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# The relationship between involvement, destination emotions and place attachment in the Porto wine cellars

Place  
attachment in  
the Porto wine  
cellars

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## Abstract

**Purpose** – This paper aims to measure the role of involvement, destination emotions and place attachment in the behavioural intentions of wine tourists when visiting Porto wine cellars.

**Design/methodology/approach** – An interceptive survey was conducted with wine tourists during their visits to four Porto wine cellars. A convenience sample of 918 international visitors was obtained. A structural equation model using partial least squares analysis was used to test the hypothesis and the validity of the constructs and model.

**Findings** – The structural model results indicated that wine tourists' personal involvement and their wine involvement have a significant and direct influence on destination emotions and place attachment in Porto wine cellars during the visits, which determines their future behavioural intentions.

**Research limitations/implications** – The generalizability of the results may be limited owing to the sample and the data collection method and the short time frame of the data gathering.

**Practical implications** – There is a growing potential for researchers and managers to achieve benefits from the proposed model that will support the efforts for wine tourism theory and practice, such as brand positioning strategies and formulation of sharper marketing strategies.

**Originality/value** – This is the first study to demonstrate the combined use of personal and wine involvement on destination emotions along with place attachment in a wine tourist behaviour context. This approach extends the scope into a wine tourism context because the combination of these three constructs has never been held in the area of wine tourism destinations.

**Keywords** Marketing, Consumer behaviour, Tourism, Structural equation models, Scale development/testing

**Paper type** Research paper

## 1. Introduction

Wine tourist behaviour represents a very important study domain because understanding this behaviour is a complex process and stimulus is the key and the engine of the behaviour, particularly in wine tourism. Yuan *et al.* (2006) argue that understanding the wine consumer behaviour is crucial and can bring marketing benefits. In light of this, wine tourism development has been increasingly international, and the need to better understand the nature of the wine tourist has been a major plus theme in literature (Brown and Getz, 2005).



Both involvement and emotions are crucial constructs for consumer behaviour (Soscia, 2013). Our previous research (Santos *et al.*, 2014) involving a content analysis of the relationship between involvement and emotions suggested that these constructs play a fundamental role and have an impact on the tourists' behavioural intentions (BI), including in the leisure, marketing and tourism fields. In this context, wine tourists seem to seek experiences through different forms, highlighting the cultural heritage events and festivals, formal wine tastings, cellar door sales and winery tours (Charters and Ali-Knight, 2002), where the roles of emotions and involvement are critical. The perceived benefits that tourists appreciate at destinations will affect BI (Liang *et al.*, 2008). In this way, it is vital to understand how some attributes (valued in wine tourism) reflect the intentions of the wine tourists to engage in future behaviours (Sparks, 2007). There is also a gap in the role of motivational forces that drive wine tourists to consumption behaviour (Getz and Brown, 2006). According to Charters and Ali-Knight (2002), there has been little research that addressed the profile of the wine tourists, as well as their intentions. Therefore, it is fundamental to have a systematic approach and a theoretically oriented development testing the probability of visiting (and therefore revisiting and recommending) a wine region, producer or activity (Sparks, 2007).

The aim of this study is to determine if personal involvement (PI), wine product involvement (WPI), destination emotions (DE) and place attachment (PA) are the most appropriate constructs to analyse and measure the BI of wine tourists when visiting Porto wine cellars. After the literature review, the hypotheses are presented and then the methodology, data collection and results are described and discussed. Finally, this paper presents the findings, research limitations and practical implications and suggestions for future research.

## 2. Literature review

### 2.1 Construct definition

Involvement has been interpreted as a psychological-level process which results in varying degrees of behavioural, cognitive and affective investment based on an activity, context, product or situation (Havitz and Dimanche, 1999). Barber *et al.* (2008) designated wine consumers' product involvement as their PI with wine. The emotions are a valence affective reaction to perception of situations (Richins, 1997). According to Goossens (2000), emotions are an inseparable part of tourism, and so, marketing has a major impact by way of provoking appropriate emotions to the imaginary tourist potential, as it reinforces the desire to embark on a particular trip. Similarly, Nowak and Newton (2006) attest that consumers "connect" emotionally with a winery and its brand. PA is defined as an affective bond or link established between people and specific places (Hidalgo and Hernández, 2001; Lewicka, 2011). PA is commonly analysed and operationalized using only two dimensions: place identity and place dependence. Place dependence is described as a functional attachment and the tourists' needs with regard to a specific place (Gross and Brown, 2008; Gu and Ryan, 2008). Place identity refers to a symbolic, cognitive or affective attachment with a certain place or developing a symbolic value or sense of identity with a place (Gross and Brown, 2008; Gu and Ryan, 2008). With regard to BI, these four constructs are the predictors of BI to visit or revisit Porto wine cellars.

### 2.2 Research hypotheses

Zaichkowsky (1986) described PI as a motivational construct which partly relies on the antecedent element of the consumers' values and also their needs. Involvement is characterized as the state of motivation and desire towards an activity or an associated item (Gursoy and Gavcar, 2003). Therefore, greater involvement will lead to more favourable emotions (Hightower *et al.*, 2002). Involvement leads to favourable emotions, which in turn will have a positive influence on BI, which strengthens the importance of consumer

involvement in marketing the hedonic service (Hightower *et al.*, 2002). Therefore, emotions can play different roles (e.g., effect) depending on the prior level of involvement (Bagozzi *et al.*, 1999). Therefore, the relationship between involvement and emotions plays a crucial role in explaining consumer behaviour (Soscia, 2013). In this line, Yeh (2013, p. 215) considers that involvement in tourism encompasses consumer attitudes in the long term, according to their activities, and the consumer behaviour is influenced by their attitudes over time. This proposed relationship and the direct effect of involvement on emotions still need to be fully confirmed. Only a few studies have yet empirically explored the influence of food and wine involvement on emotional attitude, such as Sparks (2007), who proved involvement to be a good predictor of positive emotions. Loureiro, Almeida and Rita (2013) highlighted that atmospheric cues and involvement are important antecedents of the emotions of relaxation and pleasure. It was also found in the literature that the concept of involvement is generally discussed as an antecedent of emotions based on the cognitive appraisal theory (Gao *et al.*, 2013). Involvement also leads to more favourable emotions, which in turn will have a positive influence on BI, which strengthens the importance of consumer involvement in the hedonic service (Hightower *et al.*, 2002). In addition, PI indicates the degree to which an individual is devoted to an activity, product or experience (Prayag and Ryan, 2012). In this sense, Prebensen *et al.* (2013) postulated that consumers' involvement helps predict their future behaviours. Likewise, Sparks (2007) pointed out that involvement might have a direct impact on BI to go on a wine tourism vacation.

The concept of involvement is generally discussed as an antecedent of PA (Chiu *et al.*, 2014), and both have a proven relationship (Williams *et al.*, 1992). According to Warzecha and Lime (2001), activity involvement and PA exhibited positive and significant relationships with setting and experience evaluations. Hwang *et al.* (2005) and Kyle *et al.* (2003) also gave more evidence that the tourists' involvement has a positive and significant influence on PA. Therefore, there is evidence existing in the literature to support that PI is an antecedent of PA (Kyle *et al.*, 2003). The authors combined, for the first time, the relationship between place involvement and attachment in a tourism context and found that they have positive and significant relationships.

In this study, the wine tourists' PI is mainly evaluated by their role in generating DE during their Porto wine cellar visits. Wine tourists' PI in this study is mainly evaluated by their perspective to predict BI to visit Porto wine cellars. In this way, we suggest involvement as an antecedent of PA. Hence, given the conceptualizations and based on preceding arguments, the first three hypotheses are proposed:

- H1. *Personal involvement* has a positive and significant effect on *destination emotions* in Porto wine cellars.
- H2. *Personal involvement* has a positive and significant effect on *behavioural intentions* to visit Porto wine cellars.
- H3. *Personal involvement* has a positive and significant effect on *place attachment* in Porto wine cellars.

Wine-related travel also provides a pleasure-seeking activity for consumers (Bruwer and Alant, 2009; Charters and Ali-Knight, 2002). In line with Sparks (2007), it is assumed that wine tourism and wine involvement are described as consumer experiences with a high hedonic charge, and it can be expected that evaluation of the experience involves an emotional component, ideally through the expression of positive emotions. One of the conclusions of Sparks (2007, p. 10) in his study was that "the wine factors were better predictors of emotional attitude". To Ali-Knight and Carlsen (2003, p. 7), wine is

characterized as a participation in experiential marketing and that wineries should promote “extraordinary” experiences and provide “unusual events and characterized by high levels of emotional intensity and experience to wine tourists”. The wine consumers’ product involvement captures the emotional state about the product category, which is categorized as product enthusiasm (Barber *et al.*, 2008).

Wine products are seen with strong cultural connotations and these products include an emotional experience that frequently influences the consumers and stays as a lasting experience (Ferrarini *et al.*, 2010). Wine has been pointed out as a high sector in terms of emotion-generating, and in that sense, emotion generation is an important component for consumer satisfaction in wine-related products, such as to anticipate future BI (Keonig-Lewis and Palmer, 2008). The level of product involvement with wine revealed that wine consumers have generic feelings which correlate with importance and relevance of a product (Yuan *et al.*, 2005). Given the evidence from previous research conceptualization, the fourth hypothesis is presented as follows:

*H4. Wine involvement has a positive and significant effect on destination emotions in Porto wine cellars.*

Kyle *et al.* (2004) suggest that involvement with specific activities leads to stronger PA. According to Lee *et al.* (2012), PA depicts how well a setting’s resources facilitate consumers’ enjoyment of activities. Visitors to the winery frequently seek a unique relationship with the place to be enchanted by the stories that connect the land, people and wine (Hall and Mitchell, 2008).

The wine tourist is a consumer who is characterized by the need to get involved with both the wine and the place (wine region) where the wine is produced, but no cohesive theory of the wine tourist behaviour has been further postulated (Bruwer and Alant, 2009). Also, wine tourists seem to feel the need to be involved with both the wine and the region where it is produced (Bruwer and Alant, 2009). Sparks (2007) argues that is vital to understand the wine tourism attributes to engage consumer intentions associated with wine tourism consumption. Therefore, it is believed that a potential consumer will have a set of beliefs about the attributes that make up the tourism experience within the wine region.

Wine tourism involves the relationship between visitor–consumer, wineries and wine region (Bruwer and Alant, 2009). Therefore, wine tourism is currently assimilated as an experience of emotions associated with wine-producing regions and wineries (Zhang, 2011). Studies on wine tourism and wine consumption point out that wine tourism activity allows participants to be involved in an area which is linked to the wine product, maintain overall lifestyle consistency, acquire knowledge and experience about wine as a personal special interest, interact socially with individuals adhering to similar lifestyles and, yet, create long-term relationships with the winery (Yuan *et al.*, 2005). Gross and Brown (2008) found that wine involvement has a direct effect on PA. Drawing on the previous findings, the fifth hypothesis is as follows:

*H5. Wine involvement has a positive and significant relation with place attachment in Porto wine cellars.*

According to Low and Altman (1992), PA is the environment setting which people are emotionally attached to; people have emotional responses to their immediate environment (Hidalgo and Hernández, 2001); and tourist destinations being rich in terms of experiential attributes, the likelihood to evoke an emotional response is even greater (Otto and Ritchie, 1996). Places also help to predict and develop strong relationships in people (Hidalgo and Hernández, 2001; Yuksel *et al.*, 2010). As noted previously, consumer affective experiences have the power to influence their attachments to targets prominently featured during these experiences (Gross and Brown, 2006; Hidalgo and Hernández, 2001). The relationship

between these affective experiences and activities strengthens visitors' PA (Gross and Brown, 2008) and, similarly, consumers "connect" emotionally with a winery and its brand (Nowak and Newton, 2006). As Kyle and Chick (2007) reported, emotional and symbolic meanings are antecedents of place identity, whereas functional meanings are antecedents of place dependence. Consequently, the sixth hypothesis is proposed as follows:

*H6. Destination emotions are a positive and significant antecedent of place attachment in Porto wine cellars.*

From the prior contributions, various authors also pointed out emotions as important precursors and an antecedent to tourist BI (Grappi and Montanari, 2011; Lee and Shen, 2013). Previous studies (Bigné et al, 2005) established a positive path between positive emotions, satisfaction and BI, and adding to that, emotions seem to influence BI (Prayag et al., 2013; White and Scandale, 2005). White and Scandale (2005) highlighted the role of emotions as a strongest predictor of destination visitation intentions.

Bigné and Andreu (2004) studied the emotions owing to the impact that they have on decision-making of the visitors, which help to understand the tourist behaviour. Emotions result from hedonic consumption experiences, especially in the context of tourism, where expectations of pleasure motivate to travel (Goossens, 2000). Hence, the seventh hypothesis is as follows:

*H7. Destination emotions have a positive and significant effect on behavioural intentions to visit Porto wine cellars.*

PA can predict loyalty, regarded as the intention to return or re-visit (Yuksel, Yuksel and Bilim, 2010). Hall et al. (2000) pointed out that all facets of the wine tourism scene, from the countryside of vineyards to wineries, are the main elements and important factors to attract consumers. The scenery and open spaces are considered some of the key attributes of a wine region, and they can be an incentive to visit the region (Getz, 1999). Thus, a visit to a wine region is generally enhanced by the "attributes of a grape wine region" (Hall et al., 2000, p. 4), described as *winescape*. Charters and Ali-Knight (2002) highlighted the fact that wine regions tend to be beautiful places, and the vineyards themselves are visually attractive. Likewise, and following the concept of *tourist terroir* and wine, the experience gained through visits has, for some tourists, a strong influence on the BI to visit a wine region (Sparks, 2007). Based on this background, the eighth hypothesis is as follows:

*H8. Place attachment has a positive and significant effect on behavioural intentions to visit Porto wine cellars.*

Overall, the present hypothesized conceptual model (Figure 1) demonstrates the intersection and combined use of these constructs, to measure their role.

### 2.3 Porto wine cellars as a data collection context

Tourists looking for historical and cultural values at iconic locations enjoy what are truly genuine and remarkable experiences, such as the experiences provided by the search for the best wines, the cultivation of vines, the visit to the cellars and the overall landscape (Bruwer and Alant, 2009). The experience and practice of wine tourism can be provided in a number of ways, including events and festivals, cultural and natural heritage, gastronomy, hospitality, wine tasting, visits to wineries and vineyard tours. Porto wine cellars offer several motivations:

- wine tasting;
- acquiring knowledge about wine;
- living and experiencing the production of wine (e.g. a visit to the wineries and vineyards);



- enjoying the beauty of the rural setting (vineyards, agro-tourism);
- combining food with wine;
- having fun at events or wine festivals;
- enjoying the culture and ambience of wine;
- assessing the architecture and the art of the wineries, towns and villages of the regions;
- learning about the ecological aspects of the wine; and
- learning the health benefits of wine (Getz and Brown, 2006).

In sum, the relevance of Porto wine cellars as a data collection context derives from the historical and cultural heritage of the cellars, where the Porto wine is an iconic and widely known wine category. Porto wine cellars are a strong and growing wine touristic product, much visited by national and international wine tourists.

3. Methodology

3.1 Sample design and data collection

Data were collected from national and international wine tourists older than 18 years visiting four Porto wine cellars (Ramos Pinto, Graham’s, Taylor’s and Croft), who were considered as the target study population, taking into account independent samples of similar and comparable populations. It is noted that we are in the presence of wine tourists according to the wine tourist profile (Charters and Ali-Knight, 2002), and the tourists visit not only the Porto cellars but also other sites (e.g. museums, monuments and gardens). The top five nationalities were English, Spanish, French, Portuguese and German. Porto wine cellars are located in an old urban area, specifically in Gaia, close to the downtown of Porto, which has been classified as a world heritage site by UNESCO, since the beginning of the 2000s, while the wine region is Douro, which is located almost 100 km away from Gaia. To achieve a considerable sample size, the data were collected at the end of the visits between late August and early September 2015, as it coincides with the period that exhibits a greater flow of tourists to this destination. First, a pre-test was conducted with 40 wine tourist respondents, to analyse and verify the consistency and reliability of the data collection instrument. The choice of a self-administrated questionnaire (one-to-one site surveys) as the data collection method was owing to higher precision and higher response rates and more complete answers, as well as the advantage of being more “user-friendly” (Veal, 1992). Data collection was performed using the interceptive self-administered questionnaire, personally conducted by the researcher directly on tablets as a way to

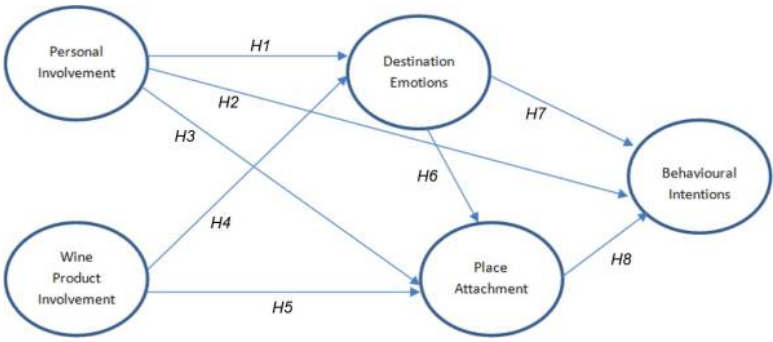


Figure 1.  
Hypothesized  
conceptual model of  
wine tourist  
behaviour

have more field control over the collection and to improve response reliability. A total of 918 self-administrated complete questionnaires were collected and considered for data analysis as the final sample size obtained.

### 3.2 Research instrument and questionnaire development

The questionnaire consisted of three parts, including four sections in the first part, and was designed as the main instrument. Part 1 measured visiting Porto wine cellars, including first section: measured DE of the wine tourist; second section: measured PI, consumer involvement profile (CIP) and WPI of the wine tourist; third section: measured PA with Porto wine cellars; and fourth section: measured BI to visit Porto wine cellars. Part 2 measured general information about the visit to Porto wine cellars. Part 3 measured general information about the personal demographics of the wine tourists. In Part 1, the methods and scales to measure the five constructs of this part of the questionnaire were selected and performed, taking into account the main items that each construct includes, based on other questionnaires developed and tested in the literature. Therefore, PI was measured by two scales: personal involvement inventory (PII) (Zaichkowsky, 1985) and CIP (Laurent and Kapferer, 1985). A list of 19 items (PII: 14 items were summed; CIP: five items were summed) was considered to measure the PI construct on the basis that they best represented PI of the wine tourists in Porto wine cellars. To measure WPI, one scale was used: the wine involvement scale (Brown *et al.*, 2007). A list of eight items was considered to measure WPI on the basis that they best represented WPI of the wine tourists in Porto wine cellars. Four scales were used and presented to detect and assess the DE of the wine tourists who visit Porto wine cellars: destination emotion scale (DES, 12 items) (Hosany and Gilbert, 2009), positive affect and negative affect scale (PANAS) (Watson *et al.*, 1988), consumption emotions set (CES) (Richins, 1997) and pleasure arousal dominance scale (PAD) (Mehrabian and Russell, 1974). The latter three scales that were selected had 15 items. In total, a list of 27 items is considered to measure the DE construct on the basis that they best represented DE of the wine tourists in Porto wine cellars. To measure PA, which has two dimensions, place identity (PI) and place dependence (PD), there are three scales in the literature (Gross and Brown, 2006). A list of eight items is considered to measure PA, four items to measure PI and four items to measure PD, on the basis that they best represented PA of the wine tourists in Porto wine cellars. The BI measure to visit Porto wine cellars, the dependent variable, is measured using five statements worded as follows: "I will recommend these cellars to other people", "I will say positive things about these cellars to other people", "I will encourage friends and relatives to visit these cellars", "I will revisit these cellars in the next three years" and "According to emotions, involvement and place attachment of the place the likelihood to visit Porto wine cellars is very strong to me". These measure indicators were to an extent adapted from some past studies (He and Song, 2009; Žabkar *et al.*, 2010). A list of the abovementioned five items was considered to measure the BI construct and to provide better insights into the predictors of the wine tourists' BI to visit Porto wine cellars. In this study, PI, WPI, DE and PA were considered as direct and indirect antecedents forming wine tourists' BI to visit Porto wine cellars.

All items of the construct scales selected were measured on a seven-point Likert scale. The list of the scales selected to measure the constructs and some of their selected items were adapted for the wine tourism context, but with minor adaptations. Only a few items needed to be adapted to the wine tourism context, and some other items were excluded owing to redundancy among them.

The final questionnaire was multilingual, English, Spanish, French, Portuguese and German, and was applied to 918 wine tourists, between 24th August and 5th September 2015, after the visits in the abovementioned four Porto wine cellars.



### 3.3 Data analysis method

An initial first approach to statistical analysis was performed using IBM SPSS Statistics (version 22) software for the descriptive statistical analysis. The approach to multivariate analysis was performed using the generalized structural equation modelling (SEM) technique; in the descriptive phase of the quantitative analysis, the estimate with the empirical data was done by the partial least squares (PLS) path modelling method (Vinzi *et al.*, 2010) and was applied using the SmartPLS V.3 software application (Ringle *et al.*, 2015), as it is the most suitable for this study because of its restraints as pointed out by Hair *et al.* (2011) and Ringle *et al.* (2012). Following the recommendations of Hair *et al.* (2014), PLS is recommended in some cases: a relative number of missing values (12.3 per cent of the sample, in this case), the existence of non-normal distributed data and non-homogeneous variances between construct variables. As argued by Hair *et al.* (2014), one of the PLS key advantages and characteristics are argued with data of this study, such as the allowed use of missing values up to 13 per cent in total, as it does not affect the data, and it is much better than substitute the missing values for the averages. The large numbers of indicators to measure constructs (66 items in total), and the evaluation of the tested model. Also, the PLS SEM approach is the most indicated method for testing an exploratory model (Hair *et al.*, 2014) that is still under evaluation, as is the case in this study. The econometric model SEM used in marketing research presents a number of advantages and benefits, such as the reliability of the measures, the use of multiple item buildings, easier measurement tests and even methods to assess construct validity (Iacobucci, 2010; Bagozzi and Yi, 2012). Based on these assumptions argued above, a greater acceptance of the PLS appears to be accurate.

## 4. Results

The results of the descriptive statistical analysis were based on the respondents' profile according to their sociodemographic information, as shown in Table I.

In the bootstrap analysis, most relationships are statistically significant at the 0.01 per cent level. Table II presents the Cronbach's alpha and composite reliability values. All the values are greater than 0.8, i.e. above the critical values of 0.7 (Hair *et al.*, 1998), thus demonstrating high internal consistency.

In the validity analysis of the model, the average variance extracted (AVE) values range from 0.53 (PI) to 0.85 (PA), whereby the AVE of all constructs in the analysis presents positive variances, indicating a good convergent validity (see Table II). Figure 2 provides details of the parameter estimates of the path model and  $R^2$ ; the central dependent variables of the model are the ones that best explain variances, particularly the PA (0.72) and DE (0.70).

Thus, the  $R^2$  values of these two endogenous or dependent variables are extremely positive. The dependent variable of BI still shows a  $R^2$  value very close to the value of 0.5 (0.49). The  $Q^2$  predictive relevance is relevant to all endogenous constructs (Table II), where PA has the highest  $Q^2$  predictive relevance (0.61), after DE (0.38) and, at last, BI (0.26).

As for the discriminant validity assessment, the correlation between the constructs (majority) was stronger (with maximum value) with their own measures than any other construct, where BI = 0.789, DE = 0.744, PI = 0.728, PA = 0.922 and WPI = 0.794, indicating a good discriminant validity (Chin, 1998).

Considering the IPMA analysis path model (Table II), the performances of PI (94), WPI (88), DE (94) and PA (93) are very close to the maximum value of 100 (Hair *et al.*, 2014), indicating excellent performance of each on the three latent variables.

Gender ( <i>N</i> = 914) (%)	Age ( <i>N</i> = 912) (%)	Education level ( <i>N</i> = 914) (%)	Country of origin ( <i>N</i> = 916) (%)	Job ( <i>N</i> = 918) (%)
	18 years old (2)		Portugal (2.6)	Businessman/Manager (12.6) Freelancer/Self-employed (16.4)
	19-30 years old (17.2)	Less than high school graduate (3.4)	Spain (10.8)	Middle/senior employed management (23.7)
Male (51)	31-40 years old (26.5)	High school graduate (22.9)	France (24.5)	Civil servant (16.7)
	41-50 years old (26.8)	Degree (36.2)	Germany (7.2)	Worker (13.2)
Female (49)	51-60 years old (20.9)	Master's degree (28.3)	UK (12.2)	Pensioner/Retired (4.6)
	61-70 years old (7.5)	Doctorate degree (9.2)	Brazil (3.9)	Domestic/Unemployed (1.9)
	More than 70 years old (0.9)		Other countries (27.8)	Student (3.9)
				Other (7)

**Table I.**  
Sociodemographic  
profile of the sample  
respondents

**Note:** Sums in columns do not equal to 100 per cent due to rounding

Constructs	Composite reliability	Cronbach's alpha	$R^2$	AVE	$Q^2$	IPMA performance
Personal involvement (PI)	0.96	0.95	–	0.53	–	94.694
Wine product involvement (WPI)	0.93	0.92	–	0.64	–	88.212
Destination emotions (DE)	0.97	0.97	0.706	0.62	0.386	94.885
Place attachment (PA)	0.98	0.98	0.702	0.85	0.611	93.371
Behavioural intentions (BI)	0.87	0.81	0.494	0.62	0.263	96.163

**Table II.**  
PLS multivariate  
analysis results

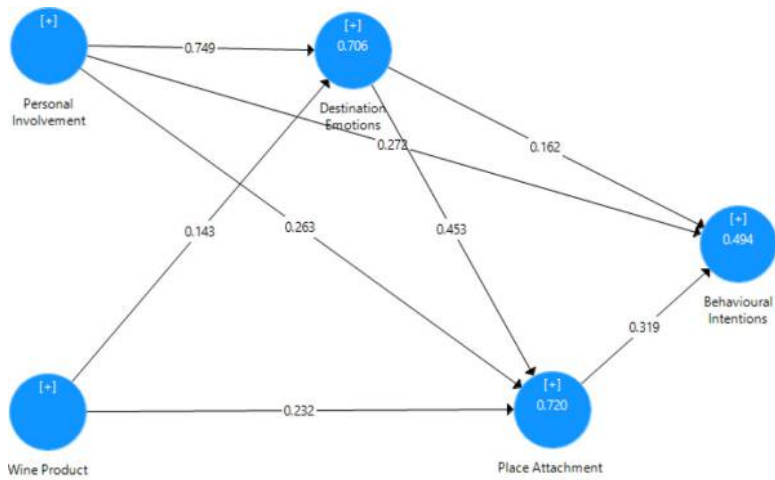
## 5. Discussion and conclusions

This study provided evidence that involvement, DE and PA are positively related to BI of the wine tourist. A synergetic effect between the proposed constructs allows for a more holistic view of wine tourist behaviour and the specific dynamics of the wine tourist behaviour.

All formulated hypotheses were statistically confirmed. However, the strength of the different relationships in the structural model varies according to the different construct combinations. The relationship between PI and DE (*H1*) is the strongest relationship found on the structural model (path = 0.749;  $t$  = 18.541). The result corroborates the findings of recent studies (Gao *et al.*, 2013; Loureiro *et al.*, 2013; Soscia, 2013), establishing that PI also determines the emotions generated by the visits. PI combined with WPI determines a  $R^2$  of 0.706 in the DE. This implies that an increase in these two constructs allows for stronger intentions to (re)visit. This makes PI the most significant independent construct.

The relationship of DE with PA (*H6*) is the second strongest relationship found in the model (path = 0.453;  $t$  = 5.630), specifically confirmed in the context of the visits to Porto wine cellars. Moreover, DE proves to be the second most relevant construct. *H6* provides empirical support for the practical discussion on PA in wine tourism, thus corroborating the few studies that suggested that DE can be a predictor of PA (Kyle and Chick, 2007).

**Figure 2.**  
Structural model and  
trajectory



**Note:** Path model

The relationship between PA and BI (*H8*) is the third strongest relationship (path = 0.319;  $t = 4.498$ ). Thus, it can be supposed that PA presents himself as the third most relevant construct. The result corroborates the findings of other relevant studies (Hall *et al.*, 2000; Getz and Brown, 2006; Sparks, 2007). It also contributes to the synergetic effect along with the other constructs (PI, WPI, DE and PA) on the BI.

The relationship of PI with BI (*H2*) is the fourth strongest relationship (path = 0.272;  $t = 3.099$ ). The result is in line with that pointed out by Sparks (2007), Prayag and Ryan (2012) and Prebensen *et al.* (2013). This implies that an involvement which is, for example, beneficial, valuable and significant maximizes PI and, consequently, BI of the wine tourists in their visits to Porto wine cellars.

The relationship between PI and PA (*H3*) is the fifth strongest relationship (path = 0.263;  $t = 3.488$ ). The result confirms the findings of the past studies (Gross and Brown, 2008; Hwang, Lee and Chen 2005; Kyle *et al.*, 2004), determining a significant and direct path between these constructs, but particularly in Porto wine cellars.

The relationship between WPI and PA (*H5*) is the sixth strongest relationship (path = 0.232;  $t = 4.811$ ). There are several recent research results pointing to a relationship between product involvement and PA in other sectors (Bruwer and Alant, 2009; Yuan *et al.*, 2005). The result of *H5* reinforces particularly the findings of Gross and Brown (2008) that confirmed that WPI has a direct effect on PA. The results also revealed that WPI implies a greater connection with the attachment to the cellars (path = 0.232) compared with the emotions created by the cellars (path = 0.143).

Our study demonstrates that the relationship between DE and BI (*H7*) is one of the two least strong relationships (path = 0.162;  $t = 2.084$ ) on the structural model. The result corroborates the findings of Bigné *et al.* (2005), Lee and Shen (2013), Prayag *et al.* (2013) and White and Scandale (2005) in different fields. Our results report a positive and significant effect between DE and BI (*H7*) specifically in the field of Porto wine cellars.

The relationship between WPI and DE (*H4*), although significant and positively proven, is the least strong relationship (path = 0.143;  $t = 3.656$ ). There is no previous study examining this relationship in a touristic and wine context, although there is recent research

that supports this (Ali-Knight and Carlsen, 2003; Barber *et al.*, 2008; Bruwer and Alant, 2009; Keonig-Lewis and Palmer, 2008; Sparks, 2007). Given this empirical evidence, the Porto wine involvement explains the degree of DE with the visits, taking into account the other Porto wine-related activities, Porto wine tastings and the prior knowledge of Porto wine.

The SEM was used precisely owing to the complexity of the model, in relation to  $R^2$  and the  $Q^2$  predictive relevance of the model as well as the IPMA performance values. The  $R^2$  coefficients represent the correlation of the squares of current and predictive values and also allow to determine the variance explained in endogenous constructs, because the higher the level of  $R^2$ , the greater the explained variance and predictive validity (Hair *et al.*, 2014). The  $Q^2$  predictive relevance ranges from 0.263 to 0.611, and as it can be seen, the model is relevant to all endogenous constructs, because they are significantly greater than zero (Hair *et al.*, 2014). PA has the highest  $Q^2$  predictive relevance (0.61), after DE (0.38) and, at last, BI (0.26). Globally, we can interpret that these IPMA results provide important insights to improve marketing and management activities and strategies in a wine tourism context, more specifically in the constructs (WPI and DE) with a relatively low importance.

The validation of the structural model was confirmed by multivariate statistical analysis with SEM using the PLS (version.3), concluding the relevance of the model by the use of the PLS-SEM.

## 6. Practical implications

The findings may offer important implications for managing wine destination services, such as positioning and reinforcing the consolidation of destination branding of Porto wine cellars. Some implications concern the management of Porto wine cellars.

In this perspective, involvement, DE and PA should be considered key drivers for wine cellars managers, as they evoke and conduct a positive wine tourist travel behaviour. Porto wine cellar managers should develop a more strategic and integrated way for PA inherent to cellars, assuming that, through these study results, to wine tourists, PA seems to be more determinant in the visit to the cellars.

The wine involvement and the Porto wine tastings explain the DE and PA of wine tourists, and it is essential that there are different types of tastings, to understand the perceived importance of wine tasting, according to the wine knowledge level and their respective tasting techniques.

Furthermore, the degree of interest, knowledge and curiosity during visits to Porto wine cellars, which ranges between wine tourism curious and wine tourism lover, may enhance the targeting of wine tourists on guided tours.

## 7. Research limitations

As research limitations, the reduced data collection period (between 24 August and 5 September 2015) does not allow to generalize results to a semester, year or season, and the data collection only occurred in a unique geographic point (Porto wine cellars) and in four cellars (Taylor's, Croft, Ramos Pinto and Graham's), of a total of seven main cellars, which can limit the generalization to other contexts, owing to budget constraints because this work is an academic study and was not funded.

Another limitation is related to the self-reported questionnaires, owing to the environment in which wine tourists filled out the questionnaires, after their visits, in different available areas of the cellars, as we could not do it in another location. Moreover, the missing values (12.3 per cent) also represent a caveat, owing to some incomplete and unanswered answers that were not considered for data analysis. A non-probabilistic convenience sample, although quite large ( $n = 918$ ), limits the research to some time frame.

## 8. Suggestions for future research

The limitation regarding the identified reduced time for data collection leads to the suggestion for a longitudinal evaluation of consumer behaviour in wine tourism not only in Porto wine cellars but also other wine tourism destination contexts, such as wine hotels, other types of wine cellars such as the Madeira Wine Company and Champagne wine cellars, wineries or wine estates. Also, it would be useful to evaluate the effect of sociodemographic moderating variables (age, education level, country of origin, job) to test their role and impact on data interpretation for wine tourist segmentation. Considering that combined effects between four constructs (PI, WPI, DE and PA) have a lower determination power in BI, it is suggested to measure these constructs before the visits, during decision-making, to analyse and evaluate if BI of the wine tourists increase in the visits to Porto wine cellars.

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