

Wine tourism destination: Effects of brand experience on visitor behavior and mediating roles of brand image, brand loyalty, and visitor satisfaction

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WINE TOURISM DESTINATION: EFFECTS OF BRAND EXPERIENCE ON VISITOR BEHAVIOR AND MEDIATING ROLES OF BRAND IMAGE, BRAND LOYALTY, AND VISITOR SATISFACTION

Abstract

The paper introduces the concept of brand experience and extend it to wine tourism destination context. This study effort to examines the influence of wine tourism destination brand experience (WTDBE) on intention to revisit (IV). For a more complete evaluation, the mediating roles of wine tourism destination brand image (WTDBI), wine tourism destination brand loyalty (WTDBL) and visitor satisfaction (VS) should also be examined. Structural equation modeling is used to simultaneously test 8 hypothesized relationships. Information is obtained from a sample of 379 international and domestic visitors who visited to Bordeaux, as a wine tourism destination. The results reveal that the relationship of WTDBE and IV is the “complementary mediation” is encompassed by both positive direct effect and indirect effect. The findings are discussed in the light of their theoretical and practical implications for wine tourism destination marketing and management.

Keywords: wine tourism experience, brand experience, wine tourism destination

Tourism Marketing

1. Introduction

Wine tourism has been an attractive topic research the mid-90s. It is known as “enotourism” or “oenotourism” which is defined as visitation to vineyards, wineries, wine festivals and wine shows not only for wine tasting and/or experiencing the attributes of a grape wine region (Hall 1996) and experiencing the lifestyle of the local people (Marzo-Navarro and Pedraja-Iglesias, 2009) but also for recreation (Johnson 1998).

In tourism destination, visitor experience concept has important role in branding and needs to be combined with the processing of branding (Pine and Gilmore 1998). Unlike tangible product, destinations are multidimensional and provide experiences to diverse tourists (Gartner 2014) and wine tourism destination is no exception. Last decade, a new concept of brand experience has emerged which is first coined by Brakus et al. 2009 in the context of tangible products and services, with four experiential components: sensory, affective, intellectual and behavior. Nearly, several research extended brand experience components in tourism destination (Barnes, Mattsson, and Sorensen 2014; Kumar and Kaushik 2017) and in wine tourism (Altschwager et al. 2017). Overall, a significant amount of effort has been investigated on the wine tourism experience (Altschwager et al. 2017; Bruwer and Rueger-Muck 2019; Sigala and Robinson 2019; Vo Thanh and Kirova 2018), but most research around the wine tourism experience are based on the Economy Experience Model of Pine & Gilmore (1999) and limited research examined the vital role of branding and brand experience in wine tourism destination (Iglesias, Markovic, and Rialp 2019). Moreover, little is known about how wine tourism destination brand experience influence on visitor behavior and the mediation roles in this relationship as brand image, brand loyalty and intention to recommend. Additional, most research in wine tourism focus on the suppliers' and wine producers' perspectives (Quadri-Felitti & Fiore, 2016) instead of the tourist's responses while understanding tourism behaviors is key mission to enhance the competitive power of destination, improve destination (brand) image and increase brand loyalty and visitor satisfaction. From these gaps, this paper attempt to build the bridge of WTDBE and intention to revisit (IV) along with measuring the mediating roles of wine tourism destination (brand) image (WTDBI), wine tourism destination brand loyalty (WTDBL) and visitor satisfaction (VS), which have limited examined in previous studies, through visitor's perspective approach. Furthermore, most of previous research concentrating on the visits to one wine destination as tasting rooms or wineries (Bruwer et al., 2013). This study considers Bordeaux, as wine tourism destination, from overall wine destination viewpoint, which includes vineyards, wine events, wine museums, wine restaurants, wine bars, etc. which is also suitable with the definition of wine tourism by Atout France (2019).

We suppose that this approach gives more comprehensive and diversity view for a wine tourism destination.

2. Literature And Hypothesis

2.1 Wine tourism destination brand experience (WTDBE)

Brand experience is defined as “subjective, internal consumer responses (sensations, feelings, cognitions) and behavioral responses evoked by brand-related stimuli that are part of a brand’s design and identity, packaging, communications, and environments” (Brakus et al. 2009).

In wine tourism, this article adapts brand experience scale with five dimensions: Sensory WTDBE, Affective WTDBE, Behavioral WTDBE, Intellectual WTDBE (Barnes et al., 2014; Brakus et al., 2009) and Relational (Social) WTDBE (Nysveen et al., 2013). Sensory WTDBE appeals to the senses and creates experiences through five senses: sight, sound, touch, taste, and smell. Affective WTDBE refers to feelings, sentiments, and emotions, e.g., hedonic feeling of tasting wine; feeling welcome in wineries or inspired feeling of the architecture of wine museums. Intellectual WTDBE refers to thought, stimulation of curiosity and problem-solving, e.g., a thought-provoking in participate in the processing of winemaking. Behavioral WTDBE refers to physical actions, bodily experiences and behaviors through interaction with brand, e.g., enjoying in activities as harvesting grape in vineyards or run marathon in wine festival (see. Brakus et al., 2009). Relational (Social) WTDBE reflects the brand’s influence on visitors’ feelings of belonging to a community, being part of a family and not being left alone (see. Nysveen et al. 2013). The majority of previous research have been adapted the scale four dimensions of Brakus et al., (2009), but in the vein of Nysveen et al. (2013), we add the fifth dimension: Relational (Social) WTDBE because wine tourism destination is characterized by the importance of inseparability (Zeithaml et al.,1985) and co-creation (Prahalad and Ramaswamy 2004).

2.2 Effects of wine tourism destination brand experience

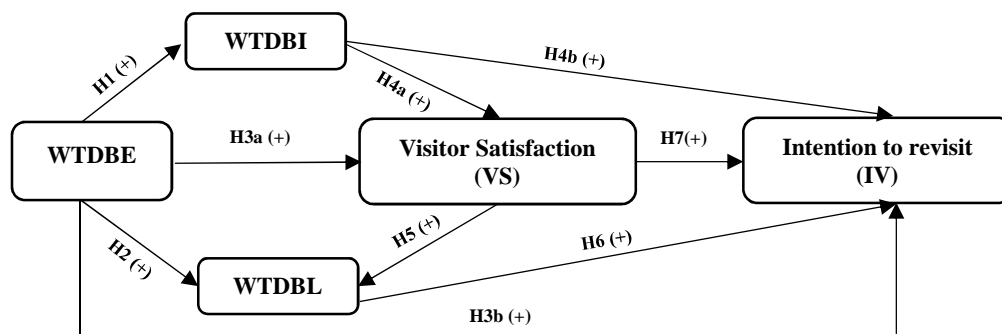
In the line of Keller (1993), Gómez et al. (2015) defined wine tourism destination (brand) image refers to the cognitive and affective associations that consumers link to the destination. Brand image is the result of thought experience (Giep Franzen, Goessens 1999). The destination (brand) image will be influenced and modified based upon the first-hand experience of visitation at the tourism destination (Echtner and Ritchie 1991). The empirical investigations found that brand experience helps to create and reinforce brand image (Aaker & Joachimsthaler, 2000). However, in wine tourism destination context, there are lack of studies measuring this relationship. To bridge this gap, we propose hypotheses:

H1: WTDBE has a positive effect on wine tourism destination (brand) image

Wine tourism destination brand loyalty has been defined as the preference of visitors for the destination, intention to revisit and recommend the destination (Gómez et al., 2015). Positive and memorable experience, that create a lasting emotional attachment and ties between visitors and the wine tourism destination brand, can results in brand loyalty (Fountain et al., 2008). More studies shown empirical evidences about the relationship of brand experience and brand loyalty in products and service context (Iglesias et al., 2019) and in destination context (Kumar & Kaushik, 2017). Thus, brand experience seems to have a strong with brand loyalty, but there is still lack of strong evident in wine tourism destination context. So, we suggest:

H2: WTDBE has a positive effect on wine tourism destination brand loyalty

Figure 1. Proposed framework



Customer satisfaction refers to the general evaluate of customers to the overall experience of some specific product or service (Fornell 1992). In tourism, visitor satisfaction is a cognitive and emotional assessment that results from a positive perception of the experiences lived which is extended beyond the visit with the creation of memories (Quadri-Felitti & Fiore, 2013). Additional, Charters et al. (2009) declared that positive experiences in wine tourism contribute to visitor satisfaction and revisit. Strongly destination experience is as an important factor for traveler’s revisit because they wish to repeat the experience again. Thus, we suppose that:

H3: WTDBE has a positive effect Visitor’s satisfaction (a) and Intention to revisit (b)

2.3. Effects of wine tourism destination (brand) image

Brand image plays an vital role in the success of a tourism destination because it influences consumer behavior as satisfaction and intention to revisit (Bigné, Sánchez, and Sánchez 2001) by stimulating visits to tourism destinations (Beerli & Martín, 2004). Some empirical results shown that destinations with a favorable and positive brand image are more to be visited and intention to revisit in the future (Afshardoost & Eshaghi, 2020; Echtner & Ritchie, 1991). To extend this measurement in wine tourism, we suggest the hypothesis:

H4: WTDBI has a positive effect Visitor Satisfaction (a) and Intention to revisit (b)

2.4. Effects of wine tourism destination brand loyalty

Satisfaction is the subsequent behavioral responses such as loyalty (Fornell, 1992), then customers tend to repeat purchase (Kim et al., 2006). In tourism context, Quadri-Felitti & Fiore (2013) supported that visitor satisfaction is a strong sign to recommending another visitors and to returning. Visitor satisfaction has positively influenced on intentions in wine tourism (Brown & Getz, 2005) as well as that memorable tourist experiences positively affect intention to revisit in the future (Brent Ritchie, Wing Sun Tung, and J.B. Ritchie 2011). Hence, following hypotheses are proposed:

H5: Visitor satisfaction has a positive effect WTDBL

H6: WTDBL has a positive effect on Intention to revisit

H7: Visitor Satisfaction has a positive effect on Intention to revisit

2.5 Mediations Roles

Positive and memorable tasting room experiences can create brand loyalty, which is the result of lasting emotional attachment between visitors and the brand, influence post-purchase (Fountain et al., 2008). Moreira et al. (2017) also found that the relationship between brand experience and purchase intention is mediated by brand loyalty. Besides, Scherrer et al. (2009) demonstrated that wine destination experience helps building brand image which impacts on visitors' behaviors in the future. Further, Barnes et al. (2014) also confirmed evident that satisfaction significantly mediates the relationships between destination brand experience and visitors behaviors. As previous literature proved, it follows logically when we propose that:

H8: The relationship between WTDBE and Intention to revisit is mediated by WTDBI, WTDBL and Visitor Satisfaction.

3. Methodology

All the variables were measured using scales adapted from previous studies with Likert five points that ranged from “completely disagree” to “completely agree”. WTDBE was measured using four dimensions (12 items) sensory, affective, behavior, intellectual WTDBE based on the scale developed by Brakus et al. (2009); relational WTDBE (3 items) from Nysveen et al., (2013). WTDBI (4 items), WTDBL (4 items) was measured using based on the scale developed by Boo et al. (2009), Gómez et al.(2015). Visitor Satisfaction (5 items) was measured by Chen & Chang (2008); de Rojas & Camarero (2008); Oliver (2014)and Intention to revisit (4 items) was measured by Chen & Chen (2010); Oliver (2014). A double-blind back-translation process was applied to the questionnaire to translate from English to France, Chinese. Pre-test was performed to avoid misinterpretation before the main research. Data collection was conducted

from April, 2019 to September, 2019 in Bordeaux, France. Participants are 379 international (52%) and French (48%) people who visited Bordeaux, as wine tourism destination.

4. Data Analysis, Results

4.1. Measurement assessment

As showed in Table 1, all measurement tools satisfied reliability (all Joreskog's $\rho > .845$) convergent validity (all $\rho_{vc} > .576$) and discriminant validity (squared correlations γ^2 between two constructs are not greater than any of the two constructs' ρ_{vc} ; (Fornell and Larcker 1981).

Table 1. Reliability and Validity

	Joreskog's ρ	VS	IV	BI	BL	IN	BE	AF	RE	SE
VS	0.918	0.692*								
IV	0.928	0.227	0.763							
BI	0.961	0.158	0.202	0.576						
BL	0.873	0.383	0.324	0.203	0.633					
IN	0.874	0.054	0.102	0.137	0.129	0.700				
BE	0.845	0.047	0.051	0.106	0.084	0.169	0.646			
AF	0.862	0.097	0.123	0.173	0.151	0.179	0.186	0.676		
RE	0.846	0.094	0.153	0.215	0.147	0.234	0.138	0.182	0.648	
SE	0.884	0.295	0.207	0.130	0.371	0.142	0.132	0.304	0.143	0.718

* Diagonal are ρ_{vc} and γ^2 for other elements of the table

In addition, we used a common latent factor to calculate the common variance. The common variance is 20.8%, which is below the 50% threshold and thus does not seem to raise any problem for the analysis of our model (Podsakoff MacKenzie & Lee, 2003).

4.2 The structural model and hypothesis testing

The research model, using covariance-based structural equation modeling (CB-SEM) has a good fit (χ^2 : 712.95, χ^2/df : 1.584, CFI: .966, TLI: .963, RMSEA: .039 [.034; .045] $p < 1$, SRMR: .048). The CB-SEM results are presented in Table 2, all the direct effects were accepted.

Table 2. Assessing the direct effects

Hypotheses	Relations	β	S.E.	t	p	Results
H1	WTDBE \rightarrow WTDBI	.598	.047	12.850	.000	Supported
H2	WTDBE \rightarrow WTDBL	.458	.057	7.981	.000	Supported
H3a	WTDBE \rightarrow VS	.451	.073	6.139	.000	Supported
H3b	WTDBE \rightarrow IV	.214	.088	2.429	.015	Supported
H4a	WTDBI \rightarrow VS	.128	.072	1.770	.077	Supported
H4b	WTDBI \rightarrow IV	.143	.065	2.211	.027	Supported
H5	VS \rightarrow WTDBL	.378	.055	6.875	.000	Supported
H6	WTDBL \rightarrow IV	.284	.076	3.759	.000	Supported
H7	VS \rightarrow IV	.130	.061	2.129	.033	Supported

The following conclusions can draw: first, support was found for H1 thus confirming the significant influence of WTDBE on WTDBI (H1: $\beta = .598$, $p < .001$), as well as on WTDBL (H2: $\beta = .458$, $p < .001$), VS (H3a: $\beta = .451$, $p < .001$), IV (H3b: $\beta = .214$, $p < .015$). Secondly, WTDBI has positive affect on VS (H4a: $\beta = .128$, $p < .077$), IV (H4b: $\beta = .143$, $p < .027$). WTDBL is

significantly influenced by VS (H5: $\beta = .378$, $p < .001$) and impacts on IV (H6: $\beta = .284$, $p < .001$). Finally, we found support for the effect of VS on IV (H7: $\beta = .130$, $p < .033$).

After estimating the direct effects, we analyzed the indirect effects using the bootstrap procedure described and implemented in the SPSS macro process. Table 3 shows the indirect effects, standard errors, and the 95% bias-corrected confidence intervals obtained by applying bootstrap estimation. This is a “complementary mediation” (Zhao, Lynch, Chen, 2010) as total effect ($\beta = .555$; $p < .001$) is composed by direct effect ($\beta = .214$; $p < .015$) and indirect effect ($\beta = .341$; $p < .001$) both positive. Indirect effect is composed by specific indirect effects of the relation between WTDBE and IV via WTDBI ($\beta = .085$; $p < .028$), WTDBL ($\beta = .130$; $p < .001$), VS ($\beta = .059$; $p < .040$ but 0 is in the Bootstrap Confidence Interval), VS and WTDBL ($\beta = .048$; $p < .003$). Specific indirect effects via WTDBI and VS, or via BI, VS and WTDBL are not significant.

Table 3. Assessing the indirect effects

Relations	BCI* 95% (n=5000)				Z	P	Results
	β	S.E.	Lower	Upper			
Total effect	.555	.046	.451	.659	11.984	.000	Supported
Total indirect effect	.341	.062	.209	.474	5.521	.000	Supported
WTDBE→WTDBI→IV	.085	.039	.012	.159	2.202	.028	
WTDBE→WTDBL→IV	.130	.037	.040	.221	3.488	.000	
WTDBE→VS→IV	.059	.029	-.006	.124	2.053	.040	
WTDBE→VS→WTDBL→IV	.048	.016	.013	.084	2.994	.003	
WTDBE→WTDBI→VS→IV	.010	.007	-.008	.028	1.349	.177	
WTDBE→WTDBI→VS→WTDBL→IV	.008	.005	-.004	.020	1.507	.132	
Direct effect							
WTDBE→IV	.214	.088	.044	.385	2.429	.015	Supported

*BCI: Bootstrap Confidence Interval

5. Discussion, Implications, And Conclusions

5.1 Theoretical contributions

In broad terms, this paper contributes to the literature by advancing knowledge of brand experience, which is especially relevant and requires further academic attention in tourism destination (Barnes et al. 2014; Brakus et al. 2009; Nysveen et al. 2013). More specifically, this research provides insights into the scale of WTDBE. The validity and reliability of brand experience scale includes five dimensions are totally supported within the new context: wine tourism destination. Wine tourism experiences are typically co-created and visitors are also participates directly in the value co-creation (Festa et al. 2015), thus, the expectation of Relational (Social) WTDBE dimension in WTDBE scale is completely reasonable and the finding prove it. Secondly, this article contributes to the literature by proposing and confirming a comprehensive framework based on a through view of previous research considering the application of WTDBE scale with five dimensions to understanding IV and measuring of

mediator roles of WTDBI, WTDBL, VS. The expectation findings show that all direct effects hypothesis was accepted. Findings found WTDBE has the greatest effects sequence on WTDBI, WTDBL, VS. The result of the relationship of WTDBE and WTDBI was consistent with reported result of Kim & Chao (2019) in products context. This finding is interesting and relevant, because of in our knowledge, rarely investigations into the link of brand experience and brand image. Additionally, the support found that the influence of WTDBE on WTDBL confirmed the prior findings in products and services context (Brakus et al. 2009; Nysveen et al.2013). The impact of WTDBE on VS , IV likewise was consistent with previous results (Moreira et al., 2017). Moreover, WTDBI has positive affect on VS were confirmed in the line of Afshardoost & Eshaghi (2020) . Next, WTDBL is significantly influenced by VS, impacts on IV and the effect of VS on IV. These results were consistent with the reported results (Brakus et al., 2009; Nysveen et al., 2013). Thirdly, this research enriches the literature of wine tourism when we consider Bordeaux, as total wine tourism destination from tourist's perspective.

5.2 Managerial implications

These findings emphasize the important role of WTDBE in creating and building WTDBI, WTDBL, VS for a wine tourism destination. It means that focusing more on WTDBE puts managers a step further in order to control visitor behavioral. If managers take more care to enhance WTDBE with all facilities used by wine tourists, these experiences would enhance wine destination brand image, brand loyalty and visitor satisfaction, intentions to revisit. It shows the need to improve wine tourism destination management by diversifying tourists' experience. All sensory, affective, behavioral, intellectual, and relational experience appear to contribute to more positive experience of wine tourism destination. Wine tourism destination is a complex destination and wine tourism destination brand experience is a complex experience with five dimensions (sensory, affective, behavioral, intellectual and relational experience), thus to enhance competitive capability with other wine destinations, we encourage wine destination managers and marketers need create and building experience not only sensory, affective, behavioral, intellectual experience based on foods, wine, staff, services restaurants and hotel, aesthetics experience, sightseeing beauty in vineyards, tasting room, chateau, etc.... but also create relational experience via co-create experience, interactive social experiences for visitors to enhance the destination experiences via local residents experience or wine groups during and after the visits. Moreover, WTDBI, WTDBL, VS is key mediators in the relationship of WTDBE and IV. Nowadays, destination image is accepted as an important aspect in destination marketing and successful tourism management (Gómez et al. 2015). In the other words, wine tourism managers and marketers should provide memorable, unique and diversity

experiences for travelers as a good way to create a positive and impressive (brand) image for a wine tourism destination as well as the cause of brand loyalty and visitor satisfaction. These will lead intention to revisit of travelers in the future.

5.3 Limitations and future research

Notwithstanding its theoretical contributions and managerial implications, this research also has some limitations. Firstly, only visitors who visited to Bordeaux was investigated. So, the findings have a limited generalizability. We might expect in the future research, data collection can occur in different wine regions in different countries to expand this knowledge base and for comparative purposes. Secondly, data collection used questionnaire with three languages: English, France, Chinese. Thus, a limitation response from international visitors may exist. Future studies that should translate more languages can be conducted to increase the generalizability of the findings. Thirdly, this research focused evaluate general WTDBE dimensions, not individual dimensions. Further research is needed the analysis of individual dimension of WTDBE and visitors' behaviors for comparison and shown more detailed finding.

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