domestic arrivals (+1.7%). Similarly to other island destinations, Sardinia has heavily relied on a 'sea, sun and sand' tourism. However, the peculiar cultural opportunities of the island, together with the exceptional wine and food offered have become appealing tourist attractions (Prayag *et al.*, 2018). Furthermore, Sardinia, in recent years, has been experiencing a positive period of growth in the national/international wine industry, winning prestigious awards for its high quality wines. Wine tourism is also increasing, although there is much room for improvements. Considering that the region is dotted with several small to medium-size wineries, according to the Regional Wine Tourism Movement website, only twenty of them are well-equipped to welcome people interested in practicing some form of wine tourism activities. Some weaknesses still prevent the success of the wine tourism in Sardinia and in Italy, as the XII Report on Italian wine tourism (Associazione Nazionale Città del Vino, 2016) has recently revealed. For examples, the inadequacy of public infrastructure and transport services carries negative repercussions on the limited connections between urban and rural areas, and barrier languages limit the effectiveness of the staff-visitor interaction thus sometimes impoverishing the overall experience visitors at winery can live (Associazione Nazionale Città del Vino, 2016; Getz and Brown, 2006; Ma *et al.*, 2016).

Various reasons justify the choice to use Sardinian wineries as a setting where to examine wine tourism from a demand-based perspective. Firstly, while national data indicate that the total economic impact of wine tourism was 3 billion euros and able to attract 14 million of visitors in 2016 (Associazione Nazionale Città del Vino, 2016), there is a total absence of official quantitative data regarding the wine tourism

demand in Sardinia. Secondly, whereas previous research on Sardinian wineries has been mostly qualitative in nature and has adopted a supply-side point of view (Bregoli *et al.*, 2016; Del Chiappa *et al.*, in press; Del Chiappa *et al.*, 2019), to the best of my knowledge, there is no study investigating the wine tourism phenomenon in Sardinia from a demand-side perspective, taking into account wine tourists' profile, experience and behaviour.

Bearing in mind these issues, this three paper-based thesis makes an attempt to deepen actual literature on visitors' perceptions of destination attributes and of the servicescape, their travel motivations and travel constraints as well as their level of perceived authenticity (both object-based and existential authenticity) in order to investigate their influence on wine tourist behaviour (Fig. 1).

Figure 1 – Conceptual framework of the thesis: Demand and Supply-related factors influencing wine tourists' behaviour
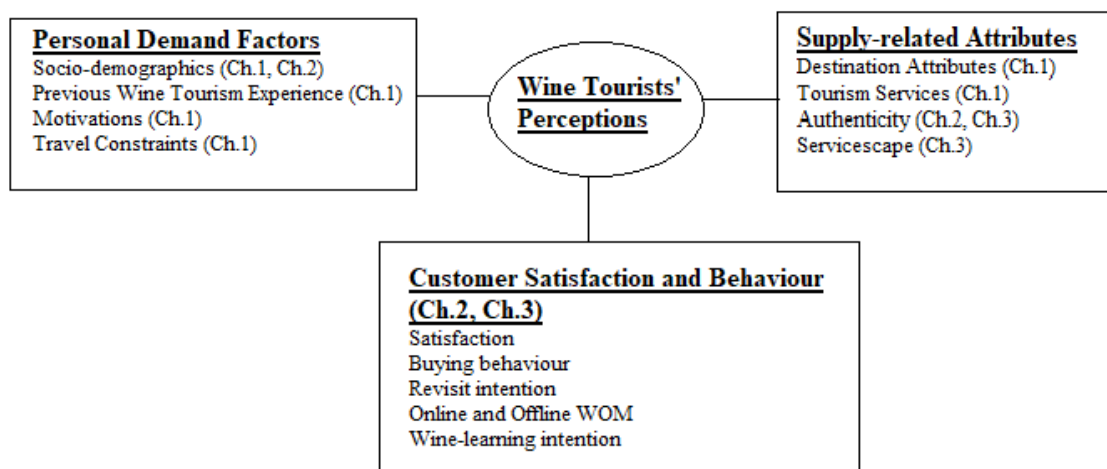
This PhD thesis is based on empirical data collected from visitors at ten Sardinian wineries in the period June-September 2015; these specific wineries were chosen as the setting for data collection, since they were the most active in receiving visitors and in practising wine tourism at a medium-high level, compared to the others spread in the rest of the region.

The first paper is titled 'Understanding the wine tourist market's motivations, travel constraints, and perceptions of destination attributes: a case study of winery

visitors in Sardinia'. The aim of this study was to contribute to the current literature about the profile of wine tourists adopting a motivation-based approach with the aim to investigate wine tourists' characteristics and behaviour. Specifically, it applies a cluster analysis to a sample of 267 wine visitors to classify respondents into sub-groups based on their wine-oriented travel motivations. Three clusters were identified and described as 'wine lovers', 'wine culture tourists' and 'casual wine tourists' with different levels of wine-oriented travel motivations. Furthermore, a series of Chi-square tests were carried out to explore whether significant differences do exist among sub-groups according to their socio-demographics (i.e. age, education, place of residence, and gender) and previous wine tourism experience. However, findings did not show any significant difference based on their socio-demographics and previous wine tourism experience. Finally, a series of ANOVA tests were performed to analyse whether the clusters significantly differ on their travel motivations (e.g. tasting wine, interacting with the winery staff, learning about wine culture, participating in cultural and recreational activities, escaping from routine, sharing the experience with others, doing something original and unique), wine travel-related constraints (e.g. interest in wine, time, cost, proximity to the winery), and tourists' perceptions of destination attributes and tourism services (e.g. wine tasting, winery-related attributes, wine reputation, natural environment appeal and gastronomic activities, wine-related tours and activities, other tours/facilities, etc.). Results indicate that the wine tourism experience of the 'wine lover tourists' was highly influenced by their perceptions of wine-oriented destination attributes (e.g. wine reputation and a variety of wine-related activities) and also affected by other travel constraints (e.g. high interest in wine, wine knowledge, or high cost of the wine-related trips), all aspects strongly associated with wine and wine-related activities. Differently, the 'wine culture tourists' exhibited a strong interest in cultural tourism activities and winery-related experiences, whereas the 'casual wine tourists' were keenly interested in other tourism activities, in their most general/broadest sense.

The second paper is titled 'Perceived authenticity, satisfaction and behavioural intentions at wineries' and aims to deepen the scientific debate on visitors' profile, perceived authenticity and behaviour at wineries. In particular, the study applies a factor-cluster analysis to profile a convenience sample of 261 wine tourists and to investigate whether visitors' perceived authenticity (i.e. object-based and existential) can be used as suitable segmentation variable in wine tourism. Moreover, a series of Chi-square tests and ANOVA test were run to analyse whether substantial differences do exist among segments based on their socio-demographics (i.e. gender, age, occupation, level of education, and marital status), buying behaviour at wineries, satisfaction and behavioural intentions (i.e. willingness to return to the winery, to recommend it to other through traditional and electronic word-of-mouth, and to buy Sardinian products once back in their home country). The study identified two clusters of wine tourists,: the 'enthusiastic' and the 'indifferent'. No significant differences came out between the clusters neither based on their socio-demographics and on their purchasing behaviour while at the winery. Despite that, the wine tourists 'enthusiastic' for authenticity reported not only higher levels of perceived authenticity but also higher rates of satisfaction and more positive behavioural intentions.

The third paper is titled 'The influence of servicescape and perceived authenticity on winery visitors' satisfaction and their behavioural intentions' and aims to expand the scientific debate on the comparative role that servicescape and authenticity play in wine tourist behaviour, using a convenience sample of 267 winery visitors. Firstly, a series of exploratory factor analyses were carried out to examine the underlying dimensions of the latent variables and assess the construct validity of the servicescape and perceived authenticity constructs. Then, multiple regression analyses were conducted to test the influence of servicescape (i.e. staff service quality, multi-sensory stimuli of the winery, leisure-related activities, aesthetics of the winery and adequate information about the winery) and perceived authenticity (i.e. objective and existential authenticity) on overall satisfaction and three types of

behavioural intentions (i.e. willingness to revisit the winery in Sardinia again, willingness to write a positive comment/review on social media, willingness to learn more about the production area where the best and most renowned regional wines are made). This research indicates that, from a demand-base perspective, the winery's servicescape and the authentic experience at the winery are two constructs of multidimensional nature. Furthermore, the study attests that while both servicescape and authenticity contribute to successful wine tourism experience in Sardinian winery settings, wine tourists' satisfaction and behavioural intentions are influenced by specific servicescape's and authenticity's aspects in different ways.

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Chapter 1

Understanding the Wine Tourist Markets' Motivations, Travel Constraints and Perceptions of Destination Attributes: A Case Study of Winery Visitors in Sardinia, Italy

Abstract

As the growth of wine tourism around the world has become substantial, wine tourist markets' motivations and their behavioural patterns have become more diverse. In existing literature, three major segments of wine tourists with different levels of wine-oriented motivations, wine drinking behaviour and wine knowledge have been usually identified, ranging from wine lovers to wine interested tourists and casual wine tourists. More recently, this market research approach is beginning to move beyond segmentation based merely on a wine-oriented motivation or wine drinking behaviour. Thus, to create a wine tourism-oriented experience, it is necessary to consider other information about why tourists visit certain types of wine regions, what constraints affect their wine travel behaviour, and what types of tourism destination experiences or services tourists prefer to have, besides gaining wine-related knowledge or tasting wine. Such market information can be helpful to maximise wine tourism destinations' potentials and satisfy different needs of wine tourist segments. This chapter examines the profile of wine tourists visiting wineries in Sardinia (*n*=267) and compares them based on their motivations, wine travel-related constraints and perceptions of wine destination attractions, and tourism services. The findings of the study identify three clusters, namely 'wine lovers', 'wine culture tourists' and 'casual wine tourists'. Furthermore, the results highlight that the wine lovers' interest in wine tourism experiences is strongly affected by their perceptions of wine-oriented destination attributes (e.g. wine reputation and a variety of wine-related activities) and also influenced by other travel constraints (e.g. high interest in wine, wine knowledge, or high cost of the wine-related trips), when compared to the 'wine culture tourists', who show higher interest in cultural tourism

activities and winery-related experiences, or 'casual wine tourists' with high interest in other tourism activities. The study suggests that tour operators should find ways to differentiate not only wine-related products but also winery-oriented cultural experiences and services for improving the competitive advantages of wine tourism destinations and tailored tour packages for different wine tourist segments.

1.1 Introduction

As wine tourism has been significantly growing as one of the popular form of special interest tourism (Sparks, 2007) globally since 1990, wine tourism destinations have attracted a wider range of tourists with different levels of wine knowledge or travel motivations. It is noted that the profiles of wine tourists have been widely diversified and are different between regions and wineries (e.g. Alebaki and Iakovidou, 2011). Given the growing demand for wine tourism, research on understanding the profile of wine tourists has become essential in order to satisfy and retain actual visitors and attract new ones by developing new and tailored wine tourism experiences. Several studies have focused on identifying the profiles of wine tourists, by segmenting them according to their motivations, wine lifestyle, visitor demographics and consumption behaviours (Charters and Ali-Knight, 2002; Hall, Longo, Mitchell, and Johnson, 2000). Other researchers have investigated key factors affecting the visitors' experience, satisfaction with the wine tourism experience and future behavioural intentions (Galloway, Mitchell, Getz, Crouch, and Ong, 2008; Getz and Brown, 2006; Sparks, 2007). However, much of the research has relied on adopting a traditional motivation-based approach (e.g. Asero and Patti, 2011) or using the industry-driven secondary data to identify two major segments (such as 'wine lovers' versus 'casual tourists') depending on their level of wine involvement (e.g. Colombini, 2015).

To develop a successful wine tourism destination, however, recent research argues that it is necessary to consider other market segmentation information in comparison with previous demand-based studies that have been already carried out

in other international tourism destinations. Indeed, it is noted that tourists' travel behaviour can be influenced by both individual and supply-related factors. From a demand perspective, further comparison on tourists' expectations or personal barriers is needed as these personal factors can play a major role as either drivers of or barriers towards participating in certain types of tourism activities.

In particular, the inclusion of potential constraints into the wine market segmentation research is necessary as their wine travel behaviour can be easily prevented by other personal travel constraints, due to their interest in wine, limited time, wine knowledge or high cost of wine-related trips (Marzo-Navarro and Pedraja-Iglesias, 2012; Sparks, 2007). From a supply perspective, Byrd, Canziani, Hsieh, Debbage, and Sonmez (2016) point out that apart from the wine core products, destination attributes need to be considered to understand different types of wine tourism experiences sought by wine tourists as both various wine products and supplementary tourism activities can appeal differently to a heterogeneous nature of wine tourist segments. Yet, such information on individual expectations for wine-related travel and perceptions of wine destination attributes is limited at a specific local context, apart from visitors to famous major wineries around the world.

Thus, this chapter aims to examine tourists' wine-oriented motivations, wine travel-related constraints and their perceptions of wine tourism destination attributes. Specifically, the motivation-based market segmentation approach is applied to understanding the profiles of wine tourists visiting the wineries of Sardinia, Italy, as a main case study site for this research. Italy has gained a well-known wine reputation around the world and attracted 14 million wine tourists who generated a total economic impact of 2.5 billion euros in 2016. Despite many well-known wine tourism destinations in Italy, it seems that limited research on the wine tourist markets from a demand-based perspective has been conducted in Italy (Asero and Patti, 2011). Furthermore, according to the XII Report on Italian wine tourism (Associazione Nazionale Città del Vino, 2016), the wine tourism industry in

Italy is also considered to be facing some issues such as a limited ability to welcome visitors (especially given to language barriers) and the relatively poor availability of infrastructure and public transport connecting rural and urban areas. Considering the weaknesses of the wineries in Italy, this empirical research focuses on understanding visitors' perceptions of destination attributes and travel constraints influencing wine tourism behaviour. Findings will be helpful for destination managers and/or marketers to develop new products and broaden new markets, especially for the Sardinia winery case study site, while effectively allocating destination resources and services to meet the tailored needs of different wine tourist market segments.

1.2 Literature Review

Wine tourists have been considered as individuals who are primarily motivated by an interest in wine and wine-related activities and secondarily motivated by the local gastronomy, culture, arts, education and entertainment activities when visiting wine regions (Cohen and Ben-Nun, 2009). Many authors have acknowledged that there is no single and stereotypical typology of wine tourists (Charters and Ali-Knight, 2002), thus underlying the need to apply a segmentation-based approach for effective marketing strategies. This market segmentation approach could help to effectively manage the experience design in order to tailor the tourism offer and to deliver added value experience to the different typologies of tourists (e.g. Galloway *et al.*, 2008). Two main segmentation criteria have been used to define wine tourist profiles, namely socio-demographic characteristics (e.g. Dodd and Bigotte, 1997) and psychographic characteristics. Among these latter, existing studies considered variables such as motives (Alebaki and Iakovidou, 2011; Gatti and Maroni, 2004), lifestyles (Corigliano and Pastore, 1996), interest in and involvement with the wine product (Charters and Ali-Knight, 2002; Marzo-Navarro and Pedraja-Iglesias, 2012), values and personality traits (Galloway *et al.*, 2008), attitudes and travel behaviour

(Williams and Dossa, 2003) and experiential aspects of consumption (Getz and Brown, 2006; Sparks, 2007).

One noteworthy study conducted by Hall and Macionis (1998) profiled wine tourists based on their interest/motivation in wine, wine knowledge and drinking behaviour; three clusters have been identified (namely: 'wine lovers', 'wine interested' and 'curious tourists') with significant differences in their motivations to travel and to practice wine tourism. For example, the 'wine lovers' appear to have a stronger motivation for tasting premium wines and learning about wine culture, while the 'curious tourists' are more interested in enjoying social interaction and engaging in leisure and entertainment activities. Considering multiple motivations sought by a wider range of wine tourist segments, several authors have been using similar classifications in different countries by making incremental modifications to Hall and Macionis' (1998) study, thus expanding the geographical understanding of wine tourist behaviour with a great emphasis on wine-related activities and services.

However, other researchers argue that there is the need to examine how wine tourists differently perceive various aspects of wine destination attributes (e.g. landscapes, gastronomic products, restaurants or cultural heritage) and which factors limit their participation in wine tourism-related activities. Especially, this extended market research is essential, given that it can help to identify wine tourists' specific responses to a broader context of wine tourism experiences, beyond wine-related activities. Indeed, Hall *et al.* (2000) point out that the wine tourism experience is influenced by a blend of the numerous attributes of the wine destination attribute elements can contribute to the creation of the total image of the winescape in the minds of wine tourists. This suggests the need to investigate the perceptions of tourists towards the wine region attributes which underpin the holistic/integrated wine tourist experience, rather than only focusing on the individual benefit for wine-related activities (Byrd *et al.*, 2016, p. 20). Moreover, some recent research has also attempted to gain a deeper understanding of the critical success factors (e.g. visitor motivations and perceptions) influencing various aspects of travel behaviour or the

main barriers that prevent tourists to undertake wine tourism activities (such as time, wine knowledge, costs, proximity of tourist destinations, or social pressure) (Gross and Brown, 2006; Marzo-Navarro and Pedraja-Iglesias, 2012). This additional marketing information will help wine producers build a complete and unique wine tourism experience for tailored target markets ranging from wine lovers to curious tourists.

Therefore, it is evident that wineries and destination management organisations are still challenged, especially in Italy, by the need to deepen their understanding around the wine tourists' expectations and needs, their motivations, and other travel constraints influencing wine travel behaviour; in fact, this knowledge would be undoubtedly beneficial to support them in their attempt to design their offer in order to be more able to meet the desires, needs and expectations of their target market (e.g. Marzo-Navarro and Pedraja-Iglesias, 2012). Adopting a consumer-centric perspective, this study aims to investigate whether wine tourist profile differs based on tourists' wine-related motivations, and whether significant differences exist among clusters based on socio-demographic characteristics of respondents, their perceptions of wine tourism destination attributes, and wine travel-related constraints.

1.3 Study Area: The Sardinia Wine Region

Italy is one of the top wine exporters in the world in terms of value and volume even if Sardinia, the second largest island of Italy, located in the middle of the Mediterranean Sea, plays a moderate, but fast-growing role in the national wine sector. Winemaking was historically handled by cooperatives until the 1980s when production in high volume with relatively high alcohol was restructured to focus on local labels by improving quality of its own special grape varieties and reducing yields in order to focus on quality rather than quantity. The wine sector is starting to play an important role in the region due to its history, environment, culture and

economy. Two national organisations are highly committed to developing the national wine tourism industry, namely the Movimento del Turismo del Vino (Wine Tourism Movement), made up of 1000 Italian wineries, and the Associazione Nazionale Città del Vino, term referring to the townships of wine areas.

1.4 Method

For the purposes of this study, a survey instrument was developed based on prior literature. The questionnaire was divided into five sections. The first asked respondents for some general socio-demographic and travel-related information. The second included a list of twenty-six items specifically used to investigate the attributes that wine tourists consider when selecting a wine tourism destination to be visited; the items were sourced from previous wine tourism research (Galloway *et al.*, 2008; Getz and Brown, 2006; Marzo-Navarro and Pedraja-Iglesias, 2012). A 5-point Likert scale (1 = not at all important, 5 = very important) was used to obtain these responses. A total list of ten motivation items has been used to explore the main reasons that lead tourists to experience wine tourism and visit wineries (of these, five items were targeted for wine-related activities) (Galloway *et al.*, 2008; Marzo-Navarro and Pedraja-Iglesias, 2012; Sparks, 2007).

A list of eight items concerned barriers to practising wine tourism such as time, costs and interest in wine-related and tourism activities (Getz and Brown, 2006; Gross and Brown, 2006; Lam and Hsu, 2006; Marzo-Navarro and Pedraja-Iglesias, 2012; Mckercher and Chan, 2005; Sparks, 2007).

In June–September 2015, two trained interviewers, directly supervised by one of the authors, collected data for this study, with face-to-face interactions, from wineries located all around the Sardinia Region; the specific wineries (n = 10) were selected given their medium-high involvement in wine tourism activities. Respondents were intercepted at the end of their visit at the winery to assure that their responses were able to capture the overall visit experience. At the end of data

collection, a convenience sample of 267 complete questionnaires was obtained and used in this study. For the purpose of our research, a cluster analysis approach was adopted. Specifically, data were analysed in three stages. First, the respondents' scores for items related to the wine-oriented travel motivations were used to cluster the participants into different homogeneous groups. Next, similarly to prior tourism studies (Park and Yoon, 2009; Prayag and Hosany, 2014), discriminant analysis was used to confirm the validity of the cluster solution. Finally, the segments obtained were profiled based on 1) general travel motivations, 2) perceived importance of wine tourism destination attributes, 3) factors influencing wine travel behaviour and 4) socio-demographic variables.

1.5 Results

1.5.1 Overall Profile of the Sample

The overall sample (n = 267) comprised of 52.8% of females and 46.1% of males. The greatest proportion of respondents were aged between 35 and 54 years (43.9%). Approximately, a third (33.2%) were in the younger-age group (between 20 and 34 years old) and 16.6% were over 55 years of age. About half of the respondents had university/postgraduate degrees (48.3%), while 36.5% had college qualifications. A majority of the participants had a job as an employee (31.4%), an executive/manager (16.6%) or self-employed (13.7%), while one-third of them (35.8%) were retired or unemployed. About 27.3% of respondents were from Sardinia. Italian domestic visitors represented 34.7% of respondents, while the international market accounted for 29.2% of respondents. With regard to past experiences visiting wine tourism destinations, about a half of the respondents visited the wine tourism destination once (20.3%) or several times (26.6%) over the last year, while 21.8% had not visited in the past year. Finally, respondents reported buying Sardinian wines (63.7%) or Sardinian food (20.4%) at the end of the visit to the winery.

1.5.2 Cluster Analysis

Cluster analysis was conducted to classify respondents into subgroups on the basis of their responses to the five wine-oriented travel motivation items (e.g. tasting wine, learning about the wine culture, interacting with the winery staff, purchasing wines at a reasonable price and purchasing rare and expensive wines).

A combination of methods – in this case a two-step clustering procedure (hierarchical Ward method, followed by non-hierarchical k-means) - was applied to determine the optimal cluster solution, as suggested by previous scholars (Bacher, Poge and Wenzig, 2010; Muller and Hamm, 2014). Respondents were classified into different groups based on their wine-oriented travel motivations. Firstly, an exploratory hierarchical cluster (Ward method-Manhattan distances) was performed on a randomly generated sample (extracted from the raw sample) to identify potential clusters in the data (Punj and Stewart, 1983). Hence, the dendrogram (i.e. the cluster tree displaying the distance level at which there was a combination of objects and clusters) provided by SPSS was inspected. Specifically, the dendrogram was read from left to right to see at which distance objects had been combined. Then, we analysed the increase in the distance between clusters to identify the biggest increase; this was reported to exist between clusters 2 and 3, thus indicating that the three cluster-based solutions divided the sample into much more homogenous groups than any other solutions (a two of four cluster-based solution). ANOVA test (p-value < 0.00) confirmed the validity of the three cluster-based solution (Hair *et al.*, 2010). Then, a non-hierarchical method (k-means) was applied, ranging from 2 to 4 clusters to identify distinct clusters. Results confirmed that the three-cluster solution was the most suitable as it yielded a substantial size for each cluster. Each cluster showed distinct differences in their wine tourism motivation items, reflecting a generalist-specialist continuum which ranged from 'casual wine tourists' to 'wine culture tourists' and to 'wine lovers' (Table 1.1).

The three-cluster solution was also validated with a more stringent discriminant analysis which showed a significant difference (p < 0.001) in the overall Wilks'

lambda statistics and over 90% of cross-validated groups, thus indicating high accuracy and reliability of the cluster analysis.

As seen in Table 1.1, the 'wine lovers' group (n = 138) consisted of the largest size of the total sample (52%), exhibiting higher levels of motivation towards wine-related activities than the other two groups.

The 'wine culture tourists' group (n = 81, 30%) also showed higher levels of wine tourism motivations but were less interested in purchasing wine during their travel. The 'casual wine tourists' group (n = 48, 18%) had a smaller size of the total sample and were moderately interested in wine-related activities (e.g. wine tasting and experiencing wine culture). The result of ANOVA analysis confirmed that significant differences among the three clusters were found in all five items with p < 0.001.

Table 1.1 Travel motivations by the wine-related travel motivation groups

	Wine lovers (n=138)		Wine culture tourists (n=81)		Casual wine tourists (n=48)		Total (n=267)		ANOVA test	
	Mean	S.D.	Mean	S.D.	Mean	S.D	Mean	S.D.	F	Sig.
Wine-related travel motivations To have the possibility to taste wines	4.47	0.747	4.42	0.756	2.94	.909	4.18	.972	74.189	.000
To learn new things about the culture of wine	4.41	0.731	4.33	0.775	2.94	.954	4.12	.962	66.027	.000
To interact with the owner and employees of the winery and to learn something about its history of this company	4.42	0.781	4.35	0.809	2.69	1.075	4.09	1.071	79.622	.000
To have the opportunity to purchase wines at a reasonable price	4.50	0.675	3.28	1.040	2.73	1.005	3.81	1.132	96.885	.000
To have the opportunity to purchase rare and expensive wines not elsewhere available	4.41	0.690	2.69	0.875	2.52	1.052	3.55	1.211	156.463	.000
General travel motivations To enjoy new experiences/to do something new	4.36	0.704	4.23	0.810	3.25	0.957	4.12	.886	36.746	.000
To participate in cultural and recreational activities	3.93	1.071	3.85	1.074	3.15	1.167	3.76	1.124	9.541	.000
To escape from routine/stress of daily life	4.03	0.996	3.63	1.167	2.96	1.166	3.72	1.148	17.822	.000
To share value and experiences with other people	3.94	1.013	3.63	1.078	2.92	1.048	3.66	1.102	17.340	.000
To do something original and unique	3.71	1.259	3.23	1.268	2.81	1.179	3.40	1.291	10.323	.000

Moreover, in order to further test the validity and accuracy of the three-cluster solution, a multiple discriminant analysis with a bootstrapping procedure (Ernst and Dolnicar, 2018) was conducted. The results (Table 1.2 and Table 1.3) show that two discriminant functions were extracted, explaining the majority of variance. Wilks's lambda test and univariate F test show that the wine-oriented motivation items make a statistically significant contribution to the discriminant functions. The canonical correlations for the two functions are high and significant ($p<0.001$), indicating that the model explains a significant relationship between the functions and the dependent variable.

Table 1.2 Structure Matrix

	Function	
	1	2
To have the opportunity to purchase rare and expensive wines not elsewhere available	.640[*]	
To have the opportunity to purchase wines at a reasonable price	.529[*]	
To interact with the owner and employees of the winery and to learn something about its history of this company		.504[*]
To have the possibility to taste wines		.495[*]
To learn new things about the culture of wine		.454[*]

Table 1.3 Summary results of multiple discriminant analysis

Clusters	Group centroids	
Wine culture tourists	-.816	1.249
Wine lovers	1.415	-.335
Casual wine tourists	-2.692	-1.145
Eigenvalue	2.569	.776
Canonical correlation	.848	.661
Wilk's Lamba	.158	.563
Chi-square	483.803	150.487
Significance	.000	.000

In addition, the classification matrix of respondents (Table 1.4) shows that a substantial proportion of cases (97.4%) were classified correctly (hit-ratio) in their respective group, demonstrating a very high accuracy rate (Hair *et al.*, 2006). Finally,

the bootstrap procedure confirmed that the 97.8% of original grouped cases were correctly classified.

Table 1.4 Classification results

Actual group	# of cases	Predicted group membership		
		Wine culture tourists	Wine lovers	Casual wine tourists
Wine culture tourists	81	**77**(95.1%)	4(4.9%)	0(0%)
Wine lovers	138	0(0%)	**138**(100%)	0(0%)
Casual wine tourists	48	2(4.2%)	0(0%)	**46**(95.8%)

1.5.3 The Profiles of Three Wine Tourism Motivation-Based Segments

A series of chi-squared tests were carried out to check group differences and develop a demographic profile of each group. However, there were no significant differences among the three clusters, thus indicating that the three groups had similar demographic profiles in terms of respondents' education, place of residence, age and gender. With regard to the previous wine tourism experience, significant differences were found among the three groups ($\chi2 = 9.419$, $p < 0.05$). Respondents with higher interest in wine-related activities (i.e. 'wine culture tourists' group and 'wine lovers') had experienced visiting the wine tourism destinations more than 'casual tourists' groups, of whom almost half had no previous wine tourism experience.

1.5.4 Travel Motivations Among the Three Cluster Groups

A series of ANOVA tests were performed to compare different levels of travel motivations among the three clusters. Significant differences were found in all the motivation items (Table 1.1). Respondents in the 'wine lovers' group showed higher levels of motivations in all of the wine-related items (mean > 4.0) compared to the other two groups. The 'wine culture tourists' were highly interested in 'tasting wine' (mean = 4.42), 'interacting with the winery staff' (mean = 4.35) and 'learning about new things about wine culture' (mean = 4.33) but showed only moderate levels of interest in purchasing wines at a reasonable price (mean = 3.28). The 'casual wine tourists' were moderately interested in 'enjoying new experience' (mean = 3.25) and

'participating in cultural and recreation activities' (mean = 3.15) but they showed only low levels of interest in wine-related experiences (mean scores were less than 3.0).

1.5.5 Perceived Importance of Wine Tourism Destination Attributes

As shown in Table 1.5, participants were asked to rate the level of importance of destination attributes that determine the selection of wine tourism destination. Significant differences were found in 26 items of the destination attributes among the three groups, except two items (e.g. tasting the wine produced at wineries and the existence of sports activities).

The 'wine lovers' give the highest importance to wine-related attributes such as tasting the wine, buying the wine produced at the wineries, and having wine specialists (mean scores were over 4.0). Similarly, the wine tasting, winery-related attributes and the appeal of natural environment were also highly important for the 'wine culture tourists' group (i.e. mean scores were over 3.8), although the scores were lower than those of the 'wine lovers' group. Other attributes such as gastronomic activities and wine-related tours were moderately important for both the 'wine lovers' and the 'wine culture tourists' group (i.e. mean scores ranged from 3.5 to 3.9).

By contrast, the 'casual wine tourists' indicated that tasting wine (mean = 4.32), visiting wineries (mean = 3.89) and buying wines at the wineries (mean = 3.83) were moderately important attributes for them. However, individuals in this cluster were the least likely to place importance on other wine-related attributes. Furthermore, they considered some of the other tours/facilities attributes (e.g. gastronomic activities, markets for agricultural products and participating in cultural tourism in the area) as being more important (mean scores ranged from 3.09 to 3.35), compared to other winery tour-related attributes (e.g. meeting the winery owners, organised wine tourism trips; mean scores were less than 2.8).

Table 1.5 Perceived importance of wine tourism destination attributes by the wine-related travel motivation groups

	Wine lovers (n=138)		Wine culture tourists (n=81)		Casual wine tourists (n=48)		Total (n=267)		ANOVA test	
	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.	F	Sig.
Wine tasting										
To be able to taste the wines produced at wineries	4.62	0.687	4.60	0.719	4.32	0.935	4.56	0.751	2.988	.052
Being able to buy the wines produced at the wineries	4.53	0.718	4.25	0.956	3.83	1.185	4.32	0.925	11.305	.000
The possibility of taking wine tasting courses	3.76	1.110	3.31	1.251	2.81	1.154	3.45	1.214	12.725	.000
Wine reputation										
The fame of the wine in the region	3.69	0.959	3.25	1.031	3.15	1.255	3.46	1.064	7.349	.001
The area to be visited is famous for its wines	3.43	1.188	3.12	1.166	2.81	1.266	3.22	1.214	5.125	.007
Winery-related attributes										
Being able to visit wineries	4.48	0.737	4.32	0.906	3.89	1.047	4.33	0.874	8.273	.000
Having wine specialists take care of you during visits	4.39	0.834	4.23	0.981	3.69	1.170	4.21	0.977	9.714	.000
The visiting hour of the wineries are long/extended	3.94	0.879	3.51	1.102	3.46	1.110	3.72	1.017	6.720	.001
Meeting the winery owners	3.85	1.183	3.62	1.007	2.83	1.226	3.60	1.196	14.102	.000
The possibility of participating in wine production activities	3.87	0.942	3.77	1.028	3.00	1.167	3.68	1.058	13.554	.000
Wine tours and activities										
The existence of well-defined wine routes in the region	3.62	1.109	3.42	1.071	2.94	1.156	3.43	1.130	6.705	.001
The existence of organised wine tourism trips	3.58	1.168	3.48	1.190	2.76	1.233	3.40	1.219	8.357	.000
The existence of wine museums or exhibitions	3.30	1.280	3.11	1.183	2.46	1.031	3.09	1.244	8.611	.000
Natural environment and gastronomic activities										
The appeal of the natural environment in the area	3.97	1.003	3.99	0.994	3.56	1.050	3.90	1.018	3.333	.037
The climate of the area	3.57	1.126	3.26	1.253	3.15	1.052	3.40	1.164	3.305	.038
The existence of specific gastronomic activities	3.99	0.974	3.67	1.084	3.35	1.120	3.78	1.059	7.262	.001
The existence of a varied gastronomic offer	3.83	1.107	3.50	1.222	3.19	1.161	3.61	1.174	6.018	.003
The possibility of eating at the wineries	3.64	1.156	3.06	1.258	3.11	1.269	3.37	1.235	7.010	.001
Tours/activities/facilities										

	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.	F	Sig.
The possibility of participating in cultural tourism in the area	3.79	0.973	3.65	0.868	3.02	1.062	3.61	0.997	11.500	.000
The existence of stores/open-air markets for agricultural products from the area	3.71	1.055	3.41	0.985	3.15	1.063	3.52	1.054	5.825	.003
The existence of stores/open-air markets for artisan products from the area	3.55	1.046	3.33	1.061	3.09	1.139	3.40	1.078	3.573	.029
The existence of organised trips (lodging, visit, tasting, etc.)	3.60	1.239	3.11	1.235	2.96	1.334	3.34	1.281	6.434	.002
The existence of specific lodging	3.40	1.213	2.94	1.218	3.15	1.167	3.21	1.219	3.758	.025
The existence of leisure/wine therapy activities	2.93	1.373	2.47	1.333	2.07	1.162	2.64	1.364	8.391	.000
The existence of activities for children	2.87	1.344	2.46	1.235	2.13	1.064	2.61	1.294	7.018	.001
The existence of sports activities in the area	2.50	1.330	2.22	1.304	2.19	1.299	2.36	1.320	1.635	.197

1.5.6 Factors Influencing Wine Travel Behaviour

Table 1.6 provides an overview of the factors limiting tourists' participation in wine tourism. Results of ANOVA tests indicated that substantial differences were found among the clusters in relation to two items, namely the high cost of wine-related trips ($p < 0.05$) and the level of interest in wine and wine tourism activities ($p < 0.01$). The high interest in wine and wine tourism activities was the important factor for the 'wine lovers' who wanted to participate in the wine-related trips (mean = 4.12); the other two clusters showed the lowest scores ('wine culture tourists': mean = 3.85, 'casual wine tourists': mean = 3.25). The high cost of wine tourism trips was the least important factor affecting wine travel behaviour, especially for the casual wine tourists (mean = 2.45); the other two groups reported the highest scores (wine lovers: mean = 2.88, wine culture tourists: mean = 2.54).

Table 1.6 Factors influencing wine travel behaviour

	Wine lovers (n=138)		Wine culture tourists (n=81)		Casual wine tourists (n=48)		Total (n=267)		ANOVA test	
	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.	F	Sig.
I am interested in wine and in the activities related to it	4.12	.997	3.85	1.085	3.25	1.263	3.88	1.118	11.572	.000
Wine tourism is not an activity /type of tourism for everybody	3.33	1.322	3.30	1.470	2.90	1.242	3.24	1.360	1.922	.148

I think that there are more interesting wine tourism destinations than Sardinia	3.13	1.158	3.17	1.034	2.79	1.071	3.08	1.111	2.058	.130
My parent, relatives and friends think that there are more interesting wine tourism destinations than Sardinia	2.98	1.335	3.08	1.188	2.94	1.295	3.00	1.281	.214	.808
In order to fully enjoy wine tourism, a basic knowledge of the culture of wine is requested	3.07	1.407	2.99	1.270	2.69	1.257	2.98	1.343	1.471	.232
You need a lot of time to participate in wine tourism	2.96	1.229	2.98	.935	2.70	1.041	2.92	1.115	1.104	.333
The cost of trips related to wine tourism is very high	2.88	1.273	2.54	1.073	2.46	1.010	2.70	1.182	3.450	.033
To participate in wine tourism, it is important that the area to be visited is close to my home	2.59	1.344	2.31	1.281	2.17	1.148	2.43	1.299	2.324	.100

1.6 Conclusions and Implications

Researchers and practitioners concur that to effectively develop wine tourism it is vital to understand wine tourists' expectations, needs or preferences for wine tourism experience, in terms of what types of destination attributes, services and activities they seek out, and what individual factors drive or limit them to engage in wine tourism experiences (Bruwer *et al.*, 2018; Charters and Ali-Knight, 2002; Gross and Brown, 2006). Despite Italy having great potential in terms of wine tourism development, there is still a lack of segmentation-based studies aimed at identifying different drivers or constraints influencing wine travel behaviour at a specific local context (e.g. Colombini, 2015; Corigliano and Pastore, 1996; Gatti and Maroni, 2004). Therefore, this study was directed to extend a motivation-based market segmentation approach, with a focus on profiling different segments of wine tourist markets that visit wineries in Sardinia, Italy. The results of this study revealed that Sardinia attracts a larger number of wine specialist markets, and three distinctive segments exist among winery visitors to this region, namely 'wine lovers', 'wine culture tourists' and 'casual wine tourists'. The profiles of these three subgroups reflect a specialisation continuum, ranging from the novice/generalist to the expert/specialist, which is similarly identified by the previous research (Alebaki and Iakovidou, 2011; Charters and Ali-Knight, 2002). That is, the 'wine lovers' and 'wine culture tourists' expressed higher interest in wine-related travel motivations in

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comparison with the 'casual wine tourists' (Hall and Macionis, 1998). The two wine-oriented segments were also differentiated depending on the level of their interest in wine reputation and wine purchasing behaviour, indicating the 'wine lovers' with the highest interest in purchasing expensive and rare wines, compared to the 'wine culture tourists'. As expected, the 'casual wine tourist' choices seemed more driven by general tourism motives such as enjoying new experiences and participating in cultural/recreational activities.

Given the three cluster-based market segmentation, this study makes a further step in the attempt to gain a better understanding of the type of destination attributes (pull factors) sought by the wine tourist market segments that have been less investigated in the literature (e.g. Bruwer *et al.*, 2018; Byrd *et al.*, 2016). Much of previous segmentation research often focused on profiling wine tourists' motivations, socio-demographic characteristics and behavioural features (e.g. Alebaki and Iakovidou, 2011; Charters and Ali-Knight, 2002; Galloway *et al.*, 2008; Getz and Brown, 2006; Williams and Dossa, 2003).The findings provide additional valuable insights into the appeal of destination attributes, apart from the wine products. Similar to the findings of the recent research conducted by Bruwer, Prayag, and Disegna (2018), it highlights that the core wine destination components (i.e. tasting wine, wineries and the natural environment) are the primary factors that attract all three wine tourist segments to wineries as these elements are often targeted as the core destination image in wine tourists' mind. It is also suggested that apart from wine products, various winery-related services and general tourism features available at the destination are critical (Correia and Brito, 2016; Getz and Brown, 2006) as they could be utilised as the bundle of destination benefits— both tangible and intangible—that pull the tourist to visit, revisit and/or recommend the destination to others, as emerged in recent research (Byrd *et al.*, 2016; Sparks, 2007).

Additional findings drawn from this research highlight the need to understand how potential constraints prevent the tourist's desire to travel to the wine region (Marzo-Navarro and Pedraja-Iglesias, 2012; Sparks, 2007). The findings show that

travel behaviour of all three wine tourist segments appeared to be mostly influenced by the level of interest in wine and activities related to it (Charters and Ali-Knight, 2002; Hall and Macionis, 1998), while other barriers such as time, cost or proximity to the winery were less important factors in affecting tourists' choice to undertake wine tourism (Cho *et al.*, 2017; Gross and Brown, 2006). In this study, significant differences emerged between the wine tourist subgroups in relation to the level of interest in wine-related activities and the cost of wine-related trips. It was found that the 'wine culture tourists' and 'wine lovers' appeared to evaluate the high cost of the trip as a potential barrier, compared to the 'casual wine tourists' who were more affected by the level of interest in wine-related tourism activities. Reasons behind this finding may be attributed to their interest in buying local wines and food products at the destination and/or participate in guided-tasting and activities related to the wine that usually are not free of charge, thus generating some concern about the cost of the trip among the wine specialist groups. As Cho *et al.* (2017) point out, a variety of cost-effective tourism activities (e.g. free wine tasting, meeting local winemakers, visiting wine-related heritage sites or entertainment activities) can be developed as add-on experiences, targeting the general wine tourists who are more interested in experiencing tourism services and cultural activities, beyond wine itself. Thus, acknowledging wine travel constraints could assist wineries to differentiate their tourism products or services, with tailored special offers which help to stimulate further interest in wine or minimise higher cost of the trip, as suggested by Marzo-Navarro and Pedraja-Iglesias (2012).

The findings of this study offer practical implications to Sardinia policymakers, destination marketers and wine producers in their attempt to increase the attractiveness of their region and the total wine tourism experience for tourists who are interested in wine tourism activities. Furthermore, the results indicate that it would be useful to develop distinctive marketing efforts in attracting three major segments—wine experts, wine culture tourists or casual wine tourists. For instance, targeting wine experts with wine reputation and a bundle of wine and gastronomic

services would be beneficial as they are more prone to buy rare and expensive wine and explore local food products as souvenirs (thus helping to spread the brand awareness and image of Sardinian products). This latter point suggests that tourism can be effectively considered as a lever to further expanding wine export markets and developing intimate/strong relationship among tourism marketing and territorial marketing (Charters and Ali-Knight, 2002; Getz and Brown, 2006). More importantly, the cultural aspect of winery regions can be separately targeted as the core wine tourism experience (Cohen and Ben-Nun, 2009; Marzo-Navarro and Pedraja-Iglesias, 2012), as it can appeal to another emerging tourist market, namely the 'wine culture tourists'. This can be done by carefully designed itineraries with both winery-related activities and supplementary activities (Byrd *et al.*, 2016; Thomas *et al.*, 2018) that would stimulate further memorable cultural experience and extend their visitation to other wineries (e.g. cultural activities associated with wineries, local people and gastronomic culture). As for the 'casual wine tourists', a crucial implication of this finding is the need to focus on increasing the interest in the wine product for the 'casual wine tourists' through recreational activities that may stimulate further involvement with wine tourism experience since their lack of interest in wine-related activities plays as one of the main barriers in preventing them from participating in wine-related trips (Cho *et al.*, 2017). Thus, this study suggests that further development of story-telling of unique winery culture or recreational activities could be beneficial for improving potential economic benefits of wine tourism destinations (Thomas *et al.*, 2018) as it can reach out to a larger size of generalist tourism markets.

Furthermore, the study is not free from limitations. Firstly, it uses a convenience sample, thus findings cannot be generalised. Secondly, the study is based on data collected intercepting tourists visiting wineries while wine tourists might practise wine tourism also in other locations/attractions (e.g. wine museums, food and wine festival). In the future, it would be interesting to replicate the study collecting data in

other national/international tourism destinations also considering the possibility to intercept potential respondents in no winery-related contexts.

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Chapter 2

Perceived Authenticity, Satisfaction and Behavioural Intentions at Wineries

Abstract

Wine tourism can be considered as an effective distribution channel for sustaining direct sales and export markets. Hence, any research deepening our understanding about wine tourists is pivotal for scholars and practitioners. This study was carried out on 261 visitors at Sardinian wineries to investigate whether their perceived authenticity during the visit (i.e. object-based and existential) can be used as a suitable segmentation variable. Further, it seeks to analyse whether segments differ in terms of socio-demographics, purchasing behaviour, satisfaction and behavioural intentions. To achieve these goals, factor-cluster analysis, Chi-square tests and an Anova test were run. Two clusters were identified («enthusiastic» and «indifferent») with no significant differences based on their socio-demographics (gender, age, occupation, level of education and marital status) and on their buying behaviour while at the winery. However, individuals with the highest perceived authenticity expressed higher levels of satisfaction and more positive behavioural intentions. Contributions to the body of knowledge and managerial implications are discussed, and suggestions for further research are given.

Keywords: Segmentation, authenticity, experience, wine tourists, Italy.

2.1 Introduction

Wine tourism destinations around the world, and the wineries working within them, are nowadays facing fierce competition in attracting visitors interested in enjoying wine-related tourism experiences (Charters and Ali-Knight, 2002; Hall *et al.*, 2000). In such a scenario, planning and implementing effective branding strategies aimed to develop and sustain a unique positioning is a key success factor for gaining

a sustainable competitive advantage over competitors (Pucci *et al.,* 2017). As far as this aspect is concerned, many researchers currently concur that the tourism sector has been affected over time by a progressive commodification of tourism experiences, thus compromising the availability of authentic and unique touristic experiences delivered to tourists (MacCannell, 1973; Wang, 1999). Tourists are nowadays struggling to find places where they can experience, feel and «touch» the local identity and authenticity by learning about local lifestyles, gastronomy, customs and culture (MacCannell, 1977; Martinengo and Gilli, 2017; Ramkissoon and Uysal, 2010; Yoon and Uysal, 2005).

Hence, creating and delivering authentic wine-based tourism experiences and planning a branding strategy that considers authenticity as being one of the main branding ingredients might help destinations and wineries to differentiate themselves and to improve their attractiveness (Cohen, 1988; Marine-Roig, 2015; Sedmak and Mihalič, 2008; Wang, 2007).

This explains why a growing number of academic studies have been devoted to deeply investigate this tourism phenomenon. Academics have attempted to understand what the underlying tourist motivations and behaviours are that allow tourists to look for authentic experiences in different settings and, in turn, what the strategic and tactical implications are concerning tourist destination management (Brida *et al.,* 2013a; Kim and Bonn, 2016; Kolar and Zabkar, 2010).

Accordingly, this enlightens why, in the last two decades, several academic studies have been developed to deepen our understanding about authenticity in tourism and its dimensions, the meanings that consumers and travellers attach to it, and the influence it exerts in shaping their satisfaction and behavioural intention (e.g. Brida *et al.,* 2013a; Kim and Bonn, 2016; Kolar and Zabkar, 2010). In doing this, existing literature has often underlined the fact that the different definitions/dimensions of tourism authenticity can co-exist, thus suggesting that further research is needed to investigate how they jointly interact in shaping the experience of consumption (Kolar and Zabkar, 2010; Wang, 1999). Based on the

experiential approach, the values consumers feel and gain through the experience of consumption are extremely subjective and contextually rooted (Gallarza *et al.,* 2017; Hirschman and Holbrook, 1982) and strongly elicited by the atmospherics and servicescape in which the experience of consumption occurs (e.g. the wine cellar in itself when tourists visit it) (Bitner, 1992). In this vein, several studies rooted in the experiential paradigm highlight the importance that authenticity exerts in eliciting emotions (Del Chiappa *et al.,* 2014a) and «in shaping consumers' interpretation of, and satisfaction with, the tourism experience» (Brent Ritchie *et al.,* 2011, p. 434).

Existing literature offers several studies devoted to authenticity, which have been applied to different tourism and hospitality settings (e.g. destinations, museums, restaurant, events, etc.) (Atzeni *et al.,* 2018). However, with few exceptions (e.g. Kim and Bonn, 2016), research related to this concept has not been applied in wine tourism destinations and wineries. In particular, there is still poor research that examines the different dimensions of authenticity as perceived by visitors at wineries, their influence on visitors' satisfaction and their behavioural intentions. This occurs despite the fact that any research aimed at deepening our understanding of the factors influencing satisfaction, purchasing behaviour and future intentions of visitors at wineries is certainly pivotal for both researchers and practitioners, and particularly for winemakers who often consider wine tourism as a valid and effective distribution channel (Byrd *et al.,* 2016) that complements the traditional ones in a further way to internationalise their markets (Bruwer, 2003; Sekulic *et al.,* 2016). This is especially evident when the Italian winemakers are considered; according to the XII Report on wine tourism in Italy (Associazione Nazionale Citta del Vino, 2016), wine makers are often struggling to identify effective marketing strategies to face a domestic market that has been suffering in the last few years.

This study was therefore carried out to deepen the scientific debate around this somewhat under-investigated research area, and to provide useful information to wine producers attempting to position their offer as an authentic consumption experience able to please visitors, to make them satisfied and willing to return

and/or to recommend the visit to others. Specifically, this research investigates whether the authenticity perceived by tourists during the visit at a winery (i.e. object-based authenticity and existential authenticity) can be used as a suitable segmentation variable. Furthermore, it seeks to analyse whether segments differ in term of socio-demographic characteristics, overall satisfaction, behavioural intentions and purchase behaviour. To achieve these goals, a factor-cluster analysis, a series of Chi-square tests, and Anova tests were run on a sample of 261 visitors who visited wineries in the Sardinia Region in the period June-September 2015.

2.2 Literature review

Wine tourism has been defined in various ways in existing literature. According to Getz *et al.* (1999, p. 21) wine tourism is «a form of consumer behaviour based on the appeal of wine and wine regions, and the development of marketing strategies for the wine industry and destinations in which the wineries and the experiences related to wine are the main attractions». During the last decades, several studies have been devoted to deepen our knowledge and understanding about the attitudes and behaviour of wine tourists, giving particular attention to their motivations, lifestyle and consumption, and post-visit behaviour (Hall and Prayag, 2017). Hence, several studies contribute in explaining «who is the wine tourist» (Charters and Ali-Knight, 2002) in terms of their interest in wine, wine knowledge and drinking behaviour (Hall and Macionis, 1998), involvement with the wine product (Gross and Brown, 2006; Johnson, 1998), values and personality traits (Galloway *et al.*, 2008), travel behaviour and experiential attitudes (Sparks, 2007), motivations, perceptions towards wine tourism attributes and barriers, and behavioural intentions to revisit wine tourism destinations (Marzo-Navarro and Pedraja-Iglesias, 2012). This large amount of research has contributed to unveil that there is no single stereotype of wine tourists, as they differ depending on regions and features of the countries where they are based (Marzo-Navarro and Pedraja-Iglesias, 2009).

In general, wine tourists seek pleasurable and holidaying experiences to fulfill leisure and hedonic needs by undertaking activities in the context of winescape, such as enjoying the surrounding environment, ambience, atmosphere, and learning about the regional culture, local wine and food (Bruwer and Alant 2009, p. 236). Since consumer experience is something subjective that takes place in one person's mind (Pine and Gilmore, 1998), even if two people participate to the same event, they will not have the same experience (Pencarelli and Forlani, 2016). In other words, experiences are extremely subjective, relativistic and contextual (Gallarza *et al.,* 2017). Hence, wineries should stage extraordinary experiences triggered by «unusual events and characterised by high levels of emotional intensity and experience» in accordance with the expectations of different types of visitors (Ali-Knight and Carlsen, 2003).

Several authors have been made an effort to investigate the needs, expectations and desires of wine tourists as the main input to inform an effective experience design strategy that is able to make visitors satisfied and prone to return to the wine tourism destination and/or the winery and/or to recommend them to others. The service quality elements such as friendliness of winery staff, opportunities to experience wine tasting, and wine making, are some of the most relevant attributes of wine tourism experiences (Cohen and Ben-Nun, 2009), as they are a determinant of satisfaction (Getz and Brown, 2006), purchases and brand loyalty (O'Neill and Charters, 2000). Besides the abovementioned elements, the winery atmosphere, opportunities for personal growth and escape from daily routine, cultural and family activities (e.g. socialising, educational activities, etc.) are considered valid reasons for visiting wineries (Alant and Bruwer, 2004; Hall *et al.,* 2000; Sparks, 2007).

Sekulic *et al.* (2016, p. 231) underline that «wine tourism is widely recognised as a unique tourism product for visitors who are seeking authentic multi-dimensional experience». This explains why, from the supply-side perspective, authenticity has been considered as an intangible asset (Pearce and Moscardo, 1986), able to create value, potentiate the touristic attractiveness of the destination, and reinforce the

identity of the local communities. Despite this, a quite recent meta-analysis related to wine tourism experience (Carlsen and Boksberger, 2011) critically highlights that little attention has been given to authenticity in wine tourism in existing literature, with authenticity being potentially linked to several aspects of the wine tourism experience (e.g. the location itself, activities and events around the destination and within a specific winery, the interaction with the staff and the winemaker while enjoying local food and beverage, etc.).

In the 1970s, MacCannell (1973) introduced the authenticity concept in tourism to explain tourists' motivation and experience. He advocated for a better understanding of the tourist experience by examining the deeply ingrained social changes that exist outside the tourism market and that shape tourists' reality and experiences.

Despite the large amount of studies, it is still unclear whether authenticity is an objectively identifiable property of objects and cultures (Wang, 1999) or a subjective, socially and individually constructed perception of them (Cohen, 1988). Based on existing literature, two main types of authenticity can be considered, namely object-based authenticity and existential authenticity (Wang, 1999).

On one hand, objectivists consider authenticity as «museum-linked usage of the authenticity of the originals» (Wang, 1999, p. 351). The object-based component of authenticity refers to scientific or historical artefacts, where it is the original «object» that confers legitimate authority and power (Robinson and Clifford, 2012; Wang, 1999). According to Kolar and Zabkar (2010, p. 656) «the object-based component refers to perceptions of the architecture, impressions of the buildings, peculiarities about the interior design of the sites and the streetscape». Hence, based on this perspective, an authentic experience is triggered by the recognition of the toured objects as authentic (e.g. perceptions of the architecture and buildings, pleasantness and attractiveness of the landscape, information provided about the attraction and related culture, authentic atmosphere and uniqueness of the event). Because of its

intrinsic nature as object-related notion, in postmodern conditions, a limited number of tourism experiences can be considered as being objectively authentic.

On the other hand, existential authenticity has been defined as the «personal or intersubjective feelings activated by the liminal process of touristic activities» (Wang, 1999, p. 351), thus underlying its nature of an activity-related situation involving both inter-personal and intra-personal authenticity. The existential component of authenticity resides at the intersection of a (visited) place, an individual's touristic behaviour and her/his belief system (Wang, 1999). More precisely, Kolar and Zabkar (2010, p. 656) argue that «the existential component of authenticity relates to the perceptions, feelings and emotions of site visitors, such as the uniqueness of the spiritual experience and a feeling of connectedness to human history and civilization [...] also important in the perception of authenticity is the feeling of enjoyment» during the visit and the notion of «getting closer» to the local culture. Existential authenticity refers to tourism motivations such as travelling off the beaten track and transcending the consciousness of routine life, desire of relaxation, recreation, entertainment, and learning the local gastronomy and related culture (Brida *et al.*, 2013a; Robinson and Clifford, 2012). Through the travel experience, people feel themselves to be much more authentic and more freely self-expressed than in everyday life (Wang, 1999). However, it could be argued that existential authenticity seems more germane to explain a wide variety of tourist experiences that occur in postmodern tourism market. Some authors (e.g. Reisinger and Steiner, 2006) consider object-based authenticity and existential authenticity as being two distinct concepts that cannot be explored concurrently, whilst others (e.g. Kolar and Zabkar, 2010) claim that both types of authenticity coexist, are significantly related to each other and should be simultaneously explored in order to obtain a better understanding about tourists' behaviour. This is, for example, what Goulding (2000) argues when carrying out her study on how cultural tourists perceive authenticity when travelling, thus confirming that both types of authenticity can be effectively and simultaneously explored when investigating tourists' behaviour.

Existing studies about authenticity in tourism have been developed, mostly adopting a theoretical perspective. Recently, researchers have started to offer the academy and the industry with empirical studies highlighting the relationship between motivations to travel and the search for authenticity, the influence of perceived authenticity on site selection, visitors' satisfaction and their intention to return and/or to recommend others through traditional and electronic word-of-mouth (e.g. Brida *et al.,* 2013a; Kim and Bonn, 2016; Kolar and Zabkar, 2010; Ramkissoon and Uysal, 2010). Furthermore, existing studies have empirically highlighted the impact of authenticity on expenditure behaviour (Chhabra *et al.,* 2003) and have recognised that the perception of an authentic experience encompasses both emotional and cognitive aspects of the experience consumption (Del Chiappa and Atzeni, 2016). The existing empirically-driven studies have been carried out in several tourism and hospitality settings (e.g. destinations, museums, restaurant, events, etc.) (Atzeni *et al.,* 2018), even though limited attention has been devoted to this research area in wine-tourism (e.g. Kim and Bonn, 2016). Adopting a demand-side perspective, this study intends to fill this gap by investigating whether the perceived authenticity during the visit at a winery (i.e. object-based authenticity and existential authenticity) can be used as a suitable segmentation variable.

Furthermore, it seeks to analyse whether significant differences exist among clusters based on socio-demographic characteristics of respondents, their purchasing behaviour, overall satisfaction, and behavioural intentions.

2.3 Methodology

For the purposes of the study, a survey was projected based on existing literature. The questionnaire included three sections.

The first section asked respondents to assess their level of agreement with a list of eleven items, of which six items were used to assess aspects related to objective authenticity, and five items related to assess aspects related to existential

authenticity. The items were sourced from Kolar and Zabkar (2010), Brida *et al.* (2013a) and Robinson and Clifford (2012), and were slightly adapted to suit the specific winery-related setting of this study.

The second section asked respondents to report the extent to which they agreed with a list of items used to measure their satisfaction with the visit, their intention to return to the winery and/or to recommend it to other through traditional and electronic word-of-mouth (9 items). Specifically, the items we used to measure satisfaction were sourced from Babin *et al.* (2005) while those measuring behavioural intentions were sourced from Lee *et al.* (2008). One item was added to measure the willingness to post a comment on peer-to-peer applications to take into account the magnitude that user generated content has on consumer behaviour. A 5-point Likert scale was used to capture answers from respondents (1 = completely disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree, 5 = completely agree).

The third and final section asked participants to report information about their socio-demographic profile (i.e. gender, age, level of education, occupation, civil status) as well as information about whether they bought typical Sardinian products during the visit («Yes/No») and about whether they would be willing to buy typical Sardinian products once back to their own country of residence («Yes/No»).

Data was collected face-to-face by two trained interviewers directly supervised by one of the authors. During the period June-September 2015, respondents were intercepted at the end of their visit at the winery to assure that their responses were able to capture the overall visit experience. For the purposes of the data collection, ten wineries located in different parts of Sardinia, were selected given their medium-high involvement in wine tourism activities. At the end of the data collection, a convenience sample of 261 complete questionnaires was obtained and used for statistical analysis. For the purposes of our study, after a series of descriptive analyses, data were analysed in three steps. First, factor cluster analysis (i.e. dual process cluster analysis: hierarchical and non-hierarchical) was used. Next, following Park and Yoon (2009), different statistical tests were performed to evaluate the

differences among the cluster (ANOVA test) and to assess the validity and accuracy level of classification of segment membership (discriminant analysis with bootstrap). Finally, ANOVA and chi-square tests were conducted to investigate differences between segments in terms of ordinal and categorical variables (i.e. satisfaction, future intentions, purchasing behaviour and socio-demographic variables).

2.4 Results

The respondents are mostly females (52.5%), in the age bracket of 26-35 (27.7%) or 36-45 (25.4%), with secondary school (39.7%) or University degree (33.7%), employees (32.0%) and married (43.1%).

Existing literature widely concurs that grouping tourists based on their perceptions and attitude and studying each of them separately might provide useful information to tourism businesses, policy makers and destination marketers' whose the aim is to better understand the relationship among the perception factors for each segment (Hair *et al.,* 2010; Sinclair-Maragh *et al.,* 2015). Accordingly, for the purpose of this study, a factor-cluster approach was used. Firstly, an exploratory factor analysis (Pca method – Varimax rotation) was performed to minimise redundancies related to the data (due to the presence of highly correlated variables) and to reveal the underlying factors describing how tourists perceive authenticity during a visit at a winery. Following Hair *et al.*'s (2010) guidelines, we only extracted the factors having latent roots (eigenvalues) greater than 1. Hence, two factors were identified explaining the 59.98% of total variance. As indicated by Hair *et al.* (2010, p. 108): «in the social sciences, where information is often less precise, it is not uncommon to consider a solution that accounts for 60% of the total variance (and in some instances even less) as satisfactory». The Kmo-index (Kaiser-Myer-Olkin = 0.877) and the Bartlett's test of sphericity (chi-square = 1,245.33, *p*-value < *0.0001*) confirm that the results are appropriate to explain the data. Cronbach's alpha values

were higher than 0.8, confirming the reliability of the extracted factors (Hair *et al.*, 2010) (Table 2.1).

Table 2.1 Rotated Factor Matrix (Varimax Rotation)

	Loadings	Eigen-value	% variance explained	Chron bach Aplha
Factor 1: Object-based autheticity		3.748	34.072	0.863
The overall impression and atmosphere of this winery inspired me	0.753			
I liked the way the winery blends with the attractive landscape and scenery of the area	0.781			
I liked the information about the winery and found it interesting	0.755			
Visiting this winery, I experienced/felt the related wine culture	0.778			
The winery atmosphere was authentic	0.76			
This winery is unique for its genre	0.67			
Factor 2: Existential authenticity		2.851	25.915	0.81
During the visit I had the chance to enjoy the authenticity of local food	0.816			
During the visit I had the chance to enjoy the authenticity of local beverage	0.693			
During the visit it was easy for me to appreciate evidences of Sardinian handcrafts	0.83			
This winery represents the local culture	0.584			
The visit to this winery gave me the possibility to learn about Sardinian costumes and traditions	0.63			
Total variance extracted: 59.987% - Goodness of fit: Chi-square = 1,245.334 d.f. = 55 Sig = 0.000 - KMO= 0,877				

The first factor was named «Object-based authenticity» (34.07% of total variance) and it was strongly related to items describing the genuine experience with the winery and «how people see themselves in relation to objects» (Reisinger and Steiner, 2006). The second factor, labelled «Existential authenticity» (25.91% of total variance) includes items describing the tourists' sense of enjoinment and escape that they felt with authentic food, traditions and handcrafts during the visit to the winery (Table 2.1).

The factor scores were entered into a cluster analysis and a two-step cluster approach was used to gain a better understanding of wine-tourists' segments, based on the way individuals perceived their visit at wineries as being an authentic

experience. Firstly, an exploratory hierarchical cluster (Ward method-Manhattan distances) was performed. Hence, the dendrogram (i.e. the cluster tree displaying the distance level at which there was a combination of objects and clusters) provided by Spss was inspected. Specifically, the dendrogram was read from left to right to see at which distance objects have been combined. Then, we analysed the increase in the distance between clusters to identify the biggest increase; this was reported to exist between clusters 1 and 2, thus indicating that the two cluster-based solutions divided the sample into much more homogenous groups than any other solutions (a three of four cluster-based solution). Anova test (p-value < 0.00) confirmed the validity of two cluster-based solution (Hair *et al.*, 2010). Then, a non-hierarchical method (k-means) was applied to factor scores defining two different groups, named «Enthusiastic» for authenticity and «Indifferent» (Table 2.2).

Table 2.2 Cluster analysis

	Enthusiastic N=166	Indifferent N=95	Total N=261	F	Sig.
	Mean	Mean	Mean		
Factor 1: Object based authenticity	0.69909	1.11		613.20	0.00
Factor 2: Existential authenticity	0.01862	-0.01862		228.25	0.00
The overall impression and atmosphere of this winery inspired me	4.49	3.32	4.07	137.469	0.00
I liked the way the winery blends with the attractive landscape and scenery of the area	4.66	3.39	4.2	244.624	0.00
I liked the information about the winery and found it interesting	4.66	3.53	4.25	176.758	0.00
While visiting this winery, I experienced the related wine culture	4.57	3.38	4.13	170.845	0.00
This winery atmosphere was authentic	4.63	3.32	4.15	207.815	0.00
This winery is unique for its genre	4.27	2.93	3.78	129.055	0.00
During the visit I had the chance to enjoy the authenticity of local food	3.59	3.32	3.49	22.63	0.00
During the visit I had the chance to enjoy the authenticity of local beverage	4.07	3.58	3.89	12.665	0.00
During the visit it was easy for me to appreciate evidence of Sardinian handcrafts	3.36	3.2	3.3	0.906	0.00
This winery represents the local culture	4.04	3.26	3.75	42.852	0.00

The visit to this winery gave me the possibility to learn about Sardinian costumes and traditions	3.89	*3.18*	3.63	27.244	0.00

«Enthusiastic» is the largest cluster (N = 166) and includes mostly females (51.2%), in the age bracket of 26-35 (27.7%) or 36-45 (27.7%), with secondary school (42.2%) or university degree education (30.4%), employees (35.4%) or executive manager (17.4%), mostly married (41.6%). People belonging to this cluster are particularly excited about both the objective and experiential based authenticity of their experience at the winery. In particular, they scored high, or especially high in items related to objective-based authenticity. They perceived the winery as being unique in its genre (M = 4.27), able to represent the local culture (M = 4.04), and to blend with the landscape and scenery of the surroundings area (M = 4.66). During the visit, the enthusiastic felt themselves inspired by the overall atmosphere (M = 4.49) and its authenticity (M = 4.63) and were able to experience and feel local wine culture (M = 4.57). Overall, individuals belonging to this cluster scored lower in items measuring the extent to which they were able to enjoy and to get closer to the local culture (M = 4.04) also experiencing local beverage (M = 4.07). They scored even lower on those items measuring the extent to which the experience at the winery allowed them to learn about local Sardinian costumes and traditions (M = 3.89) and to enjoy local food (M = 3.59) and handcrafts (M = 3.36). This can be explained by the fact that wineries do not often offer visitors the possibility to see, feel, touch and experience local customs, traditions, food and handcrafts, and are mostly committed and engaged in wine-related storytelling (both visually and verbally) when interacting with their guests. The «Indifferent» (N = 95) included mostly female (54.7%), in the age bracket of 26-35 (27.7%) or 46-55 (22.3%), with a university degree (39.6%), employees (26.1%), self-employed (16.3%) or executive manager (16.3%), married (45.7%) or engaged (20.2%). Overall, people belonging to this cluster scored relatively close to the central value for all the items used to measure their perceived authenticity, thus showing a relatively neutral position about the idea that the visited winery is able to deliver an authentic objective and experiential-based

experience. The only relatively high scores were related to items measuring the extent to which the visit offered them the possibility to experience local beverage (M = 3.58) and to receive interesting information about the winery (M = 3.53).

Furthermore, in order to better test the validity and reliability of the two-cluster solution, a discriminant analysis with a bootstrapping technique was performed (Ernst and Dolnicar, 2018). As Table 2.3 and Table 2.4 show, one discriminant function was extracted, explaining the majority of variance. Wilks's lambda test and univariate F test demonstrate that the authenticity items make a statistically significant contribution to the discriminant function. The canonical correlations for the function is high and significant ($p<0.001$), indicating that the model explains a significant relationship between the function and the dependent variable.

Table 2.3 Structure Matrix

	Function
	1
During the visit I had the chance to enjoy the authenticity of local food	0.62
During the visit It was easy for me to find evidence of Sardinian handcrafts	0.546
During the visit I had the chance to enjoy the authenticity of local beverage	0.524
This winery represents the local culture	0.468
The visit to this winery gave me the possibility to learn about Sardinian costumes and traditions	0.456
The winery atmosphere was authentic	0.429
While visiting this winery I experienced the related wine culture	0.427
This winery is unique for its genre	0.407
The overall impression and atmosphere of this winery inspired me	0.391
I liked the information about the winery and found it interesting	0.371
I liked the way the winery blends with the attractive landscape and scenery of the area	0.343

Table 2.4 Summary results of multiple discriminant analysis

Clusters	*Group centroids*
Enthusiastic	-957
Indifferent	1.672
Eigenvalue	1.612
Canonical correlation	.786
Wilk's Lamba	.383
Chi-square	243.425

Significance	.000

In addition, the classification matrix of respondents (Table 2.5) shows that a substantial proportion of cases (93.1%) were classified correctly (hit-ratio) in their respective group, indicating a very high accuracy rate (Hair *et al.,* 2006). Finally, the bootstrap procedure confirmed that the 94.6% of original grouped cases were correctly classified.

Table 2.5 Classification results

Actual group	*# of cases*	*Predicted group membership*	
		Enthusiastic	Indifferent
Enthusiastic	166	**157**(94.6%)	9(5.4%)
Indifferent	95	5(5.3%)	**90**(94.7%)

A series of chi-square tests (Table 2.6) were performed to investigate whether significant differences among clusters existed based on socio-demographic characteristics of respondents, their buying behaviour at the winery and their willingness to buy Sardinian products once back in their home country.

Table 2.6 Chi-square test

Variables	*Chi-square*	*Sig.*
Gender	0.295	0.587
Age	1.594	0.902
Level of Education	4.191	0.522
Employment status	10.751	0.150
Marital status	3.597	0.609
Did you buy any Sardinian typical products in this winery to bring home with you?	0.128	0.721
Once back in your country of residence, would you be willing to keep on buying Sardinian typical products?	0.507	0.476

Results show that no significant differences existed among clusters based on gender ($\chi 2$ = 0.295, p = 0.587), age ($\chi 2$= 1.594, p = 0.902), level of education ($\chi 2$= 4.191, p = 0.522), employment status ($\chi 2$= 10.751, p = 0.150), marital status ($\chi 2$= 3.597, p = 0.609). This seems to suggest that perceived authenticity is not dependent on objective variables (i.e. socio-demographic variables), and that they appear to belong to an uppermost level of abstraction, in which the objective traits of the consumer makes no difference. Further no significant differences existed among clusters neither in terms of their actual behaviour at the winery ($\chi 2$= 0.128, p = 0.721) or in terms of their willingness to continue on buying typical Sardinian products once back in their country of residence. This suggests that the perceived authenticity is not able to elicit a significant higher likelihood of buying behaviour, thus contradicting prior event-related studies in which perceived authenticity was reported positively influencing the propensity to spend on food and beverage (Brida *et al.,* 2013a, 2013b). The fact that no significant difference was found between clusters in their likelihood of buying could be due to the budgets of visitors. It is evident that an increase in travel budget would increase the likelihood of buying and also the amount of the expenditure (Chang *et al.,* 2013; Del Chiappa *et al.,* 2014b) regardless the level of perceived authenticity. This moderator effect would merit attention in future research.

Finally, a series of ANOVA tests was performed (Table 2.7) to investigate whether significant differences among clusters existed based on their satisfaction, intention to return to the winery and to recommend it to others both offline (traditional word-of-mouth) and online (electronic word-of-mouth). Results showed that significant differences existed among clusters. Specifically, the «enthusiastic» (those perceiving higher objective and experiential authenticity compare to counterparts) are also those who are significantly more satisfied with their visit («I'm satisfied with my visit to this winery»: M = 4.63, p = *0.000*), more willing to generate positive word-of-mouth both offline («I will say positive things about this winery to other people»: M = 4.67, p = *0.000*) and online («Based on my experience while visiting this winery, I

think I will write a positive comment/review on social network»: M = 3.89, p = *0.000*), and more willing to return to the winery («If I would come back to Sardinia, I would visit this winery again»: M = 4.33, p = *0.000*). This seems to suggest that perceived authenticity is a somewhat moderator factor in shaping visitor satisfaction and their behavioural intentions.

Table 2.7 ANOVA test

	Enthusiastic N=166	Indifferent N=95	Total N=261	F	Sig.
Items	*Mean*	*Mean*	*Mean*		
I'm satisfied with my visit to this winery	4.63	3.98	4.4	39.743	*0.000*
I will encourage friends/relatives and neighbours to visit this winery	4.64	3.82	4.34	56.738	*0.000*
Based on my experience while visiting this winery, I think I will write a positive comment/review on social network (Facebook, twitter, etc.)	3.89	2.92	3.53	33.566	*0.000*
If I would come back to Sardinia, I would visit this winery again	4.33	3.34	3.97	53.094	*0.000*
I will say positive things about this winery to other people	4.67	3.92	4.39	57.518	*0.000*
I feel good about my decision to visit this winery	4.67	3.86	4.38	63.464	*0.000*

This confirms prior studies highlighting that perceived authenticity influences behavioural intentions (Kim and Bonn, 2016), and at the same time, adds further knowledge suggesting that the same moderator effect seems to exist on visitors' satisfaction.

2.5 Discussion and Conclusion

According to existing literature, wineries attempting to deliver a memorable experience to their visitors should rely significantly on an experiencescape that is perceived to be authentic and able to let them feel and be in touch with the local culture and identity; this occurs given the fact that the provision of high-quality wines during the visit is often taken for granted by visitors at wineries (Kim and Bonn, 2016).

Wine makers consider wine tourism a valid and effective distribution channel that complement the traditional one in further developing their market share and to internationalise their markets. Despite this, very little research still exists aimed to analyse the influence that perceived authenticity has in shaping visitor satisfaction, their purchasing behaviour, and their behavioural intentions in a winery-based service setting. This empirical study was therefore carried out to contribute to the scientific debate about this somewhat under-investigated research area.

In the specific context of wineries – where, to the best of our knowledge, an authenticity-based segmentation approach has not previously been applied in the literature – the findings of this study confirm that perceived authenticity is adequate for consumer segmentation. Specifically, two different segments were identified based on the level of authenticity that visitors perceived during their visit at the winery: the «enthusiastic » and the «indifferent». The first segment is the largest (N = 166) and does not show any significant differences with the second based on the socio-demographic characteristics of respondents. This suggests that perceived authenticity is not dependent on objective variables (i.e. socio-demographic variable), and that it appears to belong to an uppermost level of abstraction, in which the objective traits of the consumer makes no difference and where, on the contrary, contextual and relativistic traits of the consumption experience exert a relevant effect in shaping the authenticity of the experience. Furthermore, the findings of this research show that the «enthusiastic» did not buy typical Sardinian products significantly more often than their counterparts as well as they are not significantly more willing to re-buy Sardinian products in their home country. However, «enthusiastic», when compared to «indifferent», proved to be more satisfied with their visit, more likely to make a return visit and/or to recommend it to others (both online and offline). Hence, the results of this study reaffirm the fundamental role played by the perceived authenticity in shaping tourists' satisfaction and their behavioural intentions (Ramkissoon and Uysal, 2010), thus providing further support to the idea that wine tourists perceive a wide range of

benefits during their visit to the winery, including aspects related to the surrounding community, its identity and authenticity (Byrd *et al.,* 2016).

With all that said, this study is the first to empirically demonstrate that perceived authenticity (both objective-based and existential-based) may be used as a valid segmentation variable to profile visitors at wineries; by doing this, they further contribute to provide an answer to the recent call to deepen the scientific knowledge about wine tourists behaviour (Hall and Prayag, 2017). Meanwhile, it also extends the scientific debate devoted to analyse «the value of perceived wine tourism benefits beyond the core wine product and how these benefits help to drive both visit and bottles sales at local wineries» (Byrd *et al.,* 2016), further reinforcing the role of an expanded winescape in attracting and retaining visitors at wineries by offering additional elements.

Understanding which benefits of a winescape attract tourists to visit, revisit and recommend a winery to other (both offline and online) represents a fundamental step to any successful destination strategy for wineries and wine tourism destination (e.g. Byrd *et al.,* 2016). Hence, our study, besides its contribution to the current body of knowledge, also provides useful and fresh information to winemakers (but also policy makers and destination marketers) attempting to attract tourists to visit wineries also as a lever to sustain their direct sales and the internationalisation of their products. Overall, the findings of this study suggest that managers should market and position their wineries as an authentic consumption experience site. In particular, marketing managers would need to re-emphasise how visitors perceive objective-based and existential-based authenticity during their visit, paying greater attention to what could be done to create a servicescape that can inspire authentic experience. For example, further than providing evidence related to local wine and to deliver information about the local culture, Sardinian wineries would need to offer multisensory cues and aesthetic attributes offering their visitors the possibility to feel, see and touch more evidences of the local food, handcrafts and folklore. In this vein, wineries could organise textile shows, participatory courses on how to

prepare the local food, on how to make products by using cork, etc.; in doing this, wine managers could/should also consider the opportunity to involve the local communities, thus offering visitors with the possibility to interact with locals in order to co-create their lived experiences and to enjoy local culture by getting closer to its identity. This would help wineries incorporate cues of the local identity and authenticity in their service areas, thus helping to create a sense of distinctiveness, uniqueness and authenticity to the overall experience that, in turn, can contribute to elicit higher level of visitors' satisfaction and likelihood to return to the winery and/or to recommend it to others (both online and offline). Existing studies show that repeaters are usually less satisfied than first-time visitors, probably because their prior experience with the tourist provider/destination generates higher expectations (Del Chiappa *et al.,* 2014b). Hence, any activities aimed to create a servicescape that can inspire authentic experience should be innovated over time to prevent lower levels of satisfaction of repeated visitors. Furthermore, segmenting visitors on the basis of perceived authenticity and tracking this over time in the post-consumption phase would constitute a relevant measure to assess visitors' experiences, satisfaction and behavioural intentions, and to measure the effectiveness of any investment attempting to increase the ability of the winery to deliver authentic-driven experiences. This, in turn, will help wine tourism practitioners dynamically innovate and promote a blend of services and activities to be able to meet visitors' expectations, to make them satisfied and likely to make a return visit to the winery and/or to recommend it to others.

Although this study helps to fill a gap in the existing literature and proposes some implications for practitioners, it is not free of limitations. Firstly, it is highly site-specific (i.e. it considers visits at wineries in a single tourism destination) and uses a convenience sample, thus rendering findings hardly generalizable. Secondly, the study is developed based on data collected intercepting tourists visiting wineries whilst wine tourists might practice wine tourism also in other locations/attractions (e.g. wine museums, food and wine festival, etc.). In the future, it would be

interesting to replicate the study collecting data in other national/international tourism destinations also considering the possibility to intercept potential respondents in non-winery related contexts. This would also allow to make cross-comparison among different tourism destinations and to investigate whether the findings of this work can be further generalised or not. Whilst this study showed that the perceived authenticity seems not to exert any moderator effect on actual buying behaviour at wineries, our analysis did not consider whether perceived authenticity could eventually exert a moderator effect on the willingness to pay more to buy wines at the winery (e.g. Kim and Bonn, 2016). These aspects would merit attention in future research and an effort would need to be made to discern the extent to which this willingness to pay more/less to buy wines whilst visiting wineries is influenced by a higher/lower perceived authenticity (that contributes to elicit higher/lower likelihood to make impulse behaviour) rather than by a higher/lower economic budget that visitors have at their disposal during their holiday and their visit at the winery (e.g. Del Chiappa *et al.*, 2014b). Finally, our study did not investigate whether any significant differences among clusters exist based on their travel-related characteristics (e.g. travel party, prior visitation at the winery); this aspect would also merit future investigations.

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Chapter 3

The influence of servicescape and perceived authenticity on winery visitors' satisfaction and their behavioural intentions

Abstract

Wine tourism destinations are growing in popularity not only for wine tasting experiences but also for the wineries' aesthetic and authentic rural appeal, which are increasingly valued and sought-after by a wider range of wine tourist markets. This study suggests and tests an empirical model where both various servicescape dimensions (i.e. physical environment, facilities, and personnel interaction) and perceived level of authenticity (i.e. object-based authenticity and existential authenticity) are considered as determinants of wine tourists' satisfaction and different types of behavioural intentions. Specifically, multiple regression analysis was conducted on a sample of 267 valid questionnaires collected from winery visitors in the Region of Sardinia in 2015. Theoretical and managerial contributions on how to design and manage wine tourism experiences for wine tourist markets are discussed, and suggestions for future research are given.

Keywords: Servicescape, perceived authenticity, winery visitors, satisfaction, behavioural intentions, Italy.

3.1 Introduction

The fragmentation of the wine market and the fierce competition between wine tourism destinations along with the changed dynamics of the tourism market (Bruwer and Alant, 2009) have led wineries to open their cellar doors to the public, with an endeavour to exploit the underlying benefits derived from wine tourism (Marzo-Navarro and Pedraja-Iglesias, 2009).

Wine tourism has increasingly become important for many territories. In fact, individuals who are motivated to visit vineyards, wineries, wine festivals and wine shows during their holiday (the so-called wine tourists) are not just seeking wine tasting or strictly wine-related activities; on the contrary, wine tourists are attracted by the possibilities of experiencing a broader variety of food, landscape, local lifestyle and cultural-based activities, thus rendering wine tourism development an effective "tool" by which a wine region can boost its economy, architectural and natural landscape, culture and local identity (Carmichael, 2005; Hall *et al.* 2002; Johnson and Bruwer 2007). Several authors have also noted the benefits of winery visitation for distribution, wine sales and profit margins, customer satisfaction and brand loyalty at both winery and regional levels (e.g. Gill *et al.*, 2007).

As a result, a growing number of academic studies acknowledged the importance of studying wine tourist behaviour focusing, for example, on analysing their motivations and attitudes (Nella and Christou, 2014; Shapiro and Gómez, 2014), as well as the critical experiential attributes influencing their satisfaction and behavioural intentions (Byrd *et al.*, 2016; O'Neill and Charters, 2000; Sparks, 2007), such as winery/destination environment, activities, or services (e.g. Bruwer *et al.*, 2013; Cohen and Ben-Nun, 2009). In this stream of research, great attention has been primarily given to perceived service quality and its influence on consumer behaviour (O'Neill and Charters, 2000). Other researchers have recently investigated the impact of the physical environment of the winery to gain a more holistic understanding of its role in shaping wine tourists' attitudes and behaviour towards a wine tourism destination and/or a winery (Shapiro and Gómez, 2014).

Additionally, existing studies support the idea that authenticity guides tourists to individually discover and experience the real local identity, gastronomy, lifestyle and culture of a destination (Cohen, 1988). The literature that has been developed around the concept of authenticity and its role in tourism, has mostly adopted a supply-side perspective and has generated debates on the complex and multidimensional nature of the construct (Wang, 1999). However, less attention has

been paid to investigating its influence on consumer/tourist behaviour (Kolar and Zabkar, 2010). Adopting a demand-side perspective in different hospitality and tourism settings (e.g. museums, heritage sites, restaurants, and festivals), existing studies have shown that the perceived authenticity elicits tourists' emotions, enhances their experience, and influences their satisfaction and behaviour intentions (Robinson and Clifford, 2012). Despite this, scholars have called for further research aimed to understand how to create and deliver high-quality, authentic tourism experiences (Chhabra *et al.*, 2003), especially in the specific context of wine tourism destinations and wineries, where such studies are still limited and have just recently been approached (e.g. Del Chiappa *et al.*, 2019; Kim and Bonn, 2016).

Delivering wine tourism experiences that are perceived as being authentic and of high service quality is recognised as a profitable way for wineries and wine tourism destinations to deliver added value to winery visitors and to effectively differentiate themselves from their competitors (Carmichael, 2005). Despite this, to the best of our knowledge, no wine tourism research has conjointly investigated to what extent various servicescape dimensions (i.e. physical environment, facilities, and personnel interaction) and perceived level of authenticity (i.e. object-based authenticity and existential authenticity) are able to shape wine tourists' satisfaction and their behavioural intentions (i.e. intention to sustain electronic word of mouth, intention to revisit the winery, and the willingness to get to know the production area where the best and the most renowned regional wines are made). This study was therefore carried out to fill this research gap by applying multiple regression analysis on a convenience sample of 267 winery visitors spending their holiday in Sardinia in 2015. Findings will contribute to deepen the scientific debate on the comparative role that servicescape and perceived authenticity play in wine tourist behaviour, meanwhile providing useful information to wineries, attempting to better understand how to improve the overall experience of their visitors, thus making them satisfied and prone to adopt future positive behaviours.

3.2 Literature Review

Experiences are something subjective, relative, and contextually rooted in addition to being embodied in people's mind (e.g. Hirschman and Holbrook, 1982). This suggests that tourists evaluate their experience with the same wine tourism destination or winery visitation in a multitude of ways (Pencarelli and Forlani, 2016), resulting in different levels of emotional responses, satisfaction, and behavioural change (Gallarza *et al.,* 2015). In this regard, various theoretical models have been suggested in order to explore the various experience attributes and their influence on tourist satisfaction and post-visit behavioural intentions (Gill *et al.,* 2007; Shapiro and Gómez, 2014). Initially, much of the previous studies have often focussed on tourists' perception towards service quality performance adopting a micro-based perspective (i.e. a single service provider), and have considered it as the most influential factor shaping satisfaction and future behavioural intentions (O'Neill and Charters, 2000). Broadening the view of consumption to acknowledge hedonic components of the tourism experience at a destination level (Bruwer and Alant, 2009; Nella and Christou, 2014), recent tourism research argues that there is a need to consider additional dimensions of destination attributes to fully recognise the holistic nature of the tourist experience, rather than overly simplifying service-oriented attributes (Bruwer and Rueger-Muck, 2018). Clearly, the situation is more complex at the destination level than it is for an individual service provider given that a destination consists of a cluster of interrelated stakeholders, both public and private, that surpasses organisational boundaries and structures and interacts to jointly create the experience visitors consume (Carmichael, 2005; Del Chiappa and Presenza, 2013). Existing studies have highlighted that visitors' perceived quality of core destination attributes (e.g. physical setting, atmosphere, convenience, activities and servicescapes) exerts a key influence on tourists' behaviour (e.g. Byrd *et al.,* 2016; Joy *et al.,* 2018). For example, Fernandes and Cruz (2016) validated an experience-based quality model in wine tourism aimed to investigate whether and how the way tourists perceive the supply-related dimensions (e.g. functional benefits, trust,

environment) influences their satisfaction, loyalty, and word-of-mouth. Bruwer and Rueger-Muck (2018) adopted an experiential view of tourism consumption to examine the nature of wine tourist motivations in a wine region destination and suggested that the atmosphere and immediate surroundings of the winery, as well as the staff-visitors interaction, are extremely important factors influencing the experiential outcomes. Recently, Joy *et al.* (2018) explored how wine-tourism experiences are orchestrated by wine tour guides to encourage an experiential-based visitor engagement (i.e. to think, to sense, to act, to feel, to immerse, and to be transported) building on landscapes, architecture, vineyards, production facilities, and wine tastings to make individuals satisfied and willing to return.

Despite the fact that an experiential-based approach has been quite extensively adopted in wine tourism-related research, little research has examined the role and the influence that perceived authenticity exerts over winery visitor behaviour; this occurs even though it has been widely recognised that the search for authenticity is one of the most relevant motivations driving visitors to seek wine tourism-related experiences (Bruwer and Rueger-Muck, 2018; Del Chiappa *et al.*, 2019; Quadri-Felitti and Fiore, 2013; Robinson and Clifford, 2012). Furthermore, as suggested by Liu and Jang (2009), we have yet to investigate the role that perceived authenticity along with different dimensions of servicescape can exert on visitors' satisfaction and different type of behavioural intentions.

In this regard, existing studies suggest that the post-consumption experience evaluation can vary depending on different measures of satisfaction and post-visit behavioural indicators. Hence, it is argued that the perceived performance of each attribute is conceptually different from overall satisfaction, thus indicating that a causal relationship between the two concepts exists. In other words, it is argued that the perceived performance of each attribute is a post-purchase evaluative judgment which in turn shapes an overall visitor's satisfaction with the visit experience (Kim and Brown, 2012). With regards to behavioural intentions, loyalty behaviour measures have also been differently classified considering concepts, such as:

emotional attachment to the brand, intention to recommend to others (both online and offline), intention to revisit a winery and/or to buy or repeat wine purchases (Gill *et al.,* 2007; Quintal *et al.,* 2015). This suggests that the perceived performance of each attribute can be associated differently with distinct types of loyalty behavioural measures.

All this said, wine tourism scholars have not successfully incorporated these two distinctive attributes (i.e. servicescape and perceived authenticity) to investigate, also relying on a destination-based perspective, the extent to which each of these cues influences visitors' satisfaction and different types of behavioural intentions. Thus, some crucial questions remain to be answered to deepen our scientific understanding about wine tourist behaviour and to be able to provide wine makers and destination marketers with useful suggestions on how to better please the needs and expectations of their visitors. For example, which are the tangible and intangible cues that play a major role in delivering a satisfying experience? Which are the experiential-based attributes of a winery that most greatly shape visitors satisfaction, their intention to return, their intention to recommend the winery on social media, and their willingness to learn more about the production area of the best and most renowned regional wines? What is the influence of perceived authenticity on visitor satisfaction and behavioural intentions in a winery experience setting? These are the major gaps that the current research intends to fill.

The following sections will introduce the conceptual framework that underpins the present study and its related hypotheses.

3.2.1 The role of the servicescape attributes in wineries

Servicescape theory supports that service organisations, such as wineries, can create positive and memorable experiences for their customers by manipulating mechanics (i.e. physical environment characteristics) and humanic elements (i.e. social interactions elements) of the service context (Carmichael, 2005; Cetin and

Dincer, 2014). Servicescape is defined as the physical and social setting in which the service is offered and where the encounter between service staff and customers occurs (Bitner, 1992). Servicescape has been conceptualised as composed of two key dimensions: the communicative stage, which encompasses the service providers' performance as perceived by the customers, and the substantive stage, which includes the other service-related attributes, such as the physical environment and complementary activities offered (Baker, 1986). Translating the servicescape theory in a winery setting, the first dimension concerns the interaction of the winery visitors with the personnel. A range of sub-dimensions has been recognised to form the overall customers' perception of service quality such as friendliness of the staff, expertise and knowledge, courtesy, reliability and responsiveness (Cronin *et al.,* 2000). However, in order to ascertain the complete customer experience, staff performance alone cannot be considered as a sufficient measure (Bruwer and Rueger-Muck, 2018; Fernandes and Cruz, 2016). For this reason, previous studies have confirmed the importance of the substantive stage of the servicescape which is related to intangible multi-sensory elements (i.e. the background ambient conditions, such as scents, sounds, cleanliness and lighting), to signs or symbols (e.g. delivery of information about the winery), and to the tangible design factors (i.e. the aesthetic and functional attributes of the cellar door, such as architecture, décor, colour schemes, furnishings and layout) (Bruwer *et al.,* 2013; Cohen and Ben-Nun, 2009; Joy *et al.,* 2018; Quadri-Felitti and Fiore, 2013). In their winescape model, Quintal *et al.* (2015) extended this conceptualisation by including complementary leisure activities and services, suggesting that even if they are not part of the core winery benefits, they are able to add value and positively motivate winery visitors (Sparks, 2007).

Existing studies from different academic disciplines (e.g. environmental psychology, retailing and marketing research) widely concur on the relevant impact that the different components of servicescape can have on satisfaction and behavioural intentions (Baker, 1986). This is also true when the influence of servicescape on visitors' customer satisfaction (Nella and Christou, 2014; Sparks,

2007) and loyalty intentions (Bruwer *et al.*, 2013) is considered in the specific context of wine tourism-related research. In this specific setting, current studies also underline that various dimensions defining servicescape may have a different influence on customers' perceptions, satisfaction and loyalty intentions. For example, Quintal *et al.* (2015) demonstrated that wine tourists that are satisfied towards the service staff are more prone to revisit the winery and to recommend it to others. Quite similarly, Byrd *et al.* (2016) argue that customer service is the key attribute for predicting wine tourists' willingness to revisit, to recommend to others and to buy local wine in the future. Liu and Jang (2009), in their restaurant-based empirical study, found that pleasant aromas and the environmental attributes related to the interior design and décor elicit positive emotions and affect customer satisfaction, thus giving customers a long-lasting impression that motivates them to revisit the restaurant. Gallarza and Gil-Saura (2006) recognised a positive relationship between ambient factors and loyalty, as well as a positive relationship between fun and other activities with satisfaction. These studies highlight the importance to investigate the links between the different sub-dimensions of servicescape and satisfaction/behavioural intentions separately, possibly applying empirical studies in different service settings (Cetin and Dincer, 2014; Gallarza *et al.*, 2015). Nevertheless, current literature is still inconclusive on the direct or indirect impact of servicescape dimensions on satisfaction and on the different types of behavioural intentions. This is particularly true in the specific context of visits to wineries, where research devoted to deepen our understanding about this topic is still somewhat under-investigated. Hence, the following hypotheses are introduced:

H1. Servicescape attributes have a positive influence on customer satisfaction.

H2. Servicescape attributes have a positive influence on behavioural intentions.

3.2.2 Authenticity in tourism and wine tourism-related studies

Authenticity has been recognised as a key goal of winery visitors (Carlsen and Charters, 2006), as tourists want "their experience to feel 'real' and to be unique to them" (Roberts and Sparks, 2006, p.49-50). Wine tourists are now more experienced in wine, they seek multi-optional offers and attractions, which are provided in a thrilling but also comfortable and authentic way (Pikkemaat *et al.*, 2009). The search for authenticity (Cohen, 1988) is often considered a consequence of the alienation and commodification of culture that current societies and related lifestyle generate in individuals (MacCannell, 1973). In the same vein, Getz and Robinson (2014, p. 326) argue that «cultural authenticity relates to gaining an understanding and appreciation of food and local culture, which generally requires interpretation».

Authenticity still remains a controversial, problematic and under-studied concept in literature (Kolar and Zabkar, 2010). While some researchers sustain that authenticity is an objectively distinguishable attribute that pertains to specific objects and cultures (Chhabra *et al.*, 2003), others define it as a perception that is subjective and individually constructed (Cohen, 1988). This latter argument suggests that, when experiencing a certain experience encounter, tourists tend to perceive authenticity and to react to it in an extremely subjective way. From a supply-side perspective, this circumstance requires a deeper/greater understanding of how wine tourists subjectively interpret their experiences as authentic (Carmichael, 2005; Pikkemaat *et al.*, 2009).

According to the traditional objectivist approach, authenticity is described as the genuine and real features of the originals, where the judgement of authenticity is easily made up in a standard manner as for museum-related objects (Wang, 1999). In wine tourism settings, visitors can experience the object-based authenticity of toured objects through their impressions of exterior and interior components of the winery such as the architecture of the building, the appeal and scenery of the landscape, the information delivered about culture and traditions, the overall atmosphere and the exceptional nature of the winery (Kim and Bonn, 2016).

However, post-modernist researchers maintain that the objectivist approach can offer only a limited interpretation of how tourism experiences are actually psychologically perceived by tourists (Wang, 1999). In this vein, post-modernists prefer to refer to existential authenticity with this concept being understood as the «personal or intersubjective feelings activated by the liminal process of touristic activities» (Wang, 1999, p. 351). This type of authenticity is associated with the consciousness and emotional states of the visitors, enhanced by the uniqueness of their spiritual and mental experience, as well as by the feelings of enjoyment elicited from the perception of being truly connected to the history of the destination and its local culture.

In recent times, empirical studies have been carried out in different contexts (e.g. festivals and events, heritage sites, museums, Airbnb settings, etc.) to demonstrate the relationships among tourism motivations and perceived object-based and existential authenticity, as well as the importance for visitors' satisfaction and future intentions (e.g. Brida *et al.,* 2013; Kolar and Zabkar, 2010). For example, examining the effect of object-based authenticity in tourist satisfaction and expenditure behaviour, Chhabra *et al.* (2003) concluded that staged events or physical artefacts made to attract and entertain tourists are determinants of higher spending since tourists can still recognise the original tradition and culture-based essence during these encounters. In a restaurant environment, Liu and Jang (2009) found that only food authenticity significantly impacts satisfaction, revisit intentions and recommendations to others. Yet, Robinson and Clifford (2012) established a strong positive relationship between the authentic event atmosphere and the desire to revisit the cultural event in future. Kim and Bonn (2016) found that both the objective and existential authenticity components were significantly correlated with wine tourists' willingness to revisit and to provide positive word-of-mouth, confirming the relevant role of toured products in influencing wine tourists' long-term behaviour.

When wine tourism-related settings are considered, Roberts and Sparks (2006) state that authenticity enhances the wine tourist experience, making the experience of visiting a wine region more enjoyable. More specifically, the authors suggest that authenticity can be associated with various aspects such as the location itself or "touristic terroir", the various range of activities and events held in the winery, the possibility to purchase wines that cannot be found elsewhere, the detailed information about what can be experienced at the winery, and the interaction with the winemaker and the winery's staff. During their experience, winery visitors connect with the rural environment of the region where the grapes are grown and the wine is made, and they also feel more self-expressed by participating in activities that increase their knowledge about the local gastronomy, the regional traditions and cultural heritage (Carlsen and Charters, 2006). In this sense, authenticity in wine tourism requires a synergic integration between the winery and its wine region, including the consistent quality of its products, the connection and commitment to its place, and the uniqueness of its tradition, history and culture (Beverland, 2005).

Based on the aforementioned considerations, it appears to be evident that perceived authenticity can be effectively adopted to investigate the multiplicity of tourism experiences of wine tourists (Kolar and Zabkar, 2010), as well as to profile wine tourists (Del Chiappa *et al.,* 2019). Despite this, it can be argued that the most part of authenticity research developed in tourism literature – especially with regard to existential authenticity - is theoretical and conceptual in nature; this urges us to provide empirical-based studies that can offer academia and the industry fresh knowledge about how authenticity can be used as an effective component of the experience design strategy and a relevant tool to support marketing strategies and operations. Furthermore, existing studies question the concurrent assessment of both these types of authenticity when exploring their influence on tourists' behaviour due to their different and distinct sub-dimensions (e.g. Kolar and Zabkar, 2010). Quite recently, some studies have suggested interpreting object-based authenticity and

existential authenticity as two linked and complementary aspects shaping winery visitors' satisfaction and behavioural intentions (Del Chiappa *et al.,* 2019; Kim and Bonn, 2016). However, few studies have addressed how object-based and existential authenticity separately/co-jointly contributes to customer satisfaction and to the different types of tourists' behavioural intentions. Hence, the following hypotheses are identified:

H3. Perceived authenticity has a positive influence on customer satisfaction.

H4. Perceived authenticity has a positive influence on behavioural intentions

Figure 1 visually describes the suggested conceptual framework and the related research hypotheses.

Figure 2 - Conceptual framework
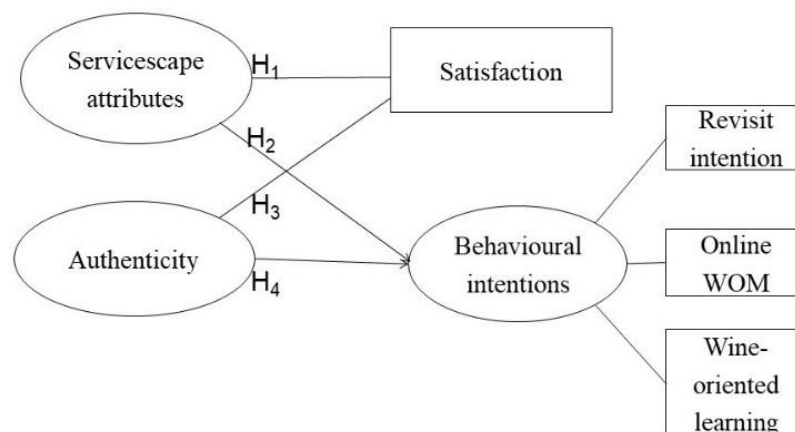
3.3 Methodology

For purposes of this study, a survey instrument was developed based on existing studies and included four main sections.

The first section asked respondents to rate their level of agreement with a list of items used to assess different dimensions of the servicescape (twenty-six items sourced from: Cohen and Ben-Nun, 2009; Cronin *et al.,* 2000; Gallarza *et al.,* 2015; Marzo-Navarro and Pedraja-Iglesias, 2009; Wu and Liang, 2009). When needed, all the items were slightly adapted to suit the specific winery-related setting of this study. The second section asked respondents to assess their level of agreement with a list of twelve items, seven of which were used to assess aspects related to objective

authenticity, and five of which assessed aspects related to existential authenticity. The items were sourced from Brida *et al.* (2013), Kolar and Zabkar (2010), and Robinson and Clifford (2012); also these items were slightly adapted to suit the specific winery-related setting of this study. The third section asked respondents to assess their overall satisfaction with the visit; for this purpose, a single item-based approach was used (Babin *et al.,* 2005). Furthermore, this section asked respondents to report their behavioural intentions as measured by their intention to return to visit the winery (Lee *et al.,* 2008), their willingness to post a comment on peer-to-peer applications (online WOM intention), and their intention to get to know the production area where the best and the most renowned regional wines are made (Marzo-Navarro and Pedraja-Iglesias, 2009). All the items used to develop the survey instrument, and related reference source, are presented in Table 3.1. A 5-point Likert scale was used to capture answers from respondents (1= completely disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=completely agree). The fourth and final section asked participants to report information about their socio-demographic profile (e.g. gender, age, level of education, and occupation).

Table 3.1 Items and related sources

Items	Source
Servicescape attributes	Wu and Liang (2009)
The lighting in the winery is appropriate.	
The temperature in the winery is comfortable.	
The winery environment is clean.	
The furniture of the winery is aesthetically appealing.	
The colours of the walls and floors are complementary and well-coordinated.	
The winery architecture is impressive.	
The winery offers many children's activities.	Gallarza *et al.* (2015)
The winery offers many family activities.	
The activities that can be organised at the winery are great fun.	
The visiting hours of the winery are satisfactory.	Marzo-Navarro and Pedraja-Iglesias (2009)
I received adequate information about the winery making process.	Cohen and Ben-Nun (2009)
I received adequate information about the winery and its history.	
I received adequate information about the Sardinian culture and history of wine.	
The winery staff had in-depth knowledge of wine and its culture.	

The employees provided reliable and consistent service	Cronin *et al.* (2000)
The employees were willing and able to provide service in a timely manner.	
The employees were competent (i.e. knowledgeable and skilful)	
The employees were approachable and easy to contact.	
The employees were courteous, polite, and respectful.	
The employees listened to me and spoke a language that I could understand.	
The employees were trustworthy, believable and honest.	
The employees made the effort to understand my needs.	
The physical facilities and employees were neat and clean.	
Authenticity	
The overall impression and atmosphere of this winery inspired me.	Kolar and Zabkar (2010)
I liked the way the winery blends in the attractive landscape and scenery of the area.	
I liked the information about the winery and found it interesting.	
While visiting this winery I experienced the related wine culture.	Brida *et al.* (2013)
During the visit I had the chance to enjoy the authenticity of local beverages.	
During the visit it was easy for me to find evidence of Sardinian handcrafts.	
This winery represents the local culture.	
The visit to this winery gave me the possibility to learn about Sardinian customs and traditions.	
This winery is just a tourist attraction and a commercial place.	
This winery is unique in its genre.	
The winery atmosphere was authentic.	Robinson and Clifford (2012)
During the visit I had the chance to enjoy the authenticity of local food.	
Satisfaction	Lee *et al.* (2008)
I'm satisfied with my visit to this winery.	
Positive online WOM intention	
I will upload a positive comment/review online (forum, blog, my Facebook page, etc.)	
Revisit intentions	
If I return to Sardinia, I will visit this winery again.	
Wine-oriented learning	Marzo-Navarro and Pedraja-Iglesias, 2009
I would like to get to know the production area where the best and the most renowned regional wines are made.	

For the purposes of data collection, ten wineries located in different parts of Sardinia (Italy) were selected as the research settings of the study and corresponded to the most active in receiving visitors. Data was collected face-to-face by two interviewers trained and supervised directly by one of the authors. Respondents were intercepted at the end of their visit at the winery to assure that their responses captured the overall visit experience. The data collection was carried out during the period of June-September 2015. A convenience sample of 270 questionnaires was obtained; after having eliminated the questionnaires with incomplete or inconsistent

responses, a total of 267 complete surveys were retained to run statistical analyses (i.e. descriptive analysis, exploratory factor analyses and regression analyses).

3.4 Results

3.4.1 Overall profile of the sample

Table 3.2 shows the socio-demographic profile of respondents. Most of them were female (53.6%) and 46.4% were male. About 47.8% of the respondents were aged between 35 to 54, followed by those over 55 years of age (18.1%), whilst a third (34.1%) were in the younger aged group (20-34 years old). About half of the respondents were well educated, with university/post graduate degrees (50.8%), while 37.6% reported having a college diploma.

Table 3.2 Overall profile of the sample

Variables	%	Variables	%
Gender		**Occupation**	
Male	46.4	Executive/manager	17.4
Female	53.6	Retired/unemployed	35.5
Age		Self-employed	14.3
20-34	34.1	**Place of residence**	
35-54	47.8	Sardinian visitors	30.6
Over 55	18.1	Non-Sardinians Italian visitors	38.8
Education		International visitors	30.6
Below high school qualification	11.6	**Previous experience with wine tourism destinations**	
Secondary school/college	37.6	Never	31.9
University/postgraduate degrees	50.8	Once	29.2
		More than twice	38.9

With regards to occupations, the majority of the participants had jobs as employees (32.8%), followed by executive/managers (17.4%) or self-employed (14.3%). One third (35.5%) was retired or unemployed. Most respondents were domestic visitors (30.6% of respondents were Sardinian, 38.8% came from other Italian regions), whilst the overseas market accounted for 30.6% of respondents. Finally, the majority of respondents reported being experienced winery tourists who

had visited a wine tourism destination at least once (29.2%), or several times (38.9%) in the last year.

With regards to the perceived servicescape (see Table 3.3), the visitors' experience was strongly influenced by staff service quality and physical environment attributes (*M*>4). Adequate information about the winery and wine-related culture had relatively positive impacts on their winery experience (3.83<*M*<4.11). By contrast, leisure-related service attributes had a moderate level of impact on the overall visit experience (2.74<*M*< 3.20).

As seen in Table 3.4, respondents were asked to indicate their level of perceived authenticity related to the winery experience. Respondents perceived the information about the winery (*M* = 4.25), the winery blended with the attractive landscape and scenery of the area (*M* = 4.21) and the winery atmosphere (*M* = 4.16) as more authentic experiences than other types of culture-oriented winery experiences, such as enjoying the authenticity of local beverages (*M* = 3.89), the winery's connection with the local culture (*M* = 3.76) or its ability to provide visitors with the possibility to learn more about Sardinian traditions (*M* = 3.64). On the whole, respondents were highly satisfied with their experience (*M* = 4.38, S.D =0.377). Furthermore, the majority reported being particularly prone to learn more about the production area where the best and the most renowned regional wines are made (*M* = 4.16; S.D =0.957). However, they were moderately prone to revisit the winery (*M* =3.99; S.D =1.164) and to sustain online WOM (*M* = 3.54; S.D=1.388).

3.4.2 Results of Exploratory Factor Analyses

A series of exploratory factor analyses (EFA), specifically, principal components analysis (PCA) method and varimax rotation, was conducted to examine the underlying dimensions of the latent variables and assess the construct validity of the two main constructs: servicescape and perceived authenticity. Results provided a sound empirical basis on which to make conceptual assumptions on the main

constructs of the servicescape and authenticity scales as these factors represent specific theoretical dimensions of each variable, as identified in the previous literature. The factor models for the two measures were considered acceptable as Kaiser-Meyer-Olkin measure of sampling adequacy was 0.876 for the perceived authenticity and 0.925 for the servicescape experience (Hair *et al.,* 2010). The effects of Common Method Bias (CMB) were also tested using Harman's single factor score with principal axis factoring for all items of the two independent variables. The total variance for a single factor was 36.1%, suggesting that the results of EFA were not affected by CMB as the total variance was less than 50% (Podsakoff *et al.,* 2012).

Servicescape experience

Findings from EFA show that servicescape consisted of five factors explaining 70.1% of total variance (Table 3.3). Cronbach's alpha was then calculated to test the reliability of the extracted factors; all values were 0.8 or higher, thus providing satisfactory levels of internal consistency and suggesting that the factors are reliable and internally consistent (Hair *et al.,* 2010).

Table 3.3 Servicescape: factor analysis

	Mean	S. D	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
Factor 1: Staff service quality The physical facilities and employees were neat and clean.	4.27	0.888	0.769				
The employees were courteous, polite, and respectful.	4.42	0.817	0.768				
The employees were trustworthy, believable and honest.	4.31	0.844	0.763				
The employees listened to me and spoke a language that I could understand.	4.26	0.948	0.760				
The employees were competent (i.e. knowledgeable and skilful).	4.29	0.868	0.748				
The employees provided reliable and consistent service.	4.19	0.894	0.705				
The employees were approachable and easy to contact.	4.20	0.895	0.697				
The winery staff had in-depth knowledge of wine and its culture.	4.20	0.971	0.696				
The employees were willing and able to provide service in a timely manner.	4.12	0.904	0.682				
The employees made the effort to understand my needs.	4.20	0.886	0.675				
Factor 2: Multi-sensory stimuli of the winery The temperature in the winery is comfortable.	4.02	0.966		0.781			
The winery environment is clean.	4.33	0.911		0.777			

The winery is effectively soundproofed.	4.05	0.995		0.737		
he lighting in the winery is appropriate.	3.96	1.040		0.737		
There is a special atmosphere in the winery.	4.36	0.830		0.540		
Factor 3: Leisure-related activities						
The winery offers many family activities.	2.85	1.248			0.915	
The winery offers many children's activities.	2.74	1.371			0.855	
The activities that can be organised at the winery are fun.	3.20	1.183			0.746	
The winery offers added services to make my stay more pleasurable (Wi-Fi, welcome cocktail...).	3.10	1.292			0.727	
Factor 4: Aesthetics of the winery						
The winery architecture is impressive.	4.16	0.951				0.785
The colours of the walls and floors are complementary and well-coordinated.	4.04	1.026				0.773
The furniture of the winery is aesthetically appealing.	3.98	1.032				0.743
The visiting hours of the wineries are satisfactory.	4.10	0.944				0.513
Factor 5: Adequate information about the winery I received adequate information about the winery and its history.	4.10	1.036				0.781
I received adequate information about Sardinian culture and history of wine.	3.83	1.072				0.776
I received adequate information about the wine making process.	4.11	0.990				0.752
Eigenvalue			11.387	2.551	1.900	1.377	1.013
Variance explained			43.794	9.810	7.307	5.297	3.896

The first factor ("service quality": 43.8% of total variance) includes items related to how employees were seen by visitors, such as "the employees were trustworthy, believable and honest", "the employees were competent", and "the employees were approachable and easy to contact". The second factor was labelled as "multi-sensory stimuli of the winery" (9.8% of total variance) and was composed of items describing the atmospheric-related stimuli of the winery (e.g. temperature, soundproof, lighting, etc.).

The third factor was named "leisure-related activities" (7.3% of total variance) and consisted of items related to entertainment activities and services the wineries offer to their visitors (e.g. family friendly activities, fun activities, etc.). The fourth factor ("aesthetics": 5.3% of total variance) include items reflecting the "aesthetics" of the winery (e.g. winery architecture, colours of walls and floors, aesthetics of the furniture, etc.). The last factor was labelled "satisfactory information about the winery" (3.9% of total variance) and consisted of three items describing the extent to

which the winery provides visitors with adequate information about the winery, the wine-making process, the wine history and culture of Sardinia.

Perceived authenticity

Findings from EFA (PCA method – Varimax rotation) show that perceived authenticity was made by two factors explaining 60.1% of total variance (Table 3.4). One item with a factor loading lower than 0.4 was excluded from further analysis (i.e. "this winery is just a tourism attraction and a commercial place"). The Cronbach's Alpha statistics showed that the two subscales were internally consistent, resulting in high reliability (α= ranging from 0.717 to 0.883).

Table 3.4 Factor analysis of perceived authenticity

	Mean	*S.D*	*Factor loadings*	*Eigen-value*	*Variance explained*
Factor 1: Objective Authenticity (α =.863) The overall impression and atmosphere of this winery inspired me.	4.07	0.970	0.754	4.969	45.177
I liked the way the winery blends in the attractive landscape and scenery of the area.	4.21	0.881	0.778		
I liked the information about the winery and found it interesting.	4.25	0.849	0.760		
While visiting this winery, I experienced the related wine culture.	4.14	0.908	0.776		
The winery atmosphere was authentic.	4.16	0.945	0.759		
This winery is unique in its genre.	3.78	1.127	0.669		
Factor 2: Existential Authenticity (α=.811) During the visit I had the chance to enjoy the authenticity of local food.	3.49	1.320	0.813	1.642	14.924
During the visit I had the chance to enjoy the authenticity of local beverage.	3.89	1.092	0.689		
During the visit, it was easy for me to find evidence of Sardinian handcrafts.	3.30	1.271	0.833		
This winery represents the local culture.	3.76	0.996	0.590		
The visit to this winery gave me the possibility to learn about Sardinian customs and traditions.	3.64	1.108	0.637		

The first factor was labelled "objective authenticity" (45.2% of total variance) and was strongly related to items describing the genuine experience with the winery and how visitors saw themselves in relation to objects in (e.g. the winery-related information and the winery atmosphere) and around the winery (e.g. the winery

blended in effectively with the landscape and scenery of the area and its wine culture). The second factor was named "existential authenticity" (14.9% of total variance) and comprised items describing the visitors' sense of enjoyment and escape that they felt with authentic food and beverage, traditions, handcrafts and folklore during the visit.

3.4.3 Multiple regression analysis

Multiple regression analyses were conducted to determine the relative contribution of the independent variables to satisfaction and three types of behavioural intentions (i.e. revisit intention, online WOM intention, and wine-oriented learning intention). Multiple regression analyses were used in this study as this method is particularly suitable for an exploratory phase of the research compared to SEM (Nunkoo and Ramkissoon, 2012), because it allows the researcher to directly compare the degree and direction of the relationships between independent variables and dependent variables (Hair *et al.,* 2010). Indeed, following Nunkoo and Ramkissoon (2012), "in tourism studies where the nature of the research is exploratory, multiple regression is more appropriate because SEM is a confirmatory technique and a number of statistically valid models can be generated with the same data" (p.20).

Before running regression analysis, a G* Power analysis was run to confirm whether the sample size (n=267) was adequate for running multiple regression models (Faul *et al.,* 2009). The result of G* Power analysis with a medium effect size (f^2 =0.29) was confirmed, indicating that a strong statistical power of over 0.95 was shown in a test based on α = .05 with 7 predictors and sample size of 267. Hence, the scores of the factors composing the two independent variables (i.e. two factors for perceived authenticity, and five factors for servicescape) were entered into regression analysis. The independent variables were not highly correlated with each other. All the tolerance levels of the independent variables were near 1.0 or higher

than 0.6 indicating non-violation of the multicollinearity (Hair *et al.,* 2010). The following sub-sections summarise the results of the four regression models to examine the influence of servicescape and perceived authenticity on satisfaction and the three types of behavioural intentions.

Determinants of overall satisfaction

Results from the first regression model are shown in Table 3.5. Results highlight that the dependent variable, "I am satisfied with my visit to this winery" was determined by "objective authenticity" (β =0.373, t=6.135, p<0.001), and by "adequate winery information" (β =0.153, t=2.522, p<0.05).

Table 3.5 The determinants of overall satisfaction (*** p<0.001; ** p<0.05)

Independent variables	*All sample*	
	Beta	*t (Sig.)*
Constant	4.397	85.990***
Perceived authenticity factors		
F1: Objective Authenticity	.373	6.135***
F2: Existential Authenticity	.013	0.221 (.825)
Servicescape factors		
F1: Service quality	.057	0.838 (.403)
F2: Multi-sensory stimuli of the winery	.068	1.094 (.275)
F3: Leisure-related activities	-.083c	-1.380 (.169)
F4: Aesthetics of the winery	.110c	1.741 (.083)
F5: Adequate information about the winery	.153	2.522**
R²	.190	
Adjusted R²	.183	
F (p)	27.141***	
Standard Error of the Estimate	.783	
Durbin-Watson	**1.753**	

This model indicated that the overall explanatory power of the independent variables on overall satisfaction with the winery was rather weak (adjusted R^2 =0.183, F=27.141, p<0.001).

Determinants of behavioural intentions

Table 3.6 summarises the second multiple regression model on the three types of behavioural intentions. Results highlight that the dependent variable, "behavioural

intention toward revisiting the winery in Sardinia again" was significantly related to three major factors, "objective authentic experience" (β =0.421, t=7.295, p<0.001), "adequate winery information" (β =0.193, t=3.388, p<0.05), and "the leisure service" (β =0.148, t=2.647, p<0.001). Furthermore, findings reveal that "intention towards writing a positive comment/review on social media" was significantly determined by "objective authenticity" (β =0.289, t=4.799, p<0.001), "existential authenticity" (β =0.313, t=5.692, p<0.05), and by two out of the five dimensions of servicescape (i.e. "the adequate winery information": β =0.189, t=3.347, p<0.05, "aesthetics": β =-0.130, t=-2.220, p<0.05).

Table 3.6 The determinants of behavioural intentions (*** p<0.001; ** p<0.05)

Independent variables	Dependent variables					
	Revisit intention		Online WOM intention		Wine-oriented learning intention	
	Beta	t (Sig.)	Beta	t (Sig.)	Beta	t (Sig.)
Constant	4.014	63.989***	3.543	47.771***	4.169	73.262***
Perceived authenticity factors F1: Objective Authenticity	.421	7.295***	.289	4.799***	.016	.182 (.856)
F2: Existential Authenticity	.005	.085 (.933)	.313	5.692***	.052	.832 (.406)
Servicescape experience factors F1: Service quality	.001	.009 (.993)	-.018	279 (.781)	.139	2.284**
F2: Multi-sensory stimuli of the winery	.063	1.082 (.281)	-.035	-.616 (.539)	.251	4.131***
F3: Leisure-related activities	.148	2.647**	.076	1.205 (.229)	-.020	-.321 (.748)
F4: Aesthetics of the winery	.075	1.266 (.281)	.130	2.220**	.193	3.169**
F5: adequate information about the winery	.193	3.388**	.189	3.347**	.159	2.611**
R²	.296		.329		.146	
Adjusted R²	.287		.317		.131	
F (p)	32.198***		28.208***		9.848***	
Standard Error of the Estimate	.958		1.133		.874	
Durbin-Watson	1.921		2.195		1.901	

On the whole, results show that both types of authenticity and some servicescape dimensions influenced the visitors' intention to sustain online WOM. With regards to the behavioural intention towards learning more about the production area where the best and the most renowned regional wines are made, the servicescape experience factors had a stronger impact on this dependent variable. However, there

was no association between the perceived authenticity factors and this dependent variable. The four major factors determining the wine-oriented learning intention were "the multi-sensory stimuli" (β=0.251, t=4.131, p<0.001), "aesthetics of the winery" (β =0.193, t=3.169 p<0.05), "the adequate winery information" (β =0.159 t=2.611, p<0.05), and "the winery staff service quality" (β =0.139, t=2.284, p<0.001).

Results of the three regression models also confirm a linear association between the three types of behavioural intention variables and the independent variables (F=32.198, p=*0.000*; F=28.208, p=*0.000*; F=9.848, p=*0.000*: see Table 3.6). Overall, it was found that the overall explanatory power of the independent variables on the behavioural intention towards learning more about the production area of the best and the most renowned regional wines was weaker (adjusted R squared =0.131), compared to the other behavioural intention variables (i.e. online WOM intention: adjusted R squared =0.317 - intention to revisit the winery: adjusted R squared =0.287).

3.5 Conclusion

This study was developed to deepen the scientific debate around the main determinants of satisfaction and behavioural intentions of winery visitors; specifically, this study investigated the influence exerted by perceived authenticity and servicescape and their related sub-dimensions.

From a theoretical point of view, this study contributes to expand the current scientific knowledge on wine tourists' behaviour. As findings show, each experiential sub-dimension of perceived authenticity and servicescape is evaluated subjectively by winery visitors and influences their satisfaction and behavioural intentions in a different manner (Gallarza *et al.,* 2015). On the whole, our study suggests that wineries are a good example of experiential consumption settings (Bruwer and Alant, 2009) in which servicescape and authenticity-based attributes are able to enhance the multisensory and emotional feelings, playfulness and imaginary

that visitors can experience and live during the visit (Gallarza *et al.,* 2015) and, in turn, their satisfaction and behavioural intentions.

Going deeper, the results of this research provide detailed information about the specific sub-dimensions of servicescape and perceived authenticity that are able to influence visitors' satisfaction and behavioural intentions. For example, our study shows that visitors' satisfaction is influenced just by one servicescape sub-dimension (i.e. the adequate provision of information about the winery culture, its history, and the Sardinian culture), thus contradicting the findings of prior studies highlighting a wider variety of servicescape-based determinants of satisfaction (e.g. Liu and Jang, 2009; Nella and Christou, 2014). Likewise, just one sub-dimension of perceived authenticity (i.e. objective authenticity) has been found to be discriminating the overall level of visitors' satisfaction, thus empirically confirming previous studies carried out in non-wine tourism-related studies (e.g. Kolar and Zabkar, 2010).

Furthermore, this study highlights that the intention to revisit the winery is influenced by objective authenticity elements together with the delivery of adequate information and complementary leisure activities and tourism services (e.g. Kim and Bonn, 2016; Quintal *et al.,* 2015; Robinson and Clifford, 2012). On the one hand, these findings underline that the winery has an important role in promoting the overall destination and in leading tourists to revisit the wine region in the future (Sparks, 2007). On the other hand, they confirm that idea that tourism-related services and family friendly activities add value to the cellar door visit (Cohen and Ben-Nun, 2009).

Another interesting contribution that this study offers to the current body of knowledge resides in the new insights, indicating that the specific sub-dimensions of servicescape and perceived authenticity (i.e. objective and existential authenticity, adequate winery information, and design/aesthetic factors) shape visitors' intention to sustain online WOM. This result can be explained by the fact that wine tourists also travel to wine regions for leisure and sensation seeking motives (Galloway *et al.,* 2008), where perception of hedonic elements engage their senses by providing them

with pleasurable feelings that result in a higher desire to share their experience with others (Gallarza *et al.*, 2015), especially uploading comments in peer-to-peer applications (e.g. Facebook, Twitter, TripAdvisor) as usually happens in tourism-related settings (Munar and Jacobsen, 2014).

Last, but not least, another interesting and original contribution of our study resides in the fact that it has suggested adding a new type of behavioural intentions (i.e. intention to learn about the production area of the best and the most renowned regional wines) when investigating the behaviour of winery tourists. Regarding this aspect, previous studies have attested a correspondence between wine drinking consumption and wine tourism behaviour (e.g. Bruwer *et al.*, 2013), but still limited research (e.g. Marzo-Navarro and Pedraja-Iglesias, 2009) has been conducted to explore which are the antecedents of this behaviour. The findings of this study are novel in wine tourism research because they reveal that both utilitarian-based servicescape dimensions (i.e. staff service quality and adequate winery information) and hedonic-based servicescape dimensions (e.g. multi-sensory stimuli and aesthetics) can elicit a higher tourists' interest in learning more about the production area of the best and the most renowned regional wines. Given the exploratory and site-specific nature of this study, this specific evidence needs to be further validated in future studies carried out in other wine tourism destination and with bigger and more representative samples.

From a managerial perspective, this study also offers useful recommendations to winery managers attempting to plan and implement effective marketing strategies to attract visitors to their wineries, to satisfy them and to push them to adopt future behavioural outcomes (intention to revisit, online WOM intention, and intention to learn more about the production area of the best and the most renowned regional wines). With this goal in mind, the results of this study suggest, for example, that winery staff should focus their interventions on sustaining specific sub-dimensions of perceived authenticity and servicescape if they wish to satisfy their visitors and to shape specific types of behavioural intentions. In this vein, winery marketers should

primarily invest in re-emphasising how visitors perceive objective-based authenticity during their visit (e.g. offering their visitors the possibility to feel, see and touch more evidences of the local food, handcrafts and folklore) and/or providing them with a more effective storytelling about the winery history, the wine making process as well as the history and culture of the overall wine region if they want to ensure that their visitor remains satisfied with their visit. Providing visitors with effective and adequate storytelling about the winery history, the wine making process and the history and culture of the overall wine region would also be a good marketing strategy to increase visitors' interest in learning more about the production area of the best and the most renowned regional wines. Furthermore, if the main goal is to encourage online WOM to sustain the e-reputation of the winery, wine makers would need to impress their visitors investing in appealing furniture, architecture and buildings, thus eliciting a strong emotional status of joy and surprise that allows them to feel the need to share their experience with others (Derbaix and Vanhamme, 2003). The results of this empirical research also suggest that visitors will feel a greater desire to share their visit experience with others by uploading comments online if they consider this experience as being enjoyable and authentic. Hence, a good strategy to achieve this goal could be offering visitors the possibility of being involved in lived educational and entertaining activities related to the wine production and the wine region culture.

Although this study helps to fill a gap in the existing literature and proposes implications for practitioners, some limitations need to be underlined. Firstly, the study is highly site-specific (i.e. it considers visits to wineries in a single tourism destination) and uses a convenience sample, thus rendering findings hardly generalisable. In fact, findings could differ if the same research was carried out in other wine regions or in other wine tourism settings (e.g. museums or wine festivals).

Future research should replicate the study in other wine and tourism regions in the world to validate the findings of this empirical research. Secondly, another

limitation is related to the fact that this paper did not investigate the influence that the servicescape might exert in shaping the perceived authenticity and, in turn, the visitors' satisfaction and behavioural intentions; this aspect would need to be explicitly considered in future studies. Thirdly, due to the exploratory nature of this study, following Nunkoo and Ramkissoon (2012), the author performed a Multiple regression analysis instead of SEM; as for future research it would be interesting to test the model with a confirmatory study, replicating the research using SEM and comparing the present results with those obtained with the other method. Finally, this study did not investigate the moderating effect that socio-demographics and/or travel-related characteristics (e.g. travel party, prior visitation at the winery) might exert on the way the model, and its related paths, works. Future studies would need to consider this aspect by applying analyses by subsamples.

3.6 References

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Conclusion

The last two decades have been characterised by an increase of researchers' interest around the wine tourists' profile from a demand-based perspective, with the final aim to explain their behavioural intentions in wine regions and wineries (e.g. Getz and Brown, 2006; Byrd *et al.,* 2016).

Existing studies highlight that tourists at the cellar doors are not a homogeneous market (Charters and Ali-Knight, 2002; Bruwer *et al.,* 2018), and their different socio-demographic variables, psychographics (e.g. attitudes, perceptions, values, motivations, involvement in wine) and behavioural characteristics (e.g. drinking habits, expenditure behaviour) must be recognised to effectively meet and address their expectations and desires. Despite present studies having shed light on the importance to examine the several push and pull motivations driving individuals to visit wine tourism destinations and attractions (e.g. Quintal *et al.,* 2015; Sparks, 2007), and the crucial relevance of some servicescape attributes as determinants of satisfaction and future behaviour, limited research has been still carried out to assess their non-wine related motivations (Bruwer *et al.,* 2018), their travel barriers (Marzo-Navarro and Pedraja-Iglesias, 2009, 2012; Sparks, 2007) and how perceived authenticity (Kim and Bonn, 2016) and servicescape dimensions (Thomas *et al.,* 2018) shape their satisfaction and behavioural intentions. This explains why recent studies have called for further research, especially in wine tourism destinations from the New World wine regions (e.g. New Zealand, Australia, Canada), with the aim to deepen our understanding about wine visitors' profile and behaviour (e.g. Alebaki and Iakovidou, 2011; Charters and Ali-Knight, 2002; Molina *et al.,* 2015). In particular, it has been suggested to do so by taking into account how wine visitors assess not only the core wine-related services and facilities, but also other features of their tourism experience (Marzo-Navarro and Pedraja-Iglesias, 2012). In this regard, the inclusion of a wider array of key utilitarian and hedonic factors, for example authenticity (e.g. cultural heritage, customs and traditions, local gastronomy) and

destination-based attributes (e.g. the wine region aesthetics, the enjoyment of a relaxing setting, the participation in leisure and educational activities), has been suggested as necessary and appropriate variables/factors to be considered given their influence on wine visitors' experience and behaviour (e.g. Bruwer and Gross, 2017).

This PhD thesis was therefore carried out to contribute to the scientific debate around these somewhat under-investigated research areas by presenting and discussing the results of three empirical studies carried out on data collected, during the period June-September 2015, using a survey administered through face-to-face interviews to wine visitors at ten Sardinian wineries.

Theoretical contribution

Going deeper with the theoretical contributions of this thesis, an interesting finding that this research offers to the current body of scientific knowledge resides on the market segmentation approaches that has been adopted, i.e. motivation and authenticity-based segmentation. As previously addresses, much of the past segmentation studies have examined wine tourists' motivations, socio-demographic characteristics and behavioural features (e.g. Hall and Macionis, 1998; Charters and Ali-Knight, 2002) with the aim to profile wine tourists, their expectations and needs. Nevertheless, wine tourists are not pushed only by wine-related motivations and wine-related aspects. General tourist motivations and a broad variety of destination attributes are sought after by the wine tourism segments (e.g. Byrd *et al.,* 2016; Getz and Brown, 2006; Sparks, 2007), even if these aspects have been less investigated in the wine tourism segmentation-based literature. Hence, this thesis takes a step forward since it empirically profiles wine tourists according to their wine-related and general tourism motivations, also considering the different appeal of destination attributes, other than the wine product (Bruwer *et al.,* 2018). In addition, literature claims that wine tourists desire and expect to participate in some kind of cultural

experiences during their wine travel (e.g. Marzo-Navarro and Pedraja-Iglesias, 2012), however little segmentation-based research on authenticity has been conducted in previous studies adopting a demand-based perspective. In line with this, another original finding of this thesis pertains to the identification of different wine tourism segments in reference to their perceptions of object-based and existential authenticity, as a lens to understand the wine tourism market.

Furthermore, the findings of this thesis provide additional valuable insights into the importance to understand and manage the influence of travel barriers in wine tourists' behaviour. As supported by previous academic studies, the identification of travel constraints, which stem or reduce tourists' decision to undertake a wine tourism experience, is of paramount importance for the development of a wine tourism destination, in the same way as their motivations or perceptions (Bruwer and Alant, 2009; Marzo-Navarro and Pedraja-Iglesias, 2012). The results of this research show that the level of interest in wine and activities related to it (e.g. Charters and Ali-Knight, 2002; Sparks, 2007) acts as a barrier from a wine tourist's perspective, in comparison with the lower influence performed by other constraints such as time, cost or proximity to the winery (e.g. Marzo-Navarro and Pedraja-Iglesias, 2012; Sparks, 2007). Recognising what distinct forces limit wine travel segments is another fresh contribution that this thesis would offer with the final aim to expand the existing scientific knowledge on wine tourism demand and the design of the best wine tourism offering for each market sub-group.

Moreover, another interesting contribution of this thesis is drawn from the theory that suggests that a tourism product is defined by a bundle of attributes that, in conjunction, drive customer behaviour (e.g. Cohen and Ben-Nun, 2009; Getz and Brown, 2006). In this regard, a large amount of research supports the crucial importance to explore the influence that destination and service attributes exert on wine tourists' experiences (Gill *et al.,* 2007; Shapiro and Gómez, 2014), based on the premise that destination-based factors result in different tourists' levels of emotional responses, satisfaction and behavioural intentions (Gallarza *et al.,* 2015). As a

consequence, recent tourism authors claimed the need to holistically frame the tourist experience by acknowledging the impact on tourists' behaviour of both utilitarian and hedonic components (Bruwer and Alant, 2009; Bruwer and Rueger-Muck, 2018; Nella and Christou, 2014) which stem from tourists' perceived quality of core destination attributes (e.g. service staff, physical setting, atmosphere, convenience, leisure activities and servicescapes). Although several academics have adopted an experiential-based approach to investigate the wine traveller behaviour (e.g. Byrd *et al.,* 2016; Joy *et al.,* 2018), few wine tourism studies question about the role and influence of authenticity as a relevant experiential quality able to direct wine tourist satisfaction and behavioural intentions, as instead general tourism literature support (Bruwer and Rueger-Muck, 2018; Quadri-Felitti and Fiore, 2013; Robinson and Clifford, 2012). Accordingly, although the delivery of an outstanding service quality and authentic experience has been regarded in the literature as fundamental for the development of effective marketing strategies (Carmichael, 2005), very little empirical research considers this kind of comparative analysis taking into account wine tourists' satisfaction and behaviour (Liu and Jang, 2009). In line with current literature, results support the idea that, in experiential consumption settings such as a winery context (Bruwer and Alant, 2009), destination and services attributes as well as authenticity factors would foster tourists' perceived value related to the multisensory and emotional feelings, playfulness and imaginary as a result of their wine tourism experience (Gallarza *et al.,* 2015) and, in turn, their satisfaction and behavioural intentions (Kim and Bonn, 2016; Kolar and Zabkar, 2010; Quintal *et al.,* 2015; Sparks, 2007; Robinson and Clifford, 2012).

Likewise, another original finding of this thesis regards the specific contribution of the experiential components of the winery visit on wine tourists' behaviour. Authors in the marketing and tourism field argued that the effectiveness of different aspects of the offering can be best understood by evaluating the impact of each attribute both individually and in combination with the other attributes describing the offering (e.g. Chernev, 2019). Thus, this research follows existing literature that

indicates the perceived performance of each attribute can be differently associated with satisfaction (Kim and Brown, 2012) as well as with distinct types of loyalty behavioural measures (Gill *et al.*, 2007; Quintal *et al.*, 2015). As such, findings of this thesis are valuable in the sense that they point out the importance to untangle both the unique and combined influence of the individual sub-dimensions of servicescape and authenticity on overall satisfaction and on the specific types of future behaviour (Gallarza *et al.*, 2015) in order to explain wine tourists' behaviour.

The first paper was devoted to provide a better understanding of the different typologies of wine tourists' profiles by applying a cluster analysis on a sample of 267 wine visitors to investigate whether wine tourist profiles differ based on tourists' wine-related motivations, and to ascertain (through a series of Chi-square and ANOVA tests) whether significant differences exist among clusters based on socio-demographic characteristics of respondents, their perceptions of wine tourism destination attributes, and wine travel-related constraints (e.g. interest in wine and wine-related activities, travel distance and cost). Findings of this study reveal that three different typologies of winery travellers visit Sardinian wine region, with distinct push (i.e. wine-related and general travel motives) and pull motivations (i.e. wine tourism destination attributes), and travel barriers. Specifically, three clusters representing a specialist-generalist continuum were identified, i.e. 'wine lovers' (n=138), 'wine culture tourists' (n=81) and 'casual wine tourist' (n=48). Results confirm previous research findings of factors that trigger and/or prevent tourists to visit the wine destination (e.g. Alebaki and Iakovidou, 2011; Bruwer *et al.*, 2018; Hall and Macionis, 1998) and on the heterogeneity of the wine tourists' profile as the three sub-groups significantly differ in their level of motivations (i.e. general and wine-related), the perceived importance of wine tourism destination attributes (i.e. wine tasting, wine reputation, winery-related attributes, wine tours and activities, natural environment and gastronomic activities, cultural tours/activities/facilities), and the potential constraints (i.e. interest in wine-related activities and the cost of wine-related trips). However, no significant differences were found in terms of their

socio-demographic aspects (i.e. age, gender, education, place of residence) in contrast with past literature (e.g. Charters and Ali-Knight, 2002; Hall and Macionis, 1998; Molina *et al.,* 2015). From a theoretical standpoint, this study provides further insights around the profiles and features of winery respondents from a country barely investigated in literature (Italy) and, specifically, from a relatively still under-developed wine tourism region (i.e. Sardinia). Moreover, this study extends previous motivation-based market segmentation approaches, adding further scientific knowledge on the role and value that different personal factors, destination-based drivers and travel constraints have in tourists' decision-making processes and winery experiences.

The second paper applied a factor-cluster analysis to Sardinian wineries' visitors (n=261) to segment respondents according to the level of authenticity (i.e. object-based and existential authenticity) they perceive during their visit at the winery and to determine whether significant differences exist between segments based on their socio-demographics and purchasing behaviour variables, visitor satisfaction, and future intentions to revisit the winery and to recommend it to others (both online and offline). Specifically, two clusters were identified, namely 'enthusiastic' and 'indifferent', as a result of the different scores given to the authenticity-related items. A series of Chi-square tests were run and findings reveal that there were no significant differences between clusters in terms of the socio-demographic characteristics (i.e. gender, age, level of education, employment status, marital status) and their actual and future willingness to buy Sardinian typical products. Furthermore, findings of ANOVA tests show that significant differences exist among clusters as the respondents in the 'enthusiastic' group were more satisfied with their visit, more likely to repeat it and/or to recommend the wine destination to others through online and offline channels compared to those of the 'indifferent' group. Results support the idea that perceived authenticity seems to act as a somewhat moderator factor in shaping visitor satisfaction and behavioural intentions, corroborating previous research on the influence of the perceived authenticity in

tourists' behavioural intentions (Kim and Bonn, 2016; Ramkissoon and Uysal, 2010). However, contradicting past literature (Brida *et al.*, 2013a, 2013b), perceived authenticity does not seem able to elicit a significant higher probability of buying behaviour. On the whole, the findings of this thesis give further reasons to endorse the crucial importance of cultural aspects related to the authenticity, identity and the local community of the destination from a demand-side perspective. This paper contributes to expand existing literature as it is the first empirical study that successfully applied an authenticity-based segmentation to winery visitors. In addition, this paper provides additional information about the different types of authenticity perceived by consumers and their power on shaping their experience and future behavioural intentions.

The third paper has been undertaken to deepen the scientific debate around the wine tourists' behaviour at wineries, focusing on visitors' (n=267) perceptions of servicescape and authenticity (i.e. object-based and existential authenticity) and investigating the combined role that these experiential dimensions play in influencing customer satisfaction and behavioural intentions in a winery setting. For the purpose of the study, two Factor Analyses were performed in order to reveal the underlying dimensions of visitors' perceptions of servicescape and authenticity. On the one hand, findings show that visitors perceive different attributes of the servicescape as the five factors resulting from the analysis attest (i.e. staff service quality, multi-sensory stimuli of the winery, leisure-related activities, aesthetics of the winery and adequate information about the winery and the culture of the destinations). On the other hand, the factor analysis of the perceived authenticity supports previous research on the different but coexistent nature of objective and existential authenticity as expressions of the authentic experience of the winery's visitors. Hence, factor scores of the two independent variables (two for perceived authenticity, and five factors for servicescape) were entered in the multiple regression analyses in order to determine the relative contribution of these variables to satisfaction and the three types of behavioural intentions (i.e. revisit intention,

online word-of-mouth intention, and wine-oriented learning intention). Results from the four regression models show that satisfaction was significantly influenced by the objective authenticity and by the provision of adequate winery and cultural information, and that the revisit intention was significantly related to the objective authenticity, the adequate winery and cultural information, and the leisure-related services. Moreover, findings show that the behavioural intention towards writing a positive comment/review on social media was significantly determined by both types of authenticity (objective and existential) and by two sub-dimensions of servicescape (i.e. the adequate winery and cultural information and aesthetics of the winery), while the behavioural intention towards learning more about the production area where the best and the most renowned regional wines are made was significantly affected by four out of five servicescape experience factors, i.e. the multi-sensory stimuli, aesthetics of the winery, the adequate winery and cultural information received, and the winery staff service quality. As far as the theoretical contribution is concerned, this paper expands current literature as it is the first empirical study which analysed the combined effect of two critical experiential attributes, i.e. servicescape and authenticity, as determinants of winery visitors' behaviour. Moreover, this is the first work that adds a new type of behavioural intentions in wine tourism research (i.e. intention to learn about the production area of the best and most renowned regional wines): in fact, previous research has considered this behavioural aspect following an approach based on motivation. Finally, this study demonstrates and validates the theory that each specific sub-dimensions of the experiential dimensions, on one hand, is differently perceived by winery visitors and, on the other one hand, is able to influence in a different manner consumer satisfaction and their behavioural intentions.

Managerial implication

Based on the overall findings of this PhD thesis, several managerial implications can be provided to Sardinian policymakers, destination marketers and wine producers in order to support their marketing strategies and operations aimed to attract new visitors to their wine region/business and to retain their actual ones.

First, results suggest that it would be advisable to develop distinctive marketing strategies bearing in mind the heterogeneity of the niche market. Special attention should be given to visitors' various motivations and barriers to participate in wine tourism, as well as their expectations and perceptions of the experiential attributes such as those strictly related to wine and winery activities and the more wide-ranging tourist activities offered in the area. Likewise, findings advocate designing a wine tourism experience which is in line with the features of each major segment (i.e. 'wine lovers', 'wine culture tourists' and 'casual wine tourists', and 'enthusiasts' vs 'indifferent'). For example, targeting 'wine culture tourists' could be done with the development of wine tourism packages and the design of itineraries associated with the core winery products and with other cultural aspects of the wine region (e.g. cultural activities and services in the winery, with the local people, and related to the local cuisine and handcraft). On the contrary, in order to attract 'casual wine tourists' whose interest in wine acts as the main barrier to participate in wine tourism, wineries should prepare advertising messages and marketing offers based on recreational activities and - through them - stimulate visitors' further involvement with wine tourism experience, with the final aims to appeal a larger size of generalist visitors and to positively increase their likelihood to become 'wine culture tourists', with higher levels of interest and involvement in wine. In addition, this thesis suggests concentrating marketing efforts in mainly attracting 'wine lovers' through wine reputation and gastronomic activities as they are more interested in buying local food and rare and expensive wine as a souvenir. Similarly, the 'enthusiastic' about authenticity also represent a valuable segment as they are more satisfied with

their experience at the winery and more prone to return and to recommend the destination compared to those 'indifferent' to authenticity.

Furthermore, a common insight from all the three studies/papers is the crucial importance of the cultural aspect of the wine destination for winery visitors. In the visitors' mind and imaginary, wine represents an important aspect of the local culture and identity and it can be linked with people's tradition, society, and history. For winery managers and destination marketers, this means that they have to find ways to differentiate themselves from their competitors; a good strategy to achieve this aim would/could be to invest their tangible and intangible resources in providing an authentic cultural experience to their customers, making them in the condition to feel, learn and enjoy the local culture in all its aspects. Despite wine-related products still represent the core aspects of any wine tourism experience, the findings of this thesis highlight the need to design an experience that values the local culture and its community and promotes tourism activities related to the local handcrafts and traditions. More importantly, this bundle of wine and tourism-related services and activities should be constantly innovated and promoted over time to meet visitors' expectations, thus making them satisfied and prone to express positive behavioural intentions. With this aim in mind, wineries should market and position the servicescape as an authentic consumption experience site, able to offer visitors an authentic and memorable experience that elicits positive feelings and emotions, to generate satisfaction and to shape positive behavioural intentions (i.e. intention to return, to sustain positive WOM and/or eWOM, to get to know the production area where the best and the most renowned regional wines are made). That said, segmenting winery visitors on the basis of their perceived authenticity seems to be an efficient measure to assess visitors' experiences, satisfaction and behavioural intentions. Despite these advantages, the findings of the second study also show that the perceived authenticity while visiting a winery do not seem to stimulate neither the visitors' willingness to buy at the winery or their willingness to buy typical Sardinian products once back home in their country of residence.

However, this finding could be due to restrictions in the economic budget of visitors; this aspect would merit further attention in future studies.

Furthermore, the findings of this thesis suggest that wine managers and producers should focus on sustaining specific sub-dimensions of perceived authenticity and servicescape in line with the defined winery goals (e.g. obtaining satisfied visitors; encouraging online WOM or developing repeated visitors). For example, if the winery purpose is to increase visitors' level of satisfaction, wine marketers should provide an adequate storytelling about the winery history, the winemaking process as well as the history and culture of the overall wine region. Moreover, to make their visitors satisfied, wineries should plan an experience design that, in term of atmosphere and winery activities/services to be offered, provide visitors with multi-sensory cues easily recalling the local food, handcraft and folklore thus making the Sardinian identity, culture and authenticity alive in during the visit at the winery. On the contrary, when wine marketers aim to encourage online positive WOM, the findings of the third study suggest that they should run an effective storytelling about the winery and the regional culture. In addition, to make visitors more willing to leave a positive comment/review on social media, wineries should provide an experience that is enjoyable and authentic. This could be done by organizing wine educational and entertaining activities which elicit visitors' positive emotions such as joy and surprise which, in turn, push them to share their experience with others on online channels.

Limitations and future research directions

Although this work offers theoretical and managerial contributions to the academia and practitioners, it is not free of limitations.

First, the studies of the thesis are highly site-specific (i.e. Sardinia) and based on a convenience sample. In addition, data was collected intercepting tourists visiting wineries but wine tourists may also attend other wine-related attractions such as wine museums or wine festivals. These circumstances imply that the sample is not representative of the overall population under investigation (i.e. wine tourists at Sardinian wineries) which makes the studies' findings hardly generalizable. In the future, it would be interesting to replicate the survey collecting data in other national and international tourism destination and intercepting potential respondents in winery non-related contexts.

Second, several variables of different nature could moderate wine visitor perceptions, satisfaction, actual and future behaviour towards wineries which have not been considered in the present thesis. For example, in the first two chapters, the analysis did not take into account whether significant differences among clusters exist based on their travel-related characteristics such as travel party size and/or duration of stay. Since the travellers' market is very heterogeneous in terms of travel patterns, these variables could be considered in future research to profile winery visitors also looking at the specific type of travellers (e.g. tourists or excursionists).

Third, in the second chapter, the study did not investigate whether perceived authenticity exerts a moderator effect on the willingness to pay more to buy wines at the winery, as previous research observed (e.g. Kim and Bonn, 2016). In the future, it would be useful to direct attention to the influence of perceived authenticity on the willingness to pay more/less to buy wines at the wineries and – possibly - including the travellers' budget expenditure since this latter could have some weight on their actual purchasing behaviour.

Fourth, this research did not explore whether servicescape attributes exert some kind of influence on visitors' perceived authenticity and, in turn, on visitors' satisfaction and behavioural intentions. Future research could move forward by analysing the effect of servicescape in predicting perceived authenticity and indirectly tourists' behaviour.

Last but not least, in the third chapter, the study did not investigate whether a moderating effect of socio-demographics and/or travel-related features might exist that could affect how the conceptual model, and its related paths, work. In this respect, future research could identify sub-samples based on these variables in order to test whether any difference might be present among the various sub-groups of visitors.

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Appendix

Winery visitors' questionnaire

Good morning/good afternoon,

This survey aims at investigating wine tourism development in the region of Sardinia. We would be grateful if you could give us some minutes of your time to fill this questionnaire. This survey is entirely anonymous and confidential.

All the information collected will only be used for the purpose of this study.

Thanks for your very valuable collaboration.

****

A SECTION 1: Socio-demographic characteristics

H Gender: [1] Male [2] Female

I Age (please specify): _____

L Level of education: [1] None   [2] Primary school [3] High School
[4] Secondary school   [5] University degree [6] Master/PhD

M Occupation: [1] Employee   [2] Executive/manager   [3] Self-employed
[4] Retired   [5] Occasional worker   [6] Unemployed
[7] Student   [8] Other

N Civil status: [1] Single   [2] Engaged   [3] De facto   [4] Married
[5] Divorced   [6] Widow

O How much do you spend on wine in an average month? (Please specify):

Euro_____

P How many bottles of wine do you purchase in an average month? (Please specify): Euro_____

Q How many bottles of wine do you drink in average month? (Please specify):

_____

R Have you ever visited a wine tourism destination and/or a winery prior to this visit to Sardinia?   [1] Yes   [2] No

If yes, could please specify how many times in your life?:

Ra_____ **and in the last year?: Rb**_____

S With whom did you come to this winery?

[1] alone   [2]with my family [3]with my friends
[4] with my girlfriend/boyfriend [5] organised tour (Tour operator or travel agency)

T If you came to this winery with other people, how many they were?:
[ ] 1   [ ]2   [ ] 3   [ ]4   [ ]5   [ ] 6 or more

U In what type of accommodation are you staying?

[ ] Hotel: specify number of stars 1☐ 1 2☐ 2 3☐ 34☐ 4 5☐ 5
[6] Bed and breakfast   [7] Rented apartment   [8] Hostel
[9] Friends or relatives   [10] camper   [11] Camping
[12] Other (specify):_____

Z Overall, how many days are you spending in Sardinia? (Please specify):

_____

AA The winery you visited offers food and wine products for sale?:
[1] Yes [2]No

   a) **AAa Did you buy any Sardinian typical products in this winery to bring home with you??** [1] Yes   [2]No
   b) **AAb If yes, which kind of product?**
       [1] Sardinian food   [2] Non Sardinian food   [3] Sardinian wines
       [4] non Sardinian wines [5] Sardinian handcrafts

BB Once back in your country of residence, would you be willing to keep on buying Sardinian typical products? [1] Yes   [2]No

EE Your country of residence (please specify):

_____

B SECTION 2: Importance of wine tourism attributes

In the section below a list of key attributes that are useful in the selection of a wine tourism destination is provided. Please assess the importance you give to each of them by selecting a number that goes from 1 to 5 **(1=not at all important, 2= low importance, 3=quite important, 4=important, 5=very important).**

1 To be able to taste the wines produced at wineries	1	2	3	4	5
2 Being able to visit wineries	1	2	3	4	5
3 The visiting hour of the wineries are long/extended	1	2	3	4	5
4 Being able to buy the wines produced at the wineries	1	2	3	4	5
5 Having wine specialists take care of you during visits	1	2	3	4	5
6 The existence of specific gastronomic activities	1	2	3	4	5
7 The existence of a varied gastronomic offer	1	2	3	4	5
8 The possibility of eating at the wineries	1	2	3	4	5
9 The existence of organised trips (lodging, visit, tasting, etc.)	1	2	3	4	5
10 The existence of specific lodging	1	2	3	4	5
11 The existence of sports activities in the area	1	2	3	4	5
12 The appeal of the natural environment in the area	1	2	3	4	5
13 The existence of organised wine tourism trips	1	2	3	4	5
14 The area to be visited is famous for its wines	1	2	3	4	5
15 The fame of the wine in the region	1	2	3	4	5
16 The existence of well-defined wine routes in the region	1	2	3	4	5
17 The climate of the area	1	2	3	4	5
18 The possibility of participating in cultural tourism in the area	1	2	3	4	5
19 The existence of stores/open-air markets for agricultural products from the area	1	2	3	4	5
20 The existence of stores/open-air markets for artisan products from the area	1	2	3	4	5
21 The possibility of taking wine tasting courses	1	2	3	4	5
22 The possibility of participating in wine production activities	1	2	3	4	5
23 Meeting the winery owners	1	2	3	4	5
24 The existence of activities for children	1	2	3	4	5
25 The existence of wine museums or exhibitions	1	2	3	4	5
26 The existence of leisure/wine therapy activities	1	2	3	4	5

SECTION 3: Wine tourism motivations

The statements below describe some of the reasons that might have influenced your decision to travel to Sardinia to have a wine tourism experience and to visit this winery. Please read each statement and circle a number between 1 and 5 that best reflects your level of agreement with what is stated **(1 = strongly disagree, 3 = neither disagree or agree, and 5 = strongly agree).**

I do experience wine tourism and I visit wineries in order…					
1 To share value and experiences with other people	1	2	3	4	5
2 To enjoy new experiences/to do something new	1	2	3	4	5
3 To escape from routine/stress of daily life	1	2	3	4	5
4 To participate in cultural and recreational activities	1	2	3	4	5
5 To learn new things about the culture of wine	1	2	3	4	5
6 To do something original and unique	1	2	3	4	5
7 To have the possibility to taste wines	1	2	3	4	5
8 To have the opportunity to purchase rare and expensive wines not elsewhere available	1	2	3	4	5
9 To have the opportunity to purchase wines at a reasonable prices	1	2	3	4	5
10 To interact with the owner and employees of the winery and to learn something about its history of this company	1	2	3	4	5

D SECTION 4 Travel barriers and behavioural intentions

Please read each statement and circle a number between 1 and 5 that best reflects your level of agreement with what is stated **(1 = strongly disagree, 3 = neither disagree or agree, and 5 = strongly agree).**

1 I think that there are more interesting wine tourism destinations than Sardinia	1	2	3	4	5
2 You need a lot of time to participate in wine tourism	1	2	3	4	5
3 The cost of trips related to wine tourism is very high	1	2	3	4	5
4 To participate in wine tourism, it is important that the area to be visited is close to my home	1	2	3	4	5
5 I am interested in wine and in the activities related to it	1	2	3	4	5
6 Wine tourism is not an activity /type of tourism for everybody	1	2	3	4	5
7 In order to fully enjoy wine tourism, a basic knowledge of the culture of wine is requested	1	2	3	4	5
8 My parent, relatives and friends think that there are more interesting wine tourism destinations than Sardinia	1	2	3	4	5
9 I'm satisfied with my visit to this winery	1	2	3	4	5
10 I will encourage friends/relatives and neighbours to visit this winery	1	2	3	4	5
11 Based on my experience while visiting this winery, I think I will write a positive comment/review on social network (Facebook, twitter, etc.)	1	2	3	4	5
12 If I would come back to Sardinia, I would visit this winery again	1	2	3	4	5
13 I will say positive things about this winery to other people	1	2	3	4	5
14 I feel good about my decision to visit this winery	1	2	3	4	5
15 In the next three years I would like to do another wine tourism experience in Sardinia	1	2	3	4	5
16 I would like to get to know the production area of the best wines	1	2	3	4	5
17 I would like to get to know the production area of the wine I usually drink	1	2	3	4	5

E SECTION 5: winescapes, and servicescapes

Please read each statement and circle a number between 1 and 5 that best reflects your level of agreement with what is stated **(1 = strongly disagree, 3 = neither disagree or agree, and 5 = strongly agree).**

1 The lighting in the winery is appropriate	1	2	3	4	5
2 The temperature in the winery is comfortable	1	2	3	4	5
3 The winery environment is clean	1	2	3	4	5
4 The winery is effectively soundproofed	1	2	3	4	5
5 There is a special atmosphere in the winery	1	2	3	4	5
6 I received adequate information about the winery making process	1	2	3	4	5
7 I received adequate information about the winery and its history	1	2	3	4	5
8 I received adequate information about the Sardinian culture and history of wine	1	2	3	4	5
9 The employees provided reliable and consistent service	1	2	3	4	5
10 The employees were willing and able to provide service in a timely manner	1	2	3	4	5
11 The employees were competent (i.e. knowledgeable and skilful)	1	2	3	4	5
12 The employees were approachable and easy to contact	1	2	3	4	5
13 The employees were courteous, polite, and respectful	1	2	3	4	5
14 The employees listened to me and spoke a language that I could understand	1	2	3	4	5
15 The employees were trustworthy, believable and honest	1	2	3	4	5
16 The employees made the effort to understand my needs	1	2	3	4	5
17 The physical facilities and employees were neat and clean	1	2	3	4	5
18 The winery staff had in-depth knowledge of wine and its culture	1	2	3	4	5
19 The winery offers many children's activities	1	2	3	4	5
20 The winery offers many family activities	1	2	3	4	5
21 The activities that can be organised at the winery are great fun	1	2	3	4	5
22 The winery offers added services to make my stay more pleasurable (Wi-Fi, welcome cocktail...)	1	2	3	4	5
23 The furniture of the winery is aesthetically appealing	1	2	3	4	5
24 The colours of the walls and floors are complementary and well-coordinated	1	2	3	4	5
25 The winery architecture is impressive	1	2	3	4	5
26 The visiting hours of the winery are satisfactory	1	2	3	4	5

F SECTION 6: Experiences

Please read each statement and circle a number between 1 and 5 that best reflects your level of agreement with what is stated **(1 = strongly disagree, 3 = neither disagree or agree, and 5 = strongly agree).**

1 The overall impression and atmosphere of this winery inspired me	1	2	3	4	5
2 I liked the way the winery blends with the attractive landscape and scenery of the area	1	2	3	4	5
3 I liked the information about the winery and found it interesting	1	2	3	4	5
4 While visiting this winery, I experienced/felt the related wine culture	1	2	3	4	5
5 This winery atmosphere was authentic	1	2	3	4	5
6 During the visit I had the chance to enjoy the authenticity of local food	1	2	3	4	5
7 During the visit I had the chance to enjoy the authenticity of local beverage	1	2	3	4	5
8 During the visit It was easy for me to appreciate evidences of Sardinian handcrafts	1	2	3	4	5
9 This winery represents the local culture	1	2	3	4	5
10 The visit to this winery gave me the possibility to learn about Sardinian customs and traditions	1	2	3	4	5
11 This winery is just a tourism attraction and a commercial place	1	2	3	4	5
12 This winery is unique for its genre	1	2	3	4	5

THANKS FOR YOU COLLABORATION,

HAVE A NICE DAY!