

Moderation effect of the Big Five personality traits on the relationships between servicescape, visitor's emotions and visitor's revisit intention – the case of wine tourism

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Abstract

The aim of this study is to investigate the moderation effects of Big Five personality traits on the relationships among servicescape attributes, emotional responses and revisit intention, in the context of a winery visitation experience. A self-administered questionnaire was distributed to winery visitors: 615 responses were used in data analysis. Initially, the results indicate the effects of servicescape attributes on visitor's emotions, with those emotions significantly impact visitor's revisit intention. Further, findings reveal the different moderation roles of the Big Five personality traits have in every relationship between servicescape attributes and visitor's emotions. Concerning the relationship between visitor's emotions and his/her revisit intention, only Openness, Extraversion and Neuroticism are found to moderate it. Overall, the study enhances the existing literature respective to wine tourism and personality traits providing new insights and implications.

Keywords: *Winery experience; Personality traits; Wine tourism*

Track: Tourism Marketing