

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

Ester Napolitano **, Giacomo Del Chiappa ***, Aise KyoungJin Kim ****

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.

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

First submission: 31/01/2019, accepted: 05/06/2019

* The authors have co-jointly contributed to the manuscript. This said, contributions to the manuscript can be attributed as follow: a) Ester Napolitano: introduction, first and the second sub-sections of the literature review and the results' sub-section describing the overall profile of the sample; b) Giacomo Del Chiappa: third sub-section of the literature review, methodology and conclusion; c) Aise Kim: all the results' sub-sections except for the one describing the overall profile of the sample

** PhD candidate in Economics and Business, Department of Economics and Business, University of Cagliari. E-mail: ester.napolitano@unica.it.

*** Associate Professor of Marketing, Department of Economics and Business, University of Sassari. E-mail: gdelchiappa@uniss.it.

**** Senior Lecturer, School of Management, University of South Australia. E-mail: Aise.Kim@unisa.edu.au.

Mercati & Competitività (ISSN 1826-7386, eISSN 1972-4861), 2019, 3

Copyright © FrancoAngeli

This work is released under Creative Commons Attribution - Non-Commercial - NoDerivatives License.

For terms and conditions of usage please see: <http://creativecommons.org>

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, 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.

1. 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 research has 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.

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.*

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,

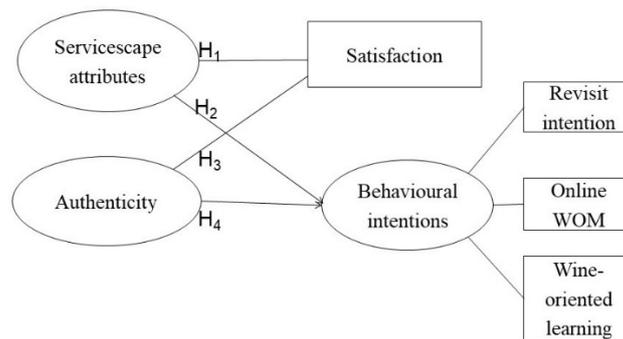
existing studies question the concurrent assessment of both these types of authenticity when exploring their influence on tourists' behaviour due to their different and distinct sub-dimensions (e.g. Kolar and Zabkar, 2010). Quite recently, some studies have suggested interpreting object-based authenticity 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 1 – Conceptual framework



2. Methodology

For the 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 eleven items, six 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); these items were also 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 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 1 – Items and related sources

<i>Items</i>	<i>Source</i>
Servicescape attributes	
The lighting in the winery is appropriate.	
The temperature in the winery is comfortable.	
The winery environment is clean.	Wu and Liang (2009)
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.	
The winery offers many family activities.	Gallarza <i>et al.</i> (2015)
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.	
I received adequate information about the winery and its history.	Cohen and Ben-Nun (2009)
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.	
The employees were willing and able to provide service in a timely manner.	Cronin <i>et al.</i> (2000)
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.	
I liked the way the winery blends in the attractive landscape and scenery of the area.	Kolar and Zabkar (2010)
I liked the information about the winery and found it interesting.	
Satisfaction	
While visiting this winery I experienced the related wine culture.	
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.	Brida <i>et al.</i> (2013)
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.	
Positive online WOM intention	
I'm satisfied with my visit to this winery.	
I will upload a positive comment/review online (forum, blog, my Facebook page, etc.).	Lee <i>et al.</i> (2008)
Revisit intentions	
If I return to Sardinia, I will visit this winery again.	
Wine-oriented learning	
I would like to get to know the production area where the best and the most renowned regional wines are made.	Marzo-Navarro and Pedraja-Iglesias, 2009

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 was retained to run statistical analyses (i.e. descriptive analysis, exploratory factor analyses and regression analyses).

3. Results

Overall profile of the sample

Table 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 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 2 – Overall profile of the sample

<i>Variables</i>	<i>%</i>
Gender	
Male	46.4
Female	53.6
Age	
20-34	34.1
35-54	47.8
Over 55	18.1
Education	
Below high school qualification	11.6
Secondary school/college	37.6
University/postgraduate degrees	50.8
Occupation	
Employee	32.8
Executive/manager	17.4
Retired/unemployed	35.5
Self-employed	14.3
Place of residence	
Sardinian visitors	30.6
Non-Sardinians Italian visitors	38.8
International visitors	30.6
Previous experience with wine tourism destinations	
Never	31.9
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), 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 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).

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). 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 – 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			
The 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		
<hr/>							
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		
Eigen-value			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) includes 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 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 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		
I liked the way the winery blends in the attractive landscape and scenery of the area.	4.21	0.881	0.778	4.969	45.177
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		
During the visit I had the chance to enjoy the authenticity of a local beverage.	3.89	1.092	0.689	1.642	14.924
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 “ex-

istential 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.

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 analysis allows the researcher to directly compare the degree and direction of the relationships between independent variables and dependent variables (Hair et al., 2010). 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 $\alpha = .05$ 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 5. Results highlight that the dependent variable, “I am satisfied with my visit to this winery” was determined by “objective authenticity” ($\beta = 0.373$, $t = 6.135$, $p < 0.001$), and by “adequate winery information” ($\beta = 0.153$, $t = 2.522$, $p < 0.05$).

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

Table 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	-.083 ^c	-1.380 (.169)
F4: Aesthetics of the winery	.110 ^c	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 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” ($\beta = 0.421$, $t = 7.295$, $p < 0.001$), “adequate winery information” ($\beta = 0.193$, $t = 3.388$, $p < 0.05$), and “the leisure service” ($\beta = 0.148$, $t = 2.647$, $p < 0.001$). Furthermore, findings reveal that “intention towards writing a positive comment/review on social media” was significantly determined by “objective authenticity” ($\beta = 0.289$, $t = 4.799$, $p < 0.001$), “existential authenticity” ($\beta = 0.313$, $t = 5.692$, $p < 0.05$), and by two out of the five dimensions of servicescape (i.e. “the adequate winery information”: $\beta = 0.189$, $t = 3.347$, $p < 0.05$, “aesthetics”: $\beta = -0.130$, $t = -2.220$, $p < 0.05$).

Table 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” ($\beta = 0.251$, $t = 4.131$, $p < 0.001$), “aesthetics of the winery” ($\beta = 0.193$, $t = 3.169$, $p < 0.05$), “the adequate winery information” ($\beta = 0.159$, $t = 2.611$, $p < 0.05$), and “the winery staff service quality” ($\beta = 0.139$, $t = 2.284$, $p < 0.001$).

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 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 $R^2 = 0.131$), compared to the other behavioural intention variables (i.e. online WOM intention: adjusted $R^2 = 0.317$ – intention to revisit the winery: adjusted $R^2 = 0.287$).

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, our results 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. Our findings 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, our results 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). Our results 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 our findings. 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. 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.

Acknowledgment

The authors are deeply grateful to the anonymous reviewers for their valuable help and suggestions in further enhancing the quality of the manuscript. The authors also acknowledge the financial contribution by the Fondazione Banco di Sardegna “Lo sviluppo dell’ enoturismo in Sardegna: minacce e opportunità” [Wine tourism development in Sardinia: weaknesses and threats] Prot: U820.201.3/AI.744.MGB. Authors also acknowledge the financial contribution by Contini, a wine producer in the Sardinia Region.

References

- Babin B.J., Lee Y.K., Kim E.J. and Griffin M. (2005). Modeling consumer satisfaction and word-of-mouth: restaurant patronage in Korea. *Journal of Services Marketing*, 19(3): 133-139. DOI: 10.1108/08876040510596803.
- Baker J. (1986). The role of the environment in marketing services: The consumer perspective. In: Czepiel J., Congram C. and Shanahan J. (Eds.) *The services challenge: Integrating for competitive advantage*. Chicago: American Marketing Association.
- Beverland M.B. (2005). Crafting brand authenticity: The case of luxury wines. *Journal of Management Studies*, 42(5): 1003-1029. DOI: 10.1111/j.1467-6486.2005.00530.
- Bitner M.J. (1992). Servicescapes: The impact of physical surroundings on customers and employees. *The Journal of Marketing*, 56(2): 57-71, DOI: 10.2307/1252042.
- Brida J.G., Disegna M. and Osti L. (2013). The effect of authenticity on visitors' expenditure at cultural events. *Current Issues in Tourism*, 16(3): 266-285. DOI: 10.1080/13683500.2012.674105.
- Bruwer J. and Alant K. (2009). The hedonic nature of wine tourism consumption: an experiential view. *International Journal of Wine Business Research*, 21(3): 235-257. DOI: 10.1108/17511060910985962.
- Bruwer J., Coode M., Saliba A. and Herbst F. (2013). Wine tourism experience effects of the tasting room on consumer brand loyalty. *Tourism Analysis*, 18(4): 399-414. DOI: 10.3727/108354213x13736372325957.
- Bruwer J. and Rueger-Muck E. (2018). Wine tourism and hedonic experience: A motivation-based experiential view. *Tourism and Hospitality Research*, DOI: 10.1177/1467358418781444.

- Byrd E.T., Canziani B., Hsieh Y.C.J., Debbage K. and Sonmez S. (2016). Wine tourism: Motivating visitors through core and supplementary services. *Tourism Management*, 52: 19-29. DOI: 10.1016/j.tourman.2015.06.009.
- Carlsen J. and Charters S. (Eds.) (2006). *Global Wine Tourism: Research, Management & Marketing*. UK: CAB International.
- Carmichael B.A. (2005). Understanding the wine tourism experience for winery visitors in the Niagara region, Ontario, Canada. *Tourism Geographies*, 7(2): 185-204. DOI: 10.1080/14616680500072414.
- Cetin G. and Dincer F.I. (2014). Influence of customer experience on loyalty and word-of-mouth in hospitality operations. *Anatolia*, 25(2): 181-194. DOI: 10.1080/13032917.2013.841094.
- Chhabra D., Healy R. and Sills E. (2003). Staged authenticity and heritage tourism. *Annals of Tourism Research*, 30(3): 702-719. DOI: 10.1016/s0160-7383(03)00044-6.
- Cohen E. (1988). Authenticity and commoditization in tourism. *Annals of Tourism Research*, 15(3): 371-386. DOI: 10.1016/0160-7383(88)90028-x.
- Cohen E. and Ben-Nun L. (2009). The important dimensions of wine tourism experience from potential visitors' perception. *Tourism and Hospitality Research*, 9(1): 20-31. DOI: 10.1057/thr.2008.42.
- Cronin Jr J.J., Brady M.K. and Hult G.T.M. (2000). Assessing the effects of quality, value and customer satisfaction on consumer behavioural intentions in service environments. *Journal of Retailing*, 76(2): 193-218. DOI: 10.1016/s0022-4359(00)00028-2.
- Del Chiappa G., Napolitano E. and Atzeni M. (2019). Perceived Authenticity, Satisfaction and Behavioural Intentions at Wineries, *Micro & Macro Marketing*, 1: 119-138.
- Del Chiappa G. and Presenza A. (2013). The use of network analysis to assess relationships among stakeholders within a tourism destination: An empirical investigation on Costa Smeralda-Gallura, Italy. *Tourism Analysis*, 18(1): 1-13. DOI: 10.3727/108354213X13613720283520.
- Derbaix C. and Vanhamme J. (2003). Inducing word-of-mouth by eliciting surprise—a pilot investigation. *Journal of Economic Psychology*, 24(1): 99-116. DOI: 10.1016/S0167-4870(02)00157-5.
- Faul F., Erdfelder E., Buchner A. and Lang A.G. (2009). Statistical power analyses using G*Power 3.1: Tests for correlation and regression analyses. *Behavior Research Methods*, 41(4): 1149-1160. DOI: 10.3758/BRM.41.4.1149.
- Fernandes T. and Cruz M. (2016). Dimensions and outcomes of experience quality in tourism: The case of Port wine cellars. *Journal of Retailing and Consumer Services*, 31: 371-379. DOI: 10.1016/j.jretconser.2016.05.002.
- Gallarza M.G., Arteaga F., Del Chiappa G. and Gil-Saura I. (2015). Value dimensions in consumers' experience: Combining the intra-and inter-variable approaches in the hospitality sector. *International Journal of Hospitality Management*, 47: 140-150. DOI: 10.1016/j.ijhm.2015.03.007.
- Gallarza M.G. and Gil-Saura I. (2006). Value dimensions, perceived value, satisfaction and loyalty: an investigation of university students' travel behaviour. *Tourism management*, 27(3): 437-452. DOI: 10.1016/j.tourman.2004.12.002.

- Galloway G., Mitchell R., Getz D., Crouch G. and Ong B. (2008). Sensation seeking and the prediction of attitudes and behaviours of wine tourists. *Tourism Management*, 29(5): 950-966. DOI: 10.1016/j.tourman.2007.11.006.
- Getz D. and Robinson R.N. (2014). Foodies and food events. *Scandinavian Journal of Hospitality and Tourism*, 14(3): 315-330. DOI: 10.1080/15022250.2014.946227.
- Gill D., Byslma B. and Ouschan R. (2007). Customer perceived value in a cellar door visit: the impact on behavioural intentions. *International Journal of Wine Business Research*, 19(4): 257-275. DOI: 10.1108/17511060710837418.
- Hair J.F., Black W.C., Babin B.J. and Anderson R.E. (2010). *Multivariate data analysis: A global perspective*. Upper Saddle River, NJ: Pearson Prentice Hall.
- Hall C.M., Sharples L., Cambourne B. and Macionis N. (2002). *Wine tourism around the world: Development, management and markets*. Auckland: Butterworth-Heinemann.
- Hirschman E.C. and Holbrook M.B. (1982). Hedonic consumption: Emerging concepts methods and propositions. *The Journal of Marketing*, 46(3): 92-101. DOI: 10.2307/1251707.
- Johnson R. and Bruwer J. (2007). Regional brand image and perceived wine quality: the consumer perspective. *International Journal of Wine Business Research*, 19(4): 276-297. DOI: 10.1108/17511060710837427.
- Joy A., Belk R.W., Charters S., Wang J.J.F. and Peña C. (2018). Performance theory and consumer engagement: Wine-tourism experiences in South Africa and India. In: Cross S.N.N., Ruvalcaba C., Venkatesh A. and Belk R.W. (Eds.). *Consumer Culture Theory* (pp. 163-187). Research in Consumer Behavior, 19. Bingley UK: Emerald Group Publishing Limited. DOI: 10.1108/S0885-211120180000019010.
- Kim A.K. and Brown G. (2012). Understanding the relationships between perceived travel experiences, overall satisfaction, and destination loyalty., *Anatolia*, 23(3), 328-347. DOI: 10.1080/13032917.2012.696272.
- Kim H. and Bonn M.A. (2016). Authenticity: Do tourist perceptions of winery experiences affect behavioral intentions?. *International Journal of Contemporary Hospitality Management*, 28(4): 839-859. DOI: 10.1108/ijchm-05-2014-0212.
- Kolar T. and Zabkar V. (2010). A consumer-based model of authenticity: An oxymoron or the foundation of cultural heritage marketing? *Tourism Management*, 31(5): 652-664. DOI: 10.1016/j.tourman.2009.07.010.
- Lee Y.K., Lee C.K., Lee S.K. and Babin B.J. (2008). Festivalscapes and patrons' emotions, satisfaction, and loyalty. *Journal of Business Research*, 61(1): 56-64. DOI: 10.1016/j.jbusres.2006.05.009.
- Liu Y. and Jang S.S. (2009). Perceptions of Chinese restaurants in the US: what affects customer satisfaction and behavioral intentions? *International Journal of Hospitality Management*, 28(3): 338-348. DOI: 10.1016/j.ijhm.2008.10.008.
- MacCannell D. (1973). Staged authenticity: Arrangements of social space in tourist settings. *American Journal of Sociology* 79(3): 589-603. DOI: 10.1086/225585.
- Marzo-Navarro M. and Pedraja-Iglesias M. (2009). Wine tourism development from the perspective of the potential tourist in Spain. *International Journal of Contemporary Hospitality Management*, 21(7): 816-835. DOI: 10.1108/09596110910985304.

- Munar A.M. and Jacobsen J.K.S. (2014). Motivations for sharing tourism experiences through social media. *Tourism Management*, 43: 46-54. DOI: 10.1016/j.tourman.2014.01.012.
- Nella A. and Christou E. (2014). Linking service quality at the cellar door with brand equity building. *Journal of Hospitality Marketing & Management*, 23(7): 699-721. DOI: 10.1080/19368623.2014.891959.
- O'Neill M. and Charters S. (2000). Service quality at the cellar door: Implications for Western Australia's developing wine tourism industry. *Managing Service Quality: An International Journal*, 10(2): 112-122. DOI: 10.1108/09604520010318308.
- Pencarelli T. and Forlani F. (2016). Marketing of touristic districts-viable systems in the experience economy. *Sinergie*, 34(101): 199-238. DOI: 10.7433/s101.2016.12.
- Pikkemaat B., Peters M., Boksberger P. and Secco M. (2009). The staging of experiences in wine tourism. *Journal of Hospitality Marketing & Management*, 18(2-3): 237-253. DOI: 10.1080/19368620802594110.
- Podsakoff P.M., MacKenzie S.B. and Podsakoff N.P. (2012). Sources of method bias in social science research and recommendations on how to control it. *Annual Review of Psychology*, 63(1): 539-569. DOI:10.1146/annurev-psych-120710-100452.
- Quadri-Felitti D.L. and Fiore A.M. (2013). Destination loyalty: Effects of wine tourists' experiences, memories, and satisfaction on intentions. *Tourism and Hospitality Research*, 13(1): 47-62. DOI: 10.1177/1467358413510017.
- Quintal V.A., Thomas B. and Phau I. (2015). Incorporating the winescape into the theory of planned behaviour: Examining 'new world' wineries. *Tourism Management*, 46: 596-609. DOI: 10.1016/j.tourman.2014.08.013.
- Roberts L. and Sparks B. (2006). Enhancing the wine tourism experience: The customers' viewpoint. In: Carlsen J. and Charters S. (Eds.). *Global Wine Tourism: Research, Management & Marketing* (pp. 47-66). UK: CAB International. DOI: 10.1079/9781845931704.0047.
- Robinson R.N. and Clifford C. (2012). Authenticity and festival foodservice experiences. *Annals of Tourism Research*, 39(2): 571-600. DOI: 10.1016/j.annals.2011.06.007.
- Shapiro M. and Gómez M. (2014). Customer satisfaction and sales performance in wine tasting rooms. *International Journal of Wine Business Research*, 26(1): 45-60. DOI: 10.1108/ijwbr-09-2012-0026.
- Sparks B. (2007). Planning a wine tourism vacation? Factors that help to predict tourist behavioural intentions. *Tourism management*, 28(5): 1180-1192. DOI: 10.1016/j.tourman.2006.11.003.
- Wang N. (1999). Rethinking authenticity in tourism experience. *Annals of tourism research*, 26(2): 349-370. DOI: 10.1016/s0160-7383(98)00103-0.
- Wu C.H.J. and Liang R.D. (2009). Effect of experiential value on customer satisfaction with service encounters in luxury-winery restaurants. *International Journal of Hospitality Management*, 28(4): 586-593. DOI: 10.1016/j.ijhm.2009.03.008.