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**AN INVESTIGATION INTO THE EFFECT OF CONSUMER EXPERIENCE TOURISM
ON BRAND LOYALTY AND PURCHASING BEHAVIOR**

A Dissertation Presented

By

ROBIN MARK BACK

Submitted to the Graduate School of the
University of Massachusetts Amherst in partial fulfillment
of the requirements for the degree of

DOCTOR OF PHILOSOPHY

September 2015

Isenberg School of Management

**AN INVESTIGATION INTO THE EFFECT OF CONSUMER EXPERIENCE TOURISM
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DEDICATION

To my husband, for his unconditional love and unwavering support throughout my academic pursuits, to my son for his understanding of my absences due to academic demands, to my cousin Charles for opening a world of possibilities for me, and to my parents, family and friends for their support and belief in me.

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ABSTRACT

AN INVESTIGATION INTO THE EFFECT OF CONSUMER EXPERIENCE TOURISM ON BRAND LOYALTY AND PURCHASING BEHAVIOR

SEPTEMBER 2015

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Brand loyalty and repeat purchase intentions are accepted as important and inextricably intertwined phenomena in contemporary marketing literature, with many studies pertaining to this area. In order to achieve customer loyalty, it is important for companies to create strong bonds between their products or brands and consumers. *Consumer Experience Tourism* (CET) has been increasingly used as a strategic marketing tool in an attempt to strengthen such bonds, particularly by producers of frequently purchased consumer staples such as food and beverages.

With no studies to date identified as having tested the effects of CET on medium to long-term consumer brand loyalty and purchasing behavior, how such behavior differs from that of consumers who have had other non-CET experiential interactions with the product or brand, and indeed those consumers who have had no experiential interaction with the product or brand, companies have a dilemma in how to treat this activity. Should they treat it as a worthwhile marketing expense that will reap long-term rewards, or as a tourist activity that should either cover its costs or show a profit due to limited benefits?

This dissertation consists of three studies that investigate the effects of CET on brand loyalty and purchasing behavior. Study 1 obtained 415 valid surveys from CET visitors to a single winery, investigating perceived product quality, perceived service quality, and the effects of charging (versus not charging) on purchasing behavior, and found that under conditions of both highly perceived product quality and highly perceived service quality, there were no significant differences in purchasing behavior. Study 2 obtained 437 valid surveys from CET visitors to the winery of survey in Study 1 who had visited over a six-year period, as well as consumers of the brands who had not engaged in CET, and found significant differences in attitudinal brand loyalty but not in purchasing behavior. Study 3 attempted to replicate the effects of a CET using a Consumer Experience Event (CEE), with a pre-event tracking survey obtaining 74 valid responses, followed by a post-event tracking survey that obtained 51 valid responses. It was found that this type of experience remote from the brand home was able to replicate many of the CET attributes and effects. This research therefore extends CET as a theoretical construct and begins to resolve the CET marketer's dilemma.

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CHAPTER 1

INTRODUCTION

1.1 Background of the Study

The challenge for many companies is to create strong bonds between their products or brands and consumers. There are many instances of companies affording customers and potential customers the opportunity to sample their products. Such samples may be at no charge, with examples of this including in-store food product sampling, free trial memberships for services, free trial magazine subscriptions, and free vacations offered by time-share resorts. There are also instances of companies that charge for a product sampling, often combined with a free tour, such as at manufacturing plants and food and beverage production facilities.

Increasingly *Consumer Experience Tourism* (CET), defined by Mitchell and Orwig (2002) as providing “the consumer with a bonding experience regarding a brand, it’s operation, production process, history, and historical significance” (p. 37), has been used as a strategic marketing tool in an attempt to strengthen the bond between consumers and the brands they consume (Mitchell & Mitchell, 2000). CET represents a diverse group of experiences regarding a product or group of products, often including the opportunity to see how and/or where production takes place, affording the chance to be educated about the company and its products, and meeting people directly associated with the products, as well as being able to sample and purchase the products or order the products for future delivery. This

segment of tourism includes manufacturing plant tours, company museums, company visitor centers, tasting centers, and company themed stores and theme parks, and is also known as manufacturing tourism, industrial attractions, industrial tourism, and industrial heritage tourism. Axelrod and Brumberg (1997) profiled 288 factories in the United States that welcome tourists, while Berger and Berger (1997) provided details of around 1,000 free industrial tours in more than 300 industries, open to the public in the United States.

A disproportionate number of the tourist activities that fall under the umbrella of CET are provided by producers of frequently purchased consumer staples such as food and beverages (Mitchell & Orwig, 2002), and include a large number of wineries and breweries, as well as manufacturers of ice cream, candy, donuts, condiments and preserves, to name just a few. Of Axelrod and Brumberg's (1977) 288 factories profiled, 104 (36%) were food and beverage producers. Although research has been conducted in the area of new product sampling, with Jain, Mahajan and Muller (1995) proposing a theoretical quantitative model for optimal levels of new product sampling and Iyengar and Lepper (2000) investigating the effect of product sampling choice on purchasing behavior, little research appears to have been conducted on the sampling of established products and brands of which CET marketing is mainly comprised, and the subsequent impact of CET on both behavioral and attitudinal product or brand loyalty as well as long-term purchasing behavior.

Consumer Experience Tourism activities are often operated by companies at a financial loss, attributed to a marketing expense, or at break-even, in the hope that

the emotional bonds forged between the consumer and the product or brand as a result of these experiential activities will lead to positive changes in long-term brand loyalty and purchasing behavior. Yet Gilmore and Pine (2002, p. 89) stated that “no company truly sells an experience unless it charges its guests an admission fee,” supporting the belief of a number of marketers that if you give your products away, they have no value in the eyes of the consumer. The dilemma for companies offering CET is whether this is indeed the case, and whether CET marketing will in fact lead to stronger bonds with the consumer that will in turn result in sustained brand loyalty and repeat purchases. While the literature postulates that CET results in increased brand loyalty due to consumers witnessing the production of products that they enjoy, and strengthens the bond between consumers and the brands they consume (Mitchell & Mitchell, 2000; Mitchell & Mitchell, 2001a; Mitchell & Mitchell, 2001b; Mitchell & Orwig 2002), no empirical evidence has been produced to show this to indeed be the case, and the value of CET remains poorly understood and often seen as no more than a sales tour by CET operators (Carlsen & Boksberger, 2015).

While Kolyesnikova and Dodd (2009) found that consumers who received a free wine sampling at winery tasting rooms purchased more wine during the visit than those who paid for a wine tasting, they did not delve into brand loyalty or purchasing behavior beyond the actual visit. Furthermore, there is no evidence of research into whether or not a CET visit is any different in its effect on brand loyalty and purchasing behavior than other types of consumer experiences with a product away from its brand home, for example a tutored wine tasting event, which includes

many similar attributes to a CET visit. It also remains unclear as to whether a CET visit results in any different brand loyalty or purchasing behavior from that of consumers who like and purchase the product or brand, but who have not engaged in a CET visit relating to that product or brand.

Product sampling continues to remain one of the most under-researched areas in marketing (Heiman, McWilliams, Shen & Zilberman, 2001), and CET has received scant attention in either the marketing or the tourism literature. No studies have been found addressing the CET marketer's charging dilemma attributable to the unknown effects of CET, especially in the medium to long-term following the visit, and how such effects may (or may not) differ from those of consumers who have experienced the product or brand in a different setting.

1.2 Purpose of the Study

While the literature has confirmed both the growth of CET and its importance in terms of the potential for creating bonds between consumers and brands, the intensity and duration of both attitudinal and behavioral brand loyalty and resulting purchasing behavior over time, and the variables that affect these, remain unclear.

The focus of this research is to investigate the effects of a positive CET visit on both attitudinal and behavioral brand loyalty and purchasing behavior, how enduring any positive effects found remain over time following the visit, which variables affect such differences, whether the effects of a CET visit may be replicated by a consumer experience away from the products' brand home, and whether

consumers who have experienced CET exhibit any differing loyalty of behavior from those that have not.

Seven overarching research questions guide the conceptual development and subsequent research hypotheses of this study:

1. How will a positive CET visit impact brand loyalty and purchasing behavior in the short, medium, and long-term?
2. What factors will impact attitudinal brand loyalty following a positive CET visit?
3. What factors will impact behavioral brand loyalty following a positive CET visit?
4. What factors will impact purchasing behavior following a positive CET visit?
5. Are the impacts of a CET visit on brand loyalty and purchasing behavior any different than other types of experiential interactions with the product or brand?
6. Do consumers who have experienced a CET visit exhibit any differences in brand loyalty or purchasing behavior that those consumers of the product or brand who have not experienced a CET visit?
7. How should companies engaged in CET decide whether to treat this activity as a tourist activity, a marketing activity, or some combination of the two?

Specifically, this study investigates actual consumers' responses to CET during the CET visit, and over time following the CET visit, and compares these

responses with consumers who have partaken in a non-CET experiential interaction with the product or brand away from its brand home, as well as consumers of the product or brand who have had neither a CET visit nor any other type of experiential interaction with the product or brand besides its consumption. Such experiential interactions may include sampling, education, and interaction with someone closely involved with the product or brand.

1.3 Significance of the Study

This research makes important contributions to both the tourism and marketing literature. Particular contributions are provided in the areas of Consumer Experience Tourism and brand loyalty, by showing the effect that a positive CET visit may have on both attitudinal and behavioral brand loyalty over time, and the variables that affect these constructs. The enhancement of this literature with empirical evidence of actual CET visitors' behavior will be a valuable step in demonstrating effects that have previously been postulated but not empirically demonstrated.

The results of this research will also be important to the numerous firms offering CET around the world, as it will allow them to identify how consumers are likely to react to the particular experience offered by their organization over a period of time following the visit, and how this may differ from other types of experiential marketing activities. This, in turn, will enable such firms to make more informed decisions on how to treat CET activities in terms of what is offered, whether or not to make a charge and, if so, in what amount, and to evaluate the

likely overall benefit to the firm and its product(s) and brand(s). This study begins to solve the CET marketer's dilemma in terms of the potential benefits of CET and how to treat such activities.

1.4 Study Overview

The dissertation is organized as follows: First, we define key terms used. Then, we delve into the relevant extant literature on brand loyalty, brand experience, consumer experience tourism, involvement theory, purchasing intentions as a predictor of behavior, and reciprocity theory. Building upon theory and literature, hypotheses are developed and proposed. Method for Studies 1 through 3 is then described in detail, followed by a presentation and discussion of the results. Finally, conclusions are discussed, followed by theoretical contributions, practitioner implications, and limitations and proposed future research.

1.5 Definition of Terms

Attitudinal Brand Loyalty: Defined as “commitment to a certain brand” (Pan & Tian, 2008) and measured through positive word-of-mouth (both past and future intent) and likelihood of purchasing more of the brand(s) if more easily available.

Behavioral Brand Loyalty: Behavioral loyalty is defined as the preference to buy a certain brand (Pan & Tian, 2008) with a sequence of repeat purchases (VonRiesen & Herndon, 2011), measured through total number of purchases made (which should therefore increase over time).

Brand Loyalty: Brand loyalty is the combination of both attitudinal and behavioral brand loyalty as defined above.

Consumer Experience Event (CEE): An event showcasing specific product(s) or brand(s), providing education about and sampling of these, and interaction with someone closely connected with the product(s)/brand(s).

Consumer Experience Tourism (CET): Sampling of product(s) in their brand home, being educated about these product(s)/brand(s) and interaction with someone closely connected with the product(s)/brand(s). CET may also include a tour to see how/where the products are produced.

Cellar Door: A term often used synonymously with “tasting room,” and referring to the area of a winery where wine may be sampled and/or purchased.

Consumer Involvement: Involvement theory, defined as “a person’s perceived relevance of the consumption object based in inherent needs, values, and interests” (Zaichkowsky, 1985) is believed to have substantial influence over the consumer decision-making process (Laurent & Kapferer, 1985).

Reciprocity: The norm of reciprocity, originating in the social psychology literature, requires that a person repay in kind what another has done for him or her (Whatley, Webster, Smith & Rhodes, 1999).

Tasting Room: A term often used synonymously with “cellar door,” and referring to the area of a winery where wine may be sampled and/or purchased.

CHAPTER 2

REVIEW OF LITERATURE

2.1 Brand Loyalty

There is a sizeable body of literature on brand loyalty spanning a number of decades, yet there still appears to be a lack of consensus over the operationalization of the construct of brand loyalty. Customer loyalty may be defined as “a consumer’s commitment to a certain brand/service, and a preference to buy it, given the choice of alternative brands/services” (Pan & Tian, 2008), a definition which includes both the attitudinal (“commitment to a certain brand”) and behavioral (“preference to buy”) dimensions of the construct. Customer loyalty is one of the most important assets of many companies, and therefore one that marketers aim to create and maintain through the development of long-term relationships with customers, the topic of which is the subject of many studies. There are many different dimensions to the concept of brand loyalty, most commonly expressed by indicators of repurchase behavior or intention (Pan & Tian, 2008), with a sequence of repeat purchases of a specific brand (VonRiesen & Herndon, 2011) being accepted as one of the most important areas of marketing and with customer retention tending to lead to important word-of-mouth referrals (Reichheld & Sasser, 1990; Shoemaker & Lewis, 1999). Attitudinal loyalty should be included in definitions of loyalty, given that attitudes govern behavior (Bandyopadhyay & Martell, 2007). This is especially important in instances where a consumer may be “attitudinally loyal” to a brand, but where difficulty in obtaining the product(s) may negatively affect behavioral loyalty.

This is even more pertinent in reference to CET, where products may only be available at the site of production or within an area relatively local to production, and not widely or easily available in a broader geographical area leading to tourists having difficulty purchasing the products on their return home.

2.2 Brand Experience

Brand experience has also been found to have an effect on consumer satisfaction and loyalty, with a number of constructs and measurements developed to show how consumers experience a brand and the effects of such experiences on consumer behavior (Brakus, Schmitt & Zarantonello, 2009). Brand personality, brand community, brand trust, brand attachment, and brand love are among the many dimensions of brand experience that have been investigated (Aaker, 1997; Carroll & Ahuvia, 2006; Delgado-Ballester, Munuera-Alemán & Yagüe-Guillén, 2003; McAlexander, Schoeten & Koenig, 2002; Thomson, MacInnis & Park, 2002). Product experiences take place when customers search for, examine and evaluate products (Hoch, 2002), and may be a direct experience when there is physical contact with the product (Hoch & Ha, 1986) or indirect when contact is virtual such as through an advertisement (Hoch & Ha, 1986; Kempf & Smith, 1998) or a website. Ha (1998) found that the combination of a positive experience with a particular product would result in an individual being more likely to purchase that product again in the future. Much of the current research, however, has focused on product attributes and category experiences, rather than on experiences provided by specific brands (Brakus, Schmitt & Zarantonello, 2009).

2.3 Consumer Experience Tourism

The most important asset of many marketers is their customer base, which they seek to retain and grow by creating new and innovative ways of fostering long lasting, mutually beneficial relationships. A challenge for marketers is to increase the “covenant” (Chevron, 1998) between the consumer and the brand, with one of the ways recognized as a means of achieving this being to showcase a product’s production or evolution, especially as consumers tend to make choices based on their past experiences (Kim, 2014). The tea company, Celestial Seasonings, opened its visitors center with plant tours in Boulder, CO in 1991, receiving 8,000 visitors in their first year, more than 50,000 visitors just four years later in 1995 (Brumberg & Axelrod, 1995), and more than 120,000 visitors by 2008 (dailycamera.com, 2009). With 853 stores (including franchises) in 24 countries (krispykreme.com, 2014), Krispy Kreme Doughnuts, founded in 1937, is another good example of experiential marketing, with many of its stores having a viewing area where customers may watch the production process, thereby providing “a multi-sensory experience for consumers” (Mitchell & Mitchell, 2002).

The number of wineries in the United States has been increasing steadily, with 7,116 wineries recorded in 2012, up 5% from 2011 which was in turn up 9% from 2010 (Fisher, 2012). Many of these wineries provide tours, tastings and product education for consumers. Product education is not only thought to be critical in consumer decision making (Alonso, 2014), but is also believed to build relationships and brand loyalty (Alonso, et al., 2014). Wine tourism is an important factor in the growth and success of many smaller wineries (Cohen & Ben-Nun,

2009), with nearly half of total sales of wineries on the west coast of the United States and 64% of sales of California wines taking place at the cellar door (Fisher, 2007; Thach & Olsen, 2006).

This type of tourism marketing activity, which spans many industries but is particularly prevalent in the food and beverage industries, has prevailed for a number of decades. It was only in 2000, however, that it was characterized and labeled *Consumer Experience Tourism* by Mitchell and Mitchell (2000) in their article on the use of this powerful tool for the strengthening of the bond between consumers and brands by food and beverage producers. Surprisingly, eight years later the same authors described CET as “a new form of marketing” and a “new approach (that) forges bonds” (Mitchell and Mitchell, 2008) when it may be argued that CET, while perhaps a new moniker, has been practiced for a number of decades and although it may have increased both in sophistication and in academic attention in recent years, is hardly a new approach.

Although CET has been suggested as a means of increasing the bond between the consumer and the brand, thereby hopefully increasing purchases made by those consumers participating in CET for an extended period beyond the actual visit and thereby increasing long-term attitudinal and behavioral brand loyalty, few studies have examined the attitudes or behavior of these consumers beyond the actual consumer tourist experience or shortly thereafter. It has been suggested by a number of authors that the tourism experience is comprised of five stages: the pre-visit; travel-to; on-site; travel-from; and post-visit (e.g., Pearce, 1982; Fridgen, 1984, Mitchell et al., 2000). In terms of CET, however, very few studies have investigated

post-visit purchasing behavior, with those that have only looking at a relatively short duration (less than one year) following the visit (King & Morris, 1999; Mitchell & Hall, 2004).

The King and Morris study (1999) of visitors to Augusta/Margaret River wineries in Australia between 1996 and 1998 showed that only 13% of visitors were found to have made a post-visit purchase of wine from the winery they had visited. However, this was attributed partly to the fact that the wines were not readily available from retail outlets, thereby suggesting that further study was needed. Mitchell and Hall (2004) used a 1999 New Zealand Winery Visitors' Survey given to visitors at 33 wineries for mailing back, with a follow-up survey mailed to the 636 respondents who expressed a willingness to participate in such a survey six to eight months after the visit. Of the 358 usable surveys returned, nearly half the respondents reported a post-visit purchase of wine produced by the winery of survey, with an average of 1.6 places of purchase thus suggesting multiple purchases made by many respondents following their visit. Although it was found that post-visit purchases of wines produced by larger wineries was higher than purchases of wines produced by smaller wineries, this is unsurprising as wines from larger wineries are likely to be more widely available beyond the cellar door than those from smaller wineries. The size of the winery is therefore seen to moderate wine availability, and thereby also post-visit purchasing ability, which in turn affects actual post-visit purchasing.

While Mitchell and Hall's (2004) study does suggest that King and Morris' (1999) concern that winery visits do not increase post-visiting purchasing behavior

may be unwarranted, the time-frame spanned up to only eight months after the visit took place, a relatively short-term timespan. Therefore, it does not necessarily show that CET results in visitors increasing their long-term loyalty and purchasing behavior.

2.4 Consumer Involvement

Defined as “a person’s perceived relevance of the consumption object based in inherent needs, values, and interests” (Zaichkowsky, 1985), involvement was introduced as a construct by Krugman (1962, 1965) as a term from the social psychology literature, and has been a topic of interest in the consumer behavior literature for many years (Lasschaeve & Bruwer, 2010). It is believed to have substantial influence over the consumer decision-making process (Laurent & Kapferer, 1985), and pertains to the perceived importance of a product, advertisement, or purchase situation to a person based on their values, interests, and personal needs (Nella & Christou, 2014).

In considering the effects of CET on brand loyalty and purchasing behavior, it would be remiss not to consider involvement theory, which has been used in many behavioral research studies including those in the marketing and advertising fields. In the context of wine tourism, CET is believed to clearly induce varying degrees of consumer involvement with the product (Pratt & Sparks, 2014). Involvement theory suggests that the degree of involvement moderates variable relationships (Belch & Belch, 1997; Dholakia, 1998; Poiesz & Cees, 1998), and impacts behavioral decisions (Zaichkowski, 1986). Involvement may therefore aid in explaining

consumer behavior (Huang, Chou, & Lin, 2010), and is connected with an established or long-lasting connection with a brand or product (Bruwer & Buller, 2013).

Product knowledge is believed to be an important indicator of involvement (Charters & Pettigrew, 2006), with product involvement influencing the purchasing decision-making process, commitment to a product or brand, and the frequency of its use (Quester & Smart, 1998). Personal levels of involvement differ, with high and low-level involvement consumers behaving differently (Bruwer & Buller, 2013). Investigating the purchase attributes of wine consumers, Barber, Ismail, and Dodd (2008) found that high involvement consumers buy more wine and spend more per bottle than low involvement consumers. Involvement theory would thus suggest that consumers who have experienced CET might experience a heightened identification with the product or brand resulting in increased brand loyalty (Mitchell & Orwig, 2002).

2.5 Purchasing Intentions as a Predictor of Behavior

In a recent study by Bruwer, et al. (2013), a strong positive correlation was found between the winery tasting room experience and brand loyalty. The authors conducted a survey using a brand loyalty scale in a winery tasting room at the time of the visit. While such a study measures the visitors' attitudes towards the product and/or brand induced by the experience at that moment in time, the temporal element cannot be taken into account and the measure is therefore of predicted loyalty rather than actual loyalty. This is of particular note in a positive CET

situation, whereby the consumer may be influenced by the emotions induced by the experience at that moment in time.

Similarly, Nowak and Newton (1989) conducted a study whereby 89 students visited a winery that they had never visited before, with evaluations of product quality, fair pricing, preference for the wine, and customer commitment shown to be significant predictors of future purchasing behavior. Realizing that there is considerable variation between intention and actual behavior, Barber and Taylor (2012) took a two-stage approach using both expressed purchase intention and consumer psychographics to predict actual purchase behavior using wine purchasing as the context. They found consumers' attitudes and intentions to be good predictors of actual behavior, but noted that a limitation was that the auction method used following their survey may not simulate the way in which a consumer would make a decision in a normal retail setting.

While purchase intentions to predict purchasing behavior have been widely used in both commercial and academic research, such studies have often ignored self-generated validity, whereby the act of measurement may itself increase the association between intention and behavior (Chandon, Morwitz, & Reinartz, 2005). It has also been found that intentions are more correlated with behavior in respect of durable goods rather than non-durable goods, and in the short-term rather than long-term (Morwitz, Steckel, & Gupta, 2007). A tourism study investigating intention to return, found no significant correlation between intention and actual repeat visitation, possibly due to consumers reporting "aspiration" as intention (McKercher & Tse, 2012).

Bruwer, et al. (2013) reported a strong positive correlation between the winery tasting room experience and brand loyalty, but the authors nonetheless suggest that the best way to confirm intention to purchase would be through a longitudinal study in order to check whether the visitors had actually purchased the wine again following the visit.

2.6 Reciprocity Theory

There appears to be little consensus by CET operators as to whether to charge for the experience, with some charging a fee, some making no charge, some charging a fee but including a “free” gift, and others charging a fee that is deducted from any subsequent purchase during the visit. Wine tourism is the largest subset of CET, and is fairly well documented in the literature (e.g. Bruwer & Alant, 2009; Carmichael, 2005; Charters, Fountain, & Fish, 2008; Dodd, 1999; Nowak & Newton, 2006; O'Neill & Charters, 2000; Quadri-Felitti & Fiore, 2012), but little attention has been paid to the significance of charging (versus not charging) for the experience. Kolyesnikova and Dodd (2009) conducted the only study found to have directly investigated the effect of charging a fee on customers' appreciation of tasting room staff and purchase behavior during CET visits. This was done by surveying visitors to six Texas wineries, three that charged a tasting fee and three that did not. They found that customers who received a free tasting had a higher appreciation of the staff and purchased more wine at the winery immediately following the tasting, concluding that winery visitors who experience a free tasting feel a sense of

gratitude and obligation, resulting in feeling a need to reciprocate by making a purchase.

The norm of reciprocity requires that a person repay in kind what another has done for him or her (Whatley, Webster, Smith & Rhodes, 1999). This has been shown to be true even when the favor has not been requested and is unexpected (Regan, 1971). In a retail context, it has been found that when a customer has social connectedness with a salesperson, a lack of purchase will lead to the customer experiencing a guilt response (Dahl, Honea & Manchanda, 2005). However, as the behaviors in the Kolyesnikova and Dodd (2009) study were observed at six separate wineries, it would not have been possible to entirely control for differences in product quality, service standards, servicescape, or marketing activities during the three month timeframe of data collection, nor is there any way of knowing whether changing differences that affect purchasing behavior during the CET visit also affect subsequent brand loyalty and purchasing behavior.

In a qualitative study by Charters, Fountain and Fish (2009), a number of respondents reported feeling a sense of obligation to make a purchase, and even making a non-wine purchase when the experience had been positive but they had not enjoyed the wine. Some respondents stated that they would prefer a charge to be levied, and it seems that for these visitors it would relieve them of the sense of obligation. This would appear to corroborate the findings of Kolyesnikova and Dodd (2009) with regard to reciprocity. What has not been investigated, however, is whether the norms of reciprocity are always applicable in situations where no

charge for the experience is made, leading to differences in purchasing behavior between those visitors who were charged and those who were not.

2.7 Looking Beyond CET

Mitchell and Orwig (2002) suggested that positive word-of-mouth may result from a positive CET visit, with Mitchell and Hall (2004) corroborating these findings in their empirical study, both in terms of CET visitors recommending a visit to the winery of survey as well as the wines produced by that winery. Many CET operators look only at their actual CET returns to measure the success of their CET operations rather than looking at the wider effect of CET and how they may incorporate this into their wider marketing plans, in what Mitchell and Orwig (2002) describe as “integrated marketing communications.”

Evidence from the literature would suggest that CET may be of great value to CET tourism operators, but also that the relationship between CET, loyalty, and purchasing behavior is a complex one that requires further exploration (Mitchell & Hall, 2004). Previous CET research has covered CET consumers, but has generally not compared them with consumers in general, as noted by Getz and Brown (2006) in reference to wine tourism.

2.8 Problem Statement

CET operators face a dilemma: how should CET activities be treated? Companies that sell all or a large percentage of their production to visitors at their own facilities during the CET visit must decide whether to charge for CET activities, i.e., tastings, tours, seminars, etc., and require a sound basis on which to base such

decisions. Does reciprocity always cause visitors to purchase more product if they do not pay for a tasting and/or tour, as shown by Kolyesnikova and Dodd in their 2009 study, or are there other variables that should be taken into account? In the case of companies that sell a large percentage of their production beyond their own facilities, and who wish to use CET at a marketing activity, what benefits are there to be gained in terms of brand loyalty and purchasing behavior, and what is the likely duration of any such benefits?

2.9 Context

Wine tourism is used as the context for this study, being the most prevalent industry sector involved in CET. Visitors to a well-established South African winery, producing international award-winning wines and attracting more than 300,000 visitors per year, many of them international visitors, will be surveyed for this study, as well as consumers of the winery's products who have not engaged in CET.

This winery currently makes a nominal charge for tastings, the charge covering the cost of the actual product (i.e., wine), but not the cost of any other overheads such as staff, glassware, facilities, utilities, etc. The owners of the winery treat CET partially as a marketing activity hoping for, but without proof of, long-term benefits, and partially as a tourism activity. The reason given for charging for the product but not for any of the other components of the service provided, is that the owners subscribe to the belief that if you give your product away free of charge it may have little value in the eyes of the consumer, and you thereby devalue it.

However, they believe that there may also be a longer term marketing gain beyond the cellar door.

2.10 Hypotheses Development

2.10.1 Service Quality, Product Quality, and Purchasing Behavior during CET Visit

It goes without saying that a negatively perceived CET visit is unlikely to result in either brand loyalty or in positive purchasing behavior. O'Neill and Charters (2000) identified the importance of service quality at the winery cellar door in their study of the implications of service quality in wine tourism in Western Australia, while the same authors' later study (O'Neill & Charters, 2006) using a longitudinal method, found that visitors' perceptions of service quality had declined one month after the CET visit. Griffin and Loersch (2006) found that winery CET visitors expected staff friendliness, knowledge, understanding, and personal attention. Staff encounters, and the quality of service provided have been found to be a crucial element of the CET experience (Carlsen & Boksberger, 2015). The other important aspect of a positive CET visit is perceived product quality, with Tassiopoulos and Haydam (2006) finding perceived wine quality to be an important component of satisfaction with a winery visit.

For this reason, the winery chosen for this study is well established, having produced wine for more than 300 years, and produces a wide range of international award winning wines at varying price points. The winery has low staff turnover due to its flat management structure, authentic employee empowerment policies, and employee equity programs. Additionally, it is highly rated on the major online

tourism review sites. This combination of attributes would suggest a positive overall tourist experience; nonetheless, it was desirable to evaluate this empirically in order to control for variability of either perceived quality of service or perceived quality of product having an effect on findings on brand loyalty and purchasing behavior. It was also decided that a single site should be used for these studies, to control for variability in product quality, service quality, servicescape, cost of tasting, and promotional activities that may arise when conducting a study across multiple sites.

While Kolyesnikova and Dodd (2009) found that consumers who paid for a wine tasting purchased less wine than those who received a free wine tasting, attributed to the norms of reciprocity from the social psychology literature, their research was conducted at six different Texas wineries, three that charged for a tasting and three that did not. Differences in product quality, service standards, servicescape, and/or marketing activities during the three-month timeframe of their study may therefore not have been fully controlled for. Additionally, while South Africa is an established wine region, having produced wine for more than 350 years, and receives much press and many accolades for its wines internationally, Texas is an emerging wine region rarely mentioned in either the national or international wine media and not generally known for high quality wines. It was therefore wished to establish whether the findings of Kolyesnikova and Dodd's (2009) study necessarily held true if these variables were fully controlled for by conducting a similar study at a single winery in an established and reputable wine region.

It is theorized that in instances where the service quality is perceived as being high, but product quality is perceived as being less than desired or expected, consumers would indeed feel the need to reciprocate the “favor” of having received a free wine tasting by making a purchase, even if they would not otherwise have chosen to purchase that particular product. Under the same scenario, had the consumers paid for the wine tasting, they may well consider their obligation to the winery as having been fulfilled. Perceived service quality is also important in cases of service below expectations, when customers may choose not to purchase the product, irrespective of whether the perceived product quality is high or low. However, in cases where both the service quality and product quality are perceived as being high, i.e., a positive CET experience, it is believed that consumers will make a purchase irrespective of whether or not they have paid for a tasting, i.e., they will purchase the product because they like the product and received good service, rather than due to, or indeed despite of, any senses of obligation that they may or may not feel towards the CET provider.

It was important to establish that this was indeed the case as, if charging versus not charging does affect purchasing behavior at the time of the CET visit, it may also have an impact on brand loyalty and purchasing behavior following the visit. However, if reciprocity is not a motivator under conditions of a positive CET visit, defined as having both highly perceived service quality and highly perceived product quality, it will not have to be controlled for in respect of further research into the impact of CET on brand loyalty and purchasing behavior.

It is thus predicted that in cases of perceived high product quality and perceived high service quality, there will be no significant differences in purchasing behavior between those consumers who paid for a CET experience and those who received a free CET experience.

H1: Visitors who pay for a CET experience and visitors who receive a free CET experience will not exhibit differences in purchasing behavior when perceptions of product quality and service quality are uniformly high.

2.10.2 The Effects of CET on Brand Loyalty and Purchasing Behavior

Three types of measure are generally used to gauge purchasing behavior (Barber & Taylor, 2013). The most frequently used in both marketing and academic research due to its ease of collection is asking consumers to state their purchasing intentions, using surveys, focus groups or interviews, and using the results as a proxy for actual purchasing behavior (Hauser, et al., 1993). Willingness to pay is another method used, whereby consumers are either asked the maximum they would be willing to pay for a product or service (Wertenbroch & Skiera, 2002), or whether they would be willing to pay a specified price for a product or service (Mazumdar, Raj, & Sinha, 2005). The third method is to use actual purchasing behavior, which is the most difficult to collect, especially in a longitudinal-type study where data over a number of years is required.

The only academic studies believed to have been conducted to date on the effects of CET on brand loyalty and purchasing behavior that have used actual purchasing behavior rather than purchasing intentions were King and Morris

(1999) and Mitchell and Hall (2004), but only up to a maximum of eight months after the CET visit. Bruwer et al. (2013) and Nowak and Newton (1989) used purchase intentions expressed either during or following the CET visit as a proxy for actual purchasing behavior.

This research will test the following hypotheses using a quasi-longitudinal sample of actual CET visitors who visited a single winery over a six-year period, divided into three groups of short, medium, and long-term visitors. As there are no universally accepted definitions of short, medium, and long-term, visits that took place 1 and 2 years ago are defined as short-term, 3 and 4 years ago as medium-term, and 5 and 6 years ago as long-term. A control group of customers who have purchased the winery's products but who have not engaged in a CET visit will be also be used.

It is predicted that consumers who have experienced a CET visit in the short-term, i.e., with the visit still fresh in their minds and who have a heightened level of personal brand involvement (Mitchell & Mitchell, 2000), will have purchased the product(s) of the CET destination more recently, with greater frequency, and as a greater percentage of their total purchases in the product category (i.e., wine), and will also have recommended the brands to others more than those consumers who have not engaged in a CET visit to that location and developed a heightened level of personal brand involvement.

H2: A positive CET visit will positively impact brand loyalty and purchasing behavior in the short-term.

However, it is predicted that brand loyalty and purchasing behavior will weaken as the time since the CET visit increases. Jang and Feng (2006) in their study on temporal destination revisit intention found that tourist revisit intention diminishes in the long-term. While not the same construct, it is theorized that brand loyalty, measured by the number of purchases since the visit, percentages of total purchases within the product category represented by the brand, and positive word-of-mouth, and purchasing behavior, measured through recency and frequency of purchases, will also weaken in the long-term provided there is no reinforcement through subsequent repeat visit(s) to the same CET destination, comparing long-term visitors with short to medium-term visitors.

H3a: Following a positive CET visit, brand loyalty and purchasing behavior will weaken over time provided there are no additional visits to the destination.

In the case of customers who have visited the winery multiple times, it is theorized that repeat visits will serve to reinforce brand loyalty and lead to a continuation of positive purchasing behavior in the long-term. Thus repeat visitors will have purchased more recently, with greater frequency, as a greater percentage of their total purchases in the product category (i.e., wine), and recommended the brand more times than those consumers who have engaged in a single CET visit.

H3b: Additional visits to the CET destination will reinforce brand loyalty and purchasing behavior, which will not weaken over time.

A number of CET visitors will have made the decision to visit the destination due to having previously tried and liked the products, whereas others will be not have tried the products prior to the visit. In the case of those visitors who have not previously tried the products, the visit may be primarily to taste and be educated about the products, or it may be a primarily a tourist experience. It is therefore predicted that visitors who have already tried the products prior to the visit will purchase more of the product following the visit than those visitors who had not tried the products prior to the visit.

H3c: CET visitors who had tried the products prior to the visit will purchase more of the products following the visit than CET visitors who have not tried the products prior to the visit.

Given the proliferation of wine brands to hundreds of thousands (Bruwer, et al., 2013), and the limited amount of retail shelf space in relation to the number of available brands, it has become increasingly difficult, especially for smaller wine producers, to obtain distribution of their products and thereby build or maintain consumer behavioral brand loyalty. One of the ways to aid in building brand loyalty is believed by many to be through CET marketing. However, irrespective of how much visitors enjoy both the experience and product(s), if they are unable to obtain the products once they have left the CET location, CET is hardly likely to assist in influencing purchasing behavior or building behavioral brand loyalty. King and Morris (1999) showed that CET visitors are unlikely to make post-visit purchases if the product is generally unavailable beyond the brand home

Technology has increased the ease of obtaining even products that are not widely distributed on retail shelves, by enabling consumers to find where they may be able to purchase the products that they desire locally, or by ordering them online and having them delivered (in jurisdictions where the shipping of alcohol to private individuals is permitted). Nonetheless, there may be limits to how much effort consumers are willing to expend on obtaining a particular product, irrespective of their attitudinal brand loyalty. It is therefore theorized that post-visit purchasing will be directly correlated with the ease of purchasing the product after the visit, and that difficulty or effort involved in obtaining the products will be negatively correlated with purchasing behavior, although attitudinal brand loyalty will remain strong.

H4a: Post-visit purchasing behavior will be positively correlated with the ease of obtaining the products.

H4b: Difficulty in obtaining the products will not be significantly related to attitudinal brand loyalty.

It is also theorized that a subsequent positive CET visit to a firm selling a similar product may weaken the bond with the brands of previous CET visits, if the subsequent visit is perceived as being superior in terms of product quality, service quality, or overall experience, introducing a new “current favorite” product or brand to the consumer. It is further theorized that this will also be the case if the products of the subsequent firm are easier to obtain.

H5a: A subsequent CET visit to a different company offering similar products which is more positively perceived will be negatively correlated with purchasing behavior of the products of previous CET visit.

H5b: A subsequent positive CET visit to a different company offering similar products that are more easily obtainable will be negatively correlated with purchasing behavior of the products of previous CET visits.

In order to fully understand the effects of a CET visit on brand loyalty and purchasing behavior, it is also necessary to compare CET visitors with those consumers who have purchased the product(s) or brand(s) but have not experienced a CET visit. If CET really does lead to an increase in both brand loyalty and positive purchasing behavior, as many CET marketers believe it does and as has been shown through studies using purchasing intentions as a proxy for brand loyalty (Bruwer, et al., 2013), then CET visitors should display greater brand loyalty, both behavioral and attitudinal, than consumers who have purchased the brand(s) but have not experienced a CET visit relating to that brand.

H6a: Consumers of a brand who have experienced a CET visit will exhibit greater behavioral brand loyalty and purchasing behavior than consumers of that brand who have not experienced a CET visit.

H6b: Consumers who have experienced a CET visit will exhibit greater attitudinal brand loyalty than consumers of that brand who have not experienced a CET visit.

2.10.3 A “Consumer Experience Event” as a Proxy for CET

CET involves consumers experiencing a product in its brand home, being educated about the brand, sampling the products, and interacting with people connected with the brand, thereby hopefully forming a bond between the brand and the consumer. Given that most brands have a single brand home naturally limits the number of visitors to those residing within close proximity and those tourists who choose to visit the area. In recent years, special events have taken on an increasingly important role in both tourism and marketing (Hall & Sharples, 2008), and are said to add brand value while building consumer relationships (Hall & Mitchell, 2008). Many producers of food and beverage products that offer CET also use events to promote their brands, which may include festivals, tastings, and dinners, for example.

Events showcasing specific products are likely to attract people who do not intend to engage in CET and visit the product in its brand home (Yuan, et al., 2005), yet are able to provide many similar attributes to CET, such as product sampling, product education, interaction with people associated with the product (such as the winemaker at a wine dinner or tasting event), and the possibility of being able to purchase the product(s) or learn how or where they may be obtained. What is missing, of course, is the opportunity to experience the product’s brand home and to witness its manufacture (although not all CET visits offer factory tours).

Defining a “consumer experience event” (CEE) as an event showcasing specific product(s) or brand(s), providing education about the brands, sampling of the products, and interaction with someone closely connected with the brand, we

predict that a positively perceived CEE will simulate the outcomes of a CET visit in terms of brand perception, brand loyalty, and purchasing behavior.

H7a: A positive CEE visit will positively impact purchasing behavior.

H7b: A positive CEE visit will positively impact attitudinal brand loyalty.

H7c: A positive CEE visit will positively impact overall brand perception.

2.1.1 Conceptual Framework

Based on the relevant previous studies and the gaps identified in the literature, as well as the practitioner dilemma about how best to treat this type of activity, this study proposes the conceptual framework depicted in Figures 2.1 to 2.3, which focus on empirical investigations into effects of CET both at the time of the visit, including the effects of charging on perceived product quality, perceived service quality, and purchasing behavior (Figure 2.1), and over a period of time following the visit, specifically looking at brand loyalty and purchasing behavior (Figure 2.2). This study further investigates whether the effects of CET can be replicated by a CEE (Figure 2.3).

Figure 2.1
Conceptual Framework – Study 1



Figure 2.2
Conceptual Framework – Study 2

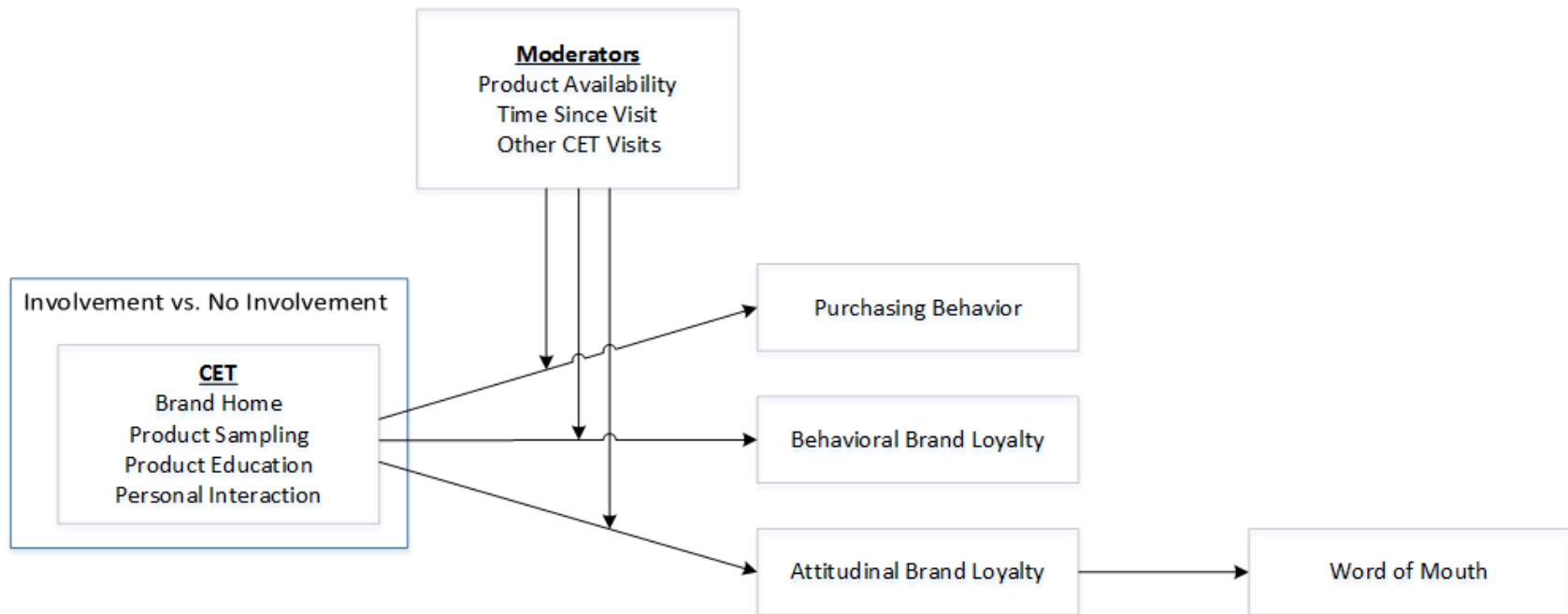
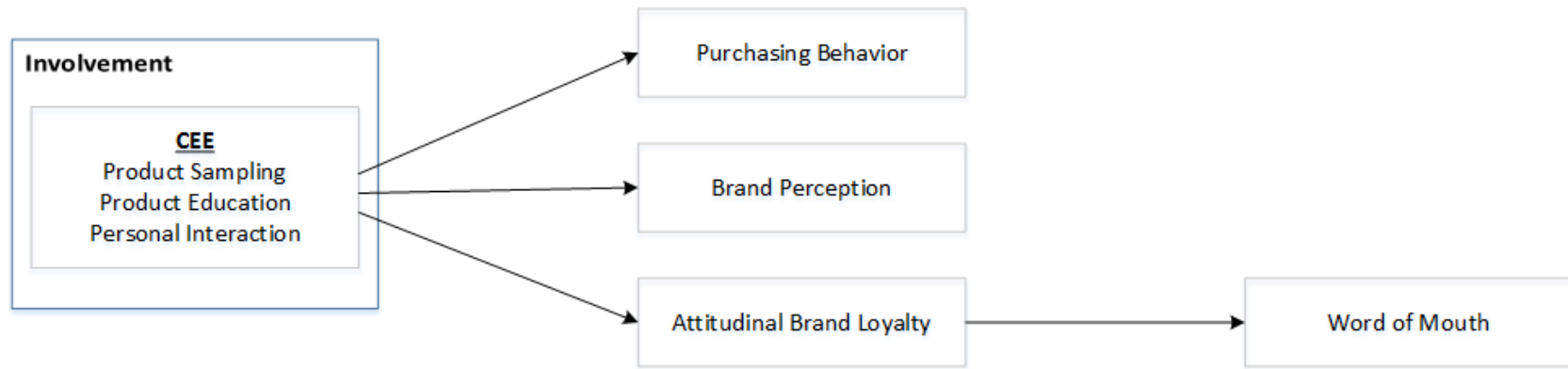


Figure 2.3
Conceptual Framework – Study 3



CHAPTER 3

METHOD

This chapter describes the design of the three studies that were conducted for this research, the study procedures, and statistical techniques used for data analysis.

3.1 Study Design

Three studies were conducted for the purposes of this research, all of which survey the actual customers of a single South African winery who have either visited the winery and engaged in a wine tasting, have purchased the wines produced by the winery, or have attended an event featuring the winery's brands. The winery is well established, having been founded in the late 17th century, has wide global distribution of its award-winning wines, and attracts over 300,000 CET visitors per year from around the world.

Study 1 investigates the evaluation of perceived service quality and perceived product quality, and the effects of charging versus not charging for a CET visit on purchasing behavior at the time of the visit. Study 2 investigates the temporal post-visit effects on brand loyalty and purchasing behavior over a six year period following the CET visit to the winery, and also compares them with customers of the same brands who have not visited the winery, while Study 3 investigates whether the effects of CET can be replicated with a CEE.

3.2 Study 1

3.2.1 Purpose of Study 1

Study 1 tests Hypothesis 1. Additionally, it was important to ascertain that CET visits to this particular winery were overwhelmingly positively perceived, as Study 2 relies on a previous positive CET visit. Had this not been the case at this particular winery, a different location would have to have been found. It was also important to establish whether charging versus not charging for the experience had an impact on perceptions of product quality and service quality as well as purchasing behavior, as, were this to be the case, it would have to be controlled for in Study 2.

3.2.2 Setting

The winery selected is located close to Cape Town in the Western Cape Province of South Africa (see Figure 3.1), in the heart of South Africa's wine country, an area of natural beauty said to be the most important dimension of the tourism winescape (Bruwer & Lesschaeve, 2012). It is located on the slopes of a mountain with magnificent views across the valley, has beautiful gardens, and has paid infinite attention to detail in the creation of a pleasing ambience and servicescape. The atmospheric cues provided by the servicescape have been found to be important in eliciting emotional responses, which in turn affect purchasing behavior (Pan, Su, & Chiang, 2008).

The winery only employs a permanent staff (i.e., no seasonal employees), has implemented generous staff incentive programs, and has an exceptionally low staff

turnover. As a result, the tasting room staff is knowledgeable both about the winery and its wines, and enjoys engaging with visitors to impart details not only about the wines but also about the property's 300+ year history, its owners and its stories. This type of authentic engagement with visitors, that goes beyond just a commercial transaction-type relationship, has been found to be important in eliciting emotional responses (Charters, Fountain, & Fish, 2009), with the creation and delivery of such meaningful tourism experiences being important in advancing rural economies (Carmichael & Ainley, 2014). The property is also home to a popular restaurant and delicatessen featuring locally produced artisanal products.

The winery offers both a standard tasting at a nominal charge and a premium tasting at a slightly higher charge. These charges are in the South African currency "rand" (ZAR). The exchange rate used for the purposes of this paper is US\$1.00:ZAR8.00, being the approximate rate during the time at which data were collected. The charge for a standard tasting is ZAR25.00, or approximately USD\$3.13, and the charge for a premium tasting ZAR60.00, or approximately US\$7.50. The standard tasting is a stand-up tasting of six visitor-selected wines at one of four identical tasting counters, each staffed by dedicated and experienced hosts. The premium tasting offers a seated, tutored tasting with a number of tasting options, and includes a pairing of wines and cheeses.

As the amount of CET at this winery continues to increase, the winery owners have been in a quandary about how to treat this activity in terms of charging. Although the fees may appear low, they can quickly add up for wine tourists when traveling as a family or in a group, especially when visiting several

different wineries during a single day. The winery therefore agreed to waive charging for a specified period of time for the purposes of this study.

3.2.3 Participants

The population of interest was CET visitors who, in this context, are wine tourists. The sample was drawn from people 18 years of age and older (18 being the legal age for the consumption of alcohol in South Africa) who visited the winery and participated in a wine tasting. Visitors self-selected either the standard or premium tasting.

3.2.4 Method

The study employed a survey method, and paper questionnaires (see Appendix A) were collected over an eight-day period. During the first five days, the usual charges were levied, while during the last three days no charges were levied for either the standard or premium tastings. The reason for the differential in number of days between the charging and non-charging conditions was that data collection was stopped once approximately the same number of surveys had been collected in the non-charging conditions (standard and premium) as collected in the charging conditions (standard and premium); the winery was naturally averse to halting charging for any longer than necessary. Data collection in the non-charging conditions occurred more quickly, perhaps due to this condition including a weekend.

During the period of the free tastings, all signage relating to charging for tastings was removed and, if visitors enquired as to whether there was a charge,

they were informed that the tastings were free of charge. Thus the majority of customers would not have realized that there was usually a charge for tastings at this winery, given that there is no consistency in this area with some wineries charging for tastings and others not, thereby controlling for the effect that receiving something gratis that should have been charged for may otherwise have had. This may prompt the reader to ask why all customers did not choose the premium tasting if it was free; however, many visitors are not wine aficionados and/or do not wish to spend an extended period of time on a formal, seated and tutored tasting, especially if they are visiting several wineries or other tourist attractions that day.

All visitors that participated in Study 1 thus fell into one of four conditions: paid standard tasting; free standard tasting; paid premium tasting; or free premium tasting.

3.2.5 Materials and Data Collection Procedure

Tasting center hosts personally distributed the paper questionnaires to all visitors who participated in a tasting and agreed to participate in a survey immediately following the tasting and prior to any purchases being made, similar to Kolyesnikova and Dodd's (2009) study in Texas. Visitors were advised that they would receive a free gift of cheese valued at R25.00 (approximately US\$3.13) on completion of the survey. The purpose of the gift was to compensate respondents for completing the survey, but more importantly to also control for the survey being construed by respondents as having fulfilled the debt of reciprocity in the case of the two free conditions.

Questionnaires were printed on a different color paper for each of the four conditions to ensure that there would be no confusion as to which condition each respondent was in. A researcher briefed the tasting room manager and all tasting room staff members and was in attendance to answer any questions, but was not identified as such to visitors and appeared to be a staff member.

Visitors who agreed to participate were provided with a questionnaire and asked to return it completed after they had made any purchases and before leaving the winery. The return location was the reception desk, where a duplicate cash register receipt was stapled to the completed questionnaire where possible. Each tasting room host wrote their own name at the top of each survey given to visitors they had served. Tasting room hosts were paid ZAR5.00 (approximately US\$0.63) per completed questionnaire, with the receptionist who collected the completed surveys and distributed the free gifts paid ZAR1.00 (approximately US\$0.13) per completed questionnaire. A focus group was also conducted with tasting room hosts once the collection of surveys for this study had been completed, to find out whether or not they had observed any differences in visitor behavior between paying and non-paying visitors.

3.2.6 Measures

To test H1, four categories of data were gathered by way of questionnaire and receipts: perceived service quality, perceived product quality, purchasing behavior (actual purchases made), and demographic/administrative variables.

3.2.6.1 Service Quality

The SERVQUAL scale, first published in 1988 (Parasuraman, Zeithaml & Berry, 1988) to capture customer perceptions and expectations of service quality, was used to measure perceived service quality. The scale has undergone a number of revisions and improvements since then, and currently contains 21 perception items distributed through five service quality dimensions: reliability; responsiveness; assurance; empathy; and tangibles. This scale was used by O'Neill and Charters (2006) in their study of winery tasting room service quality. An adapted version of SERVQUAL was required for this study in which 20 items were used. All questions were measured on a 7-point Likert-type scale, ranging from “strongly agree” to “strongly disagree”.

Although SERVQUAL produces subscale scores for its service quality dimensions, it was decided to use an overall service quality rating to measure perceived service quality, which was created by averaging all answered SERVQUAL questions together, for an answer range of 1 through 7. Surveys with less than 10 SERVQUAL questions (50%) answered were not scored.

3.2.6.2 Product Quality

To measure perceived product quality, a scale developed by Jover, Montes and Fuentes (2003) was used. This scale was developed to measure perceptions of quality in food products, demonstrated by measuring the perceptions of quality of red wine. The scale uses 21 items distributed through seven dimensions: origin; sensitivity; harvest; age; image; acuteness of bouquet; and presentation. Nineteen

items were deemed appropriate and used for this study. All questions were measured on a 7-point Likert-type scale, ranging from “strongly agree” to “strongly disagree”.

Although the product quality scale also produces subscale scores for its dimensions, it was decided to use an overall product quality rating to measure perceived product quality, which was created by averaging all answered product quality questions together, for an answer range of 1 through 7. Surveys with less than 10 product quality questions (50%) answered were not scored.

3.2.6.3 Purchasing Behavior

Purchasing behavior was measured by asking respondents to report the total amount spent on purchases at the winery, regardless of whether such purchases were taken with the respondent, or ordered for future delivery. The cashier also printed a duplicate receipt, which was stapled to the completed questionnaire where possible (it was not possible to find a corresponding receipt for every questionnaire). If a receipt contradicted a respondent’s report, receipt data were used. The total of purchases made and orders placed per respondent was used for data analysis.

3.2.6.4 Demographic/administrative variables

Socio-demographic questions relating to gender, age group, education, and occupation were gathered on the questionnaire. Occupations were coded into groups according to a modified form of the Occupational Classification System Manual developed by the United States Bureau of Labor Statistics (U.S. Department

of Labor, 2010). Administrative variables such as tasting condition, survey identification number, and date of tasting were recorded by the researcher.

3.2.7 Data Analysis

Data from the paper surveys were entered into Microsoft® Excel, analyzed in IBM® SPSS®, and tables and charts made in Excel.

SERVQUAL and product quality scores were assigned by computing overall scales per survey. Purchase behavior was computed two ways: 1. Assuming those who did not purchase would not have purchased anyway (therefore assigning them a null purchase amount), and 2. Assuming those who did not purchase should have purchased (therefore assigning them a ZAR0.00 purchase amount).

Descriptive statistics were calculated, and surveys assessed for validity. To test hypotheses for the differences between means, one-way analyses of variance (ANOVA) were computed and statistical significance set at $\alpha = .05$.

3.3 Study 2

3.3.1 Purpose of Study 2

Study 2 tests Hypotheses 2 through 6b, investigating the brand loyalty and purchasing behavior of CET visitors over a six-year period as well as consumers of the winery's products who have not engaged in a CET visit.

3.3.2 Participants

The first population of interest for Study 2 is CET visitors aged 21 or over who had visited the winery in South Africa between 2008 and 2013, had

participated in a wine tasting there, are domiciled in the United States, and who during their visit had ordered wine for delivery to a United States address.

(Although the legal age for consuming wine in South Africa is 18, this study required respondents to be 21 or over at the time of completion of the survey, being the legal drinking age in the United States.)

South Africa is a long-haul destination for United States visitors, with direct flights from only three United States airports, Atlanta, New York JFK, and Washington Dulles (tripit.com, 2015), and involves extensive travel and considerable expense. It is theorized that repeated visits to the CET destination may serve to reinforce the bond between the consumer and the brand/product, thereby obscuring the true long-term effect on purchasing behavior and brand loyalty as a result of a single CET visit. In order to control for this potential effect, it was decided to select visitors from a country from which repeated visits to the CET site over the period of the study were less likely. This also ensured that the sample comprised actual tourists, in this case “long-distance wine tourists” defined by Brown and Getz (2005) as “being travel away from one’s home region for 1 or more nights” (p266), rather than including local visitors and day-trippers. Further controls included checking the database for duplicate entries, asking survey respondents whether they have revisited the winery since the visit of record, and whether the visit of record was their first visit to this winery. In the case of repeat visitors, it is possible to measure whether repeat visitation does indeed influence brand loyalty and purchasing behavior. The fact that all potential respondents have ordered wine for delivery to a United States address points to a positive CET visit.

The winery selected for this research has distribution of its wines in all fifty U.S. states and the District of Columbia. It also has an arrangement with an online wine retailer in California, which is able to ship to 48 states and the District of Columbia, to keep most of the wines produced by the winery in inventory and to fulfill all tasting room orders for United States delivery. United States visitors to the winery may therefore order wines and pay by credit card at the time of their visit, with the order being shipped to a U.S. address by the Californian company on a date convenient to the customer.

Although the winery does not generally obtain contact details from its visitors, it does keep records of all orders placed, including customer name, billing address, delivery address, email address, telephone number, date of visit, date of requested delivery, and details of purchase. For the purposes of this study, the winery agreed to supply copies of approximately 1,500 such order forms, being all United States domiciled visitors to the winery between 2008 and 2013, roughly evenly spread over this six year period, who participated in a paid standard or premium wine tasting and subsequently purchased wine for delivery to an address in the USA. Details on how to re-order wines produced by the winery, either by phone (toll-free number) or online, for home delivery are included with every shipment, and many of the wines produced by this winery are also available at retail stores throughout the USA. We therefore control for King and Morris' (1999) findings of wines not being readily available from retail outlets, and Mitchell and Hall's (2004) findings that only wines from larger wineries are easily obtainable beyond the cellar door.

The second population of interest for this study is consumers aged 21 or over, domiciled in the United States, who have not visited this winery in South Africa but have purchased the winery's products in the United States. A sample of this population is required in order to investigate whether its purchasing behavior and brand loyalty are any different from the sample that has experienced a CET visit to the winery. The Californian company who fill the winery's orders operate a retail online wine store as well as a single brick-and-mortar wine store, and agreed to send a link to the survey for this study along with an explanatory email to all customers in their database, a number of whom have purchased wines produced by the winery of survey.

3.3.3 Method

A questionnaire was developed based on the question formats used by Mitchell and Hall (2004) in their "New Zealand Winery Visitors' Survey Phase 2" study (see Table 3.1). This type of questionnaire is appropriate for tracking and identifying consumption and purchasing behavior as well as for gauging changes in perceptions of the product(s) and experience(s) following the CET visit. Mitchell and Hall's (2004) original survey instrument was expanded, refined, and tested prior to use, with additional questions added for non-CET customers, as well as to gauge attitudinal loyalty, to obtain additional qualitative information, and to elicit socio-demographic data (see Table 3.2).

The survey (see Appendix B) was created using Qualtrics™ online software, with skip logic and display logic included to be able to identify and ask relevant

questions to three separate groups of respondents, being those that had engaged in a CET visit and had made at least one subsequent repeat purchase of the winery's products after their return to the United States; those who had engaged in a CET visit but had made no further purchases of the winery's products on their return to the United States; and those who had not engaged in a CET visit but had purchased the winery's products at least once in the United States.

As there was also a need to divide respondents into consumers who visited the winery in the short, medium, and long-term in order to investigate the temporal effects on brand loyalty and purchasing behavior following the CET visit, respondents who had engaged in a CET visit were asked for the year of their first visit to the winery, total number of visits to the winery, and year of their most recent visit to the winery in the case of multiple visits. This was necessary as the visit on record as per the order forms supplied by the winery may not necessarily have related to the respondent's first nor most recent visit, as they may have had other visits outside of the 2008 through 2013 period covered, or visits that did not include a wine order (in which case their data would not have been recorded). It was also necessary to record visitors who had engaged in multiple visits.

As there are no universally accepted definitions of short, medium and long-term, the definitions previously used by Jang and Feng (2006) in a tourism-related study were adapted to be relevant to this study. Jang and Feng (2006) defined short-term as within 12 months of the visit, medium-term as within one to three years of the visit, and long-term as more than three years from the visit. Although it is known that all the respondents to the current study visited between 2008 and

2013, there may be visitors whose first visit to the winery was prior to 2008 and/or whose most recent visit to the winery was after 2013. For this study, therefore, short-term was defined as 2012 or more recently; medium-term as 2010 through 2011; and long-term as 2009 or earlier, thereby dividing visitors into roughly three two-year periods.

The data from the approximately 1,500 order forms supplied by the winery were entered into a Microsoft® Excel spreadsheet. Data entered included name, address, telephone number, email address, date of visit, number of bottles ordered, and total value of order in U.S. dollars. As all order forms were handwritten, illegible entries were researched online to try to find current and accurate information. After discarding illegible order forms where the information could not be verified and multiple entries for a single individual, 1,389 usable entries remained.

3.3.4 Data Collection Procedures

An email was sent to 1,389 individuals whose information had been taken from the valid and legible order forms supplied by the winery, representing United States domiciled CET visitors who had visited the winery in South Africa, engaged in a wine tasting, and ordered wine during their visit to be delivered to an address in the United States, inviting them to participate in a survey. The email provided a personalized link to the survey, and explained that the purpose of the survey was research in the field of wine tourism and related to their visit to the specific winery in South Africa.

An email was also sent out by the Californian wine retailer that fulfills all United States orders placed at the winery to all customers in their database, with the exception of those customers who had placed orders through the winery. This company carries most of the wines produced by the winery of survey together with a wide range of other brands, and sells online, by telephone order, and at their single brick-and-mortar outlet. This email invited customers to participate in a survey, and also explained that the purpose of the survey was wine research, providing an anonymous link to the survey. As the company was understandably unwilling to provide their customer data, which would have breached customer confidentiality, a personalized survey link could not be provided. They also did not share the size of their database, and the number of customers to which the email was sent is therefore unknown.

As there was still the possibility of a few recipients having received the invitation email from both sources, both emails contained an apology if this were indeed the case and a request not to complete the survey twice. As respondents were asked to supply their contact information in two separate places (once to receive a discount coupon and be entered in a prize draw, and again if they consented to be contacted for further research), responses were checked for duplication but none were found.

All respondents were offered the opportunity to receive a coupon for a 20% discount off their next online order from the Californian wine retailer, of wines produced by the winery of survey. They were also offered the opportunity to be entered in a prize draw with a first prize of a selection of wines from the winery of

survey valued at \$500.00 (or a \$500.00 Visa® gift card) and second and third prizes of a selection of wines from the winery of survey valued at \$250.00 (or a \$250.00 Visa® gift card). If either the discount coupon and/or entry into the prize draw were selected, respondents received an auto-response email at the email address supplied for coupon receipt/prize entry notification with the coupon code and details of how to use it online, and/or confirmation of prize draw entry.

Surveys from respondents who had neither visited the winery nor made a purchase of wines produced by this winery were not used, as they were not relevant to this study. However, such respondents were still eligible to receive the discount coupon and to be entered into the prize draw.

3.3.5 Measures

To test Hypotheses 2 to 6b, data in the following categories were gathered by way of questionnaire.

3.3.5.1 Positive CET Visit

In order to ascertain whether the CET visit was positive, respondents were asked to rate their overall enjoyment of the winery visit on a 7-point Likert-type scale, as well as to report on the most enjoyable aspects of their visit (from a range of choices as well as an open-ended write-in choice), and anything they felt could have been improved (open-ended).

3.3.5.2 Purchasing Behavior

Purchasing behavior was measured by asking respondents to report on whether they had personally purchased wines produced by this winery, not including any wines purchased or ordered at the winery during the CET visit. CET visitors were asked how frequently they had purchased the wines prior to the visit and how frequently they had purchased the wines after the visit. Respondents who answered that they had purchased these wines were asked how many purchases they had made (from a selection of ranges), how frequently they purchased these wines (from a selection of ranges), when they had last purchased these wines (from a selection of ranges), and the reasons for purchasing these wines (from a range of choices as well as an open-ended write-in choice). Respondents who answered that they had not purchased these wines were asked to report on the reasons that they had not made a purchase (from a range of choices as well as an open-ended write-in choice).

All respondents were also asked to report on how much, on average, they spend on wine per month (to the nearest whole dollar), how many bottles of wine, on average, they purchase per month, and what percentage of their total wine purchases these brands constitute.

3.3.5.3 Brand Loyalty

Both behavioral and attitudinal brand loyalty were measured. Behavioral brand loyalty was measured by asking respondents to report the total number of purchases that they have made (from a selection of ranges), which should therefore

increase over time if they remain loyal to the brand(s). Attitudinal brand loyalty was measured by asking respondents how frequently they had recommended these wines to others in the past and how likely they were to recommend them in the future, and how likely they would be to purchase more of these wines if they were more easily available, all on a 7-point Likert-type scale.

3.3.5.4 Product Availability

Product availability was measured by asking respondents to rate the general availability of each of the four brands produced by this winery, as well as the availability of the specific wines that they would like to purchase within each of these brands, using a 7-point Likert-type scale with an additional option for “have not tried to buy this brand/these wines.” Respondents who answered that they had not purchased these wines were asked to report on the reasons that they had not made a purchase from a range of choices as well as an open-ended write-in choice, with four of the possible choices relating to availability.

3.3.5.5 Visitation

Visitation was measured by asking respondents whether they had visited the winery and, if so, the year in which their first visit took place. To measure repeat visitation, those who had visited the winery were asked how many times they had visited and, if the answer was greater than one, the year of their most recent visit.

3.3.5.6 Other Similar CET Visits

In order to measure the effects of other subsequent similar CET visits, respondents were asked whether they have taken any subsequent trip(s) that have involved one or more winery visits and, if so, how many other such visits they have taken, how the wines generally compared with those at the winery of survey (on a 7-point Likert-type scale), and how the availability of the other wines generally compared with those of the winery of survey (on a 7-point Likert-type scale).

3.3.5.7 Product Knowledge Variable

Respondents were asked to select how many glasses of wine they drink per week on average from a choice of 9 ranges (<1 to >14), how wine knowledgeable they consider themselves to be (using a 7-point Likert-type scale), and for how many years they have been a wine drinker from a choice of 9 ranges (<1 to >14).

3.3.5.8 Demographic Variables

Socio-demographic questions relating to gender, age group, marital status, education, occupation, and household income were gathered on the survey.

Occupations were coded into groups according to a modified form of the Occupational Classification System Manual developed by the United States Bureau of Labor Statistics (U.S. Department of Labor, 2010).

3.3.6 Data Analysis

Data from Qualtrics™ were exported into Microsoft® Excel, analyzed in IBM® SPSS®, and tables and charts made in Microsoft® Excel. Descriptive statistics were

calculated, and surveys assessed for validity. To test hypotheses for the differences between means, one-way analyses of variance (ANOVA) were computed and statistical significance set at $\alpha = .05$.

3.4 Study 3

3.4.1 Purpose of Study

Study 3 tests Hypotheses 7a through 7c, investigating whether a “consumer experience event” (CEE) showcasing specific product(s) or brand(s), providing education about and sampling of these products, and interaction with someone closely connected with the brand, will simulate a CET visit with similar outcomes in terms of brand perception, brand loyalty, and purchasing behavior.

3.4.2 Setting

A Special Events Management undergraduate class at a large public university in the northeastern United States has been hosting an upscale South African food and wine experience on campus for the past three semesters. The event is held in an attractive banqueting facility, is open to all at a cost of \$30.00 per head, is attended mostly by university faculty and staff, and students (who must be over 21 years of age to attend). The last such event included a six-course dinner of South African dishes prepared by the class with the assistance of two chef instructors, with a different student introducing and explaining each course. Each course was paired with a different South African wine.

The six wines that were served were all produced by the winery of survey in Studies 1 and 2, and a member of the family that owns the winery gave a presentation about the history of winemaking in South Africa in general and the family winery in particular. The family member also introduced and explained each wine after the student had explained the food for each course.

3.4.3 Participants

The population of interest was consumers aged 21 or over who were interested in participating in a South African food and wine experience. The event was publicized via email blast, Facebook® page, and word of mouth (via the students in the class). Eighty tickets were available for the event, which sold out within three days of going on sale.

3.4.4 Method

The study employed a two-survey method. Survey 1 (see Appendix C) was in the form of a paper questionnaire, distributed to all 80 attendees at the event. Study 2 was a follow-up tracking survey created using Qualtrics™ online software (Appendix D). This type of survey is often used for consumer behavior surveys that wish to track behavior over a period of time (Mitchell & Hall, 2004).

3.4.5 Materials and Data Collection Procedure

Students distributed paper questionnaires to all guests on arrival at the event. A pen was available at each place setting and guests were requested to complete the questionnaires, which included name and email address, prior to the

start of the event in order to be entered in the door prize raffle, with a chance to win one of six prizes each valued at between \$10.00 and \$20.00. This ensured that the surveys were completed prior to the start of the event in order that all answers be based on previous experience and behavior and thus uninfluenced by the event itself. Seventy-four completed questionnaires were collected, and the data entered into a Microsoft® Excel spreadsheet for later analysis.

A follow-up tracking survey was created using Qualtrics™ online software in order to identify changes in purchase behavior, brand loyalty, and brand perception. An email was sent to the 74 respondents that had completed the initial survey, four months after the event had taken place, asking them to complete a follow-up survey about the event they had attended. Respondents were offered the opportunity to be entered in a prize draw with a first prize of a selection of wines from the winery of survey valued at \$100.00 (or a \$100.00 Visa® gift card).

3.4.6 Measures

To test Hypotheses 7a to 7c, data in the following categories were gathered by way of the two surveys.

3.4.6.1 Purchasing Behavior

Purchasing behavior was measured by asking respondents to report on whether or not they had ever personally purchased wines produced by this winery (yes or no) both in the survey prior to the event and again in the tracking survey four months after the event.

3.4.6.2 Brand Perception

Category perception (in this case the category being South African wines) was used as a proxy for brand perception. As many of the attendees would not have tasted these particular South African wines prior to the event, and may not have heard of them, it would have been meaningless to ask for their perception of the these brands. In the survey prior to the event, category perception was measured by asking respondents for their impression of South African wines in general, whether or not they had tried them, using a 7-point Likert-type scale. In the tracking survey four months later, respondents were again asked for their impression of South African wines, using the same 7-point Likert-type scale. Given that all attendees would by the time of the tracking survey have tasted South African wines, possibly only at the event itself or possibly following the event due to the event having had a positive effect on their perception of the category, measuring the change in category perceptions before and after the event was deemed to be a good proxy for measuring brand perception.

3.4.6.3 Attitudinal Brand Loyalty

Attitudinal brand loyalty was measured in the survey four months after the event by asking respondents whether or not they had ever recommended this winery's products to anyone prior to the event (yes or no), and how frequently they had recommended the wines since the event, using a 7-point Likert-type scale. This enabled a comparison between the number of event attendees who had recommended the wines prior to the event, and those that had recommended the

wines subsequent to the event (i.e., answer >1, with 1 = never). Respondents were also asked how likely they would be to recommend these wines in the future, and were asked to select whether they would prefer the wines or the gift card should they be a prizewinner.

3.4.6.4 Product Category Variables

In the post-event survey, respondents were asked to rate how wine-knowledgeable they were, using a 7-point Likert-type scale.

3.4.6.5 Demographic Variables

Socio-demographic questions relating to gender, age group, and occupation, were gathered on both surveys. Occupations were coded using a simplified categorization due to most of the attendees being either university faculty or staff, or graduate or undergraduate students (an “other” category with an open-ended write-in field was also included).

3.4.7 Data Analysis

Data from the pre-event survey were entered into a Microsoft® Excel spreadsheet, while data from the post-event tracking survey were exported from Qualtrics™ into the Microsoft® Excel, and the two spreadsheets combined and coded to differentiate pre- and post-event surveys. The data were analyzed in IBM® SPSS®, and tables and charts made in Excel. Descriptive statistics were calculated, and surveys assessed for validity. To test hypotheses for the differences between means, one-way

analyses of variance (ANOVA) were computed and statistical significance set at $\alpha = .05$.

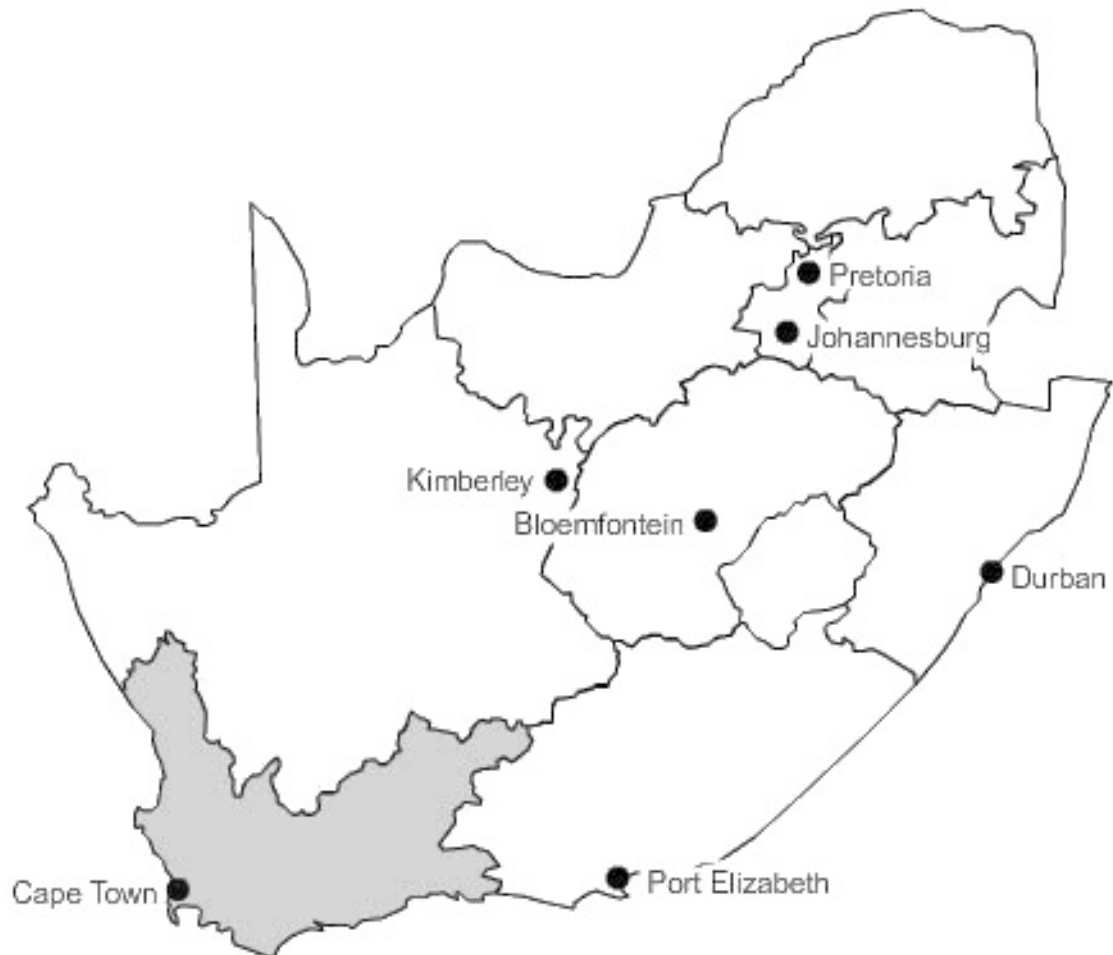
Table 3.1
Question Formats

Question	Question format	Objective
Consumption of winery purchases	Number of bottles	Track intended behavior
Post visit purchases made	Yes/no (tick box –location)	Track intended behavior
What influenced post-visit purchase	Likert scale	Reason for behavior
Why no post-visit purchase	Tick box – reason	Reason for behavior
Visits since earlier visit	Yes/no (tick box - how many)	Identify repeat behavior
Recommendations made to others	Yes/no	Identify word-of-mouth
Satisfaction with overall experience and wines	Likert scale	Change in satisfaction
Most enjoyable aspect of visit	Open-ended	Change in perceptions (+)
What could have been improved	Open-ended	Change in perceptions(-)

Table 3.2
Additional Question Types

Question	Question format	Objective
Year of first winery visit	Tick box – choice	Identify timescale
Reason for winery visit	Tick-box & open-ended	Identify reasons for CET
Number if visits to winery	Tick box – range	Identify repeat behavior
Perception of initial winery visit	Likert scale	Initial perceptions
Partake in wine tasting	Yes / no	Identify group
Standard or premium tasting	Tick box – choice	Identify differences
Prize preference – wine or gift card	Tick box - choice	Attitudinal loyalty
Number of post-visit purchases made	Tick box – number	Identify behavior
Timing of post-visit purchases	Tick-box – timing	Frequency of purchasing
Ease of obtaining brands	Likert scale	Reason for behavior
Ease of obtaining desired wines	Likert scale	Reason for behavior
Percentage of total wine purchases	Percentage	Identify behavior
Post-visit contact with winery	Yes / no	Enhance/maintain loyalty
Additional visit(s) to winery	Tick box-number/timing	Enhance/maintain loyalty
Visits to other winery/wineries	Tick box-number/timing	Decrease loyalty
Compare wines at other wineries	Likert scale	Visit comparison (+/-)
Likelihood of recommending to others	Likert scale	Attitudinal loyalty
Prize draw – wine or gift card	Tick box – choice	Attitudinal loyalty
Demographic information	Tick boxes	Identify differences
Anything you would like to add	Open-ended	Additional information

Figure 3.1
Map of South Africa with Western Cape Province Highlighted



Source: <http://www.booktravel.travel/images/prov-map-wc.jpg>

CHAPTER 4

RESULTS

This chapter presents the results of each of the three studies, which investigate the relationship between charging versus not-charging for a CET experience at a single location, under the conditions of highly perceived service quality and highly perceived product quality (Study 1); the effects of CET on both brand loyalty and purchasing behavior (Study 2); and whether similar effects can be replicated through a CEE (Study 3). Results of hypothesis tests with main effects, interaction effects, and outcomes of CET and CEE are presented.

For all hypothesis testing $\alpha = .05$, analysis of variance (ANOVA) was used for comparison of means, and Tukey's HSD post-hoc test was performed in all instances where factors comprised more than two groups (see Figure 4.1 for a summary table of hypotheses).

4.1 Study 1

4.1.1 Surveys

Four hundred eighty six surveys were collected over an eight-day period. After assessment for quality, 415 (85%) were found to be valid and usable in analysis to test H1 (see Figure 4.1). The rate of survey quality was found to be similar in all conditions (see Figure 4.2). As respondents were offered a selection of standard or premium condition, most chose standard (311, 74%). However, within the standard vs. premium conditions, surveys were evenly distributed (Standard-

free 155, 37%; Standard-paid 156, 38%; Premium-free 54, 13%; Premium-paid 50, 12%).

4.1.2 Respondents

Overall, 57% of respondents were women. Respondents were more likely to be younger; more than half were under the age of 35, with almost three quarters being under the age of 45. Respondents had higher levels of education, with all respondents having minimally completed high school, 52% of respondents having an undergraduate or graduate degree, and 26% having a certificate or diploma. Of the 84 respondents who reported their highest completed level of education as high school, 78 were current college students. The majority of respondents were in either the professional/technical field (35%) or in the executive/managerial field (19%), with college students accounting for 17%.

4.1.3 Hypothesis Testing

Figures 4.3, 4.4, 4.5, and 4.6 show the mean and 95% confidence interval for SERVQUAL score, product quality score, and purchase amounts (Figure 4.5 shows the amounts assuming a null value with no purchase, and Figure 4.6 assumes a zero value). Service quality and product quality were uniformly highly rated in this study, with all conditions reporting a mean of < 2.00 (given that 1 on the 7-point Likert-type scale was Strongly Agree, being the highest score for both these measures). Figure 4.3 shows that those respondents in the Premium condition rated service quality slightly higher than those in the Standard condition, regardless of whether the tasting was free or paid, but this difference was not statistically

significant. Figure 4.4 shows no notable differences in perception of product quality among respondents in the various conditions. (Service quality: standard tasting $M_{\text{FREE}}=1.62$, $M_{\text{PAID}}=1.57$, $p=.456$, premium tasting $M_{\text{FREE}}=1.43$, $M_{\text{PAID}}=1.40$, $p=.732$; Product quality: standard tasting $M_{\text{FREE}}=1.87$, $M_{\text{PAID}}=1.91$, $p=.650$, premium tasting $M_{\text{FREE}}=1.96$, $M_{\text{PAID}}=1.89$, $p=.568$).

Overall, 209 (50%) respondents made a purchase, but this rate differed by condition; the Premium-free condition had a purchase rate of only 35%, while the Premium-paid was 42%, the Standard-free 56%, and the Standard-paid was the highest at 60%. Although more respondents in both Standard conditions made purchases than respondents in both Premium conditions, and more respondents in both Paid conditions made purchases than respondents in both Free conditions, none of these differences was statistically significant. In each condition, approximately half of purchases reported had receipts included.

Figure 4.5 shows mean and 95% confidence interval of ZAR spent by these 209 individuals, while Figure 4.6 shows the same for ZAR spent by all 415, thus including a 0 for those who did not purchase anything, but completed a valid survey and thus participated in a wine tasting. In both figures, those in the Standard condition appeared to spend less overall, regardless of whether the tasting was free or paid. Those in the Premium condition spent approximately ZAR100.00 (US\$12.50) more on average than those in the Standard condition, and those in the Premium-paid condition spent on average ZAR70.00 (US\$8.75) more than those in the Premium-free condition when including visitors who did not make a purchase.

These figures are more pronounced when only including visitors who made a purchase. However, none of these differences was statistically significant.

4.1.4 Discussion

Regardless of condition, respondents rated both service quality and product quality uniformly highly, with the means of the perceived service and product quality scores between 1 (strongly agree) and 2 (agree) on a 7-point scale for all four conditions, and the difference between the service quality means for the standard tasting (1.57 for paid, 1.62 for free), and premium tasting (1.40 for paid, 1.43 for free), is to be expected, given that the premium tasting is a tutored tasting with a higher degree of involvement and personal attention.

Respondents purchased at a rate of approximately 50%, regardless of condition, and purchased a similar amount on average. Although this percentage may appear low, especially given the uniformly highly rated service and product quality, many people visit in groups, where only one member of the group makes the purchase.

It therefore appears that purchasing behavior does not vary with price charged in either a standard or a premium tasting, and that differences in purchasing behavior believed to be the result of reciprocity found in Kolyesnikova and Dodd's (2009) study does not appear to be a motivator when perceived product quality and perceived service quality are uniformly highly rated, thus supporting H1. It is suggested that this may be due to consumers' high enjoyment levels of the wines resulting in their purchasing anyway, irrespective of whether they feel a

sense of obligation due to the highly perceived service quality and/or having received a free tasting, being the two factors in this scenario that would be expected to motivate purchasing behavior as a result of reciprocity. An alternative explanation may be that when perceived service quality is uniformly high, reciprocity motivates everyone to make a purchase, irrespective of whether they paid for a tasting. Interestingly, although not statistically significant, a larger percentage of visitors in the premium paid tasting made a purchase than in the premium free tasting, and a larger percentage of visitors in the standard paid tasting made a purchase than in the standard free tasting, which is contrary to Kolyesnikova and Dodd's (2009) findings. It is suggested that this may be attributable to visitors who would not usually participate in a wine tasting or purchase wine if there was a charge, such as visitors whose primary reason for visiting was not wine tasting (e.g., to dine at the winery's restaurant), participating because it was a free of charge additional activity. These findings may also support Carlsen and Boksberger's (2015) findings, that value-for-money is not an attribute sought by wine tourists, thereby rendering any differences between the conditions insignificant.

The socio-demographic profile of winery visitors in this sample is similar to that found in other studies, where winery visitors worldwide were generally found to be 30 to 50 years of age, relatively well educated and professional (Kolyesnikov & Dodd, 2009). The exception in this study was the average age, which was found to be lower. This may be due to the lower age (18 years) at which the consumption of

alcohol is permitted in South Africa when compared with the United States (21 years), and the high percentage (17%) of college students in this sample.

A focus group was conducted with tasting room hosts after the collection of all surveys had been completed, to investigate whether they had observed any differences between paying and non-paying visitors. The most notable observation by tasting room hosts was that visitors who received a free tasting were more demanding than visitors who paid for a tasting. When paying for a tasting, as with any purchased product, CET participants appeared to accept that they had paid for a set amount of wine (6 x 1 oz. pours) and did not question the quantity or number of wines poured. It was reported that a number of the visitors who received a free standard tasting, however, requested additional wines, larger quantities, and second pours. As this was a general observation by tasting room hosts, it was unfortunately not possible to determine the percentage of visitors who exhibited such behavior. As visitors to the winery on any given day during the period of the research did not know in advance whether there was a charge for a tasting, and this cannot be attributed to different types of customers choosing to visit the winery due to it offering a free tasting. There are two possible explanations, the first being that different types of consumers choose to pay for a service versus those that only participate when it is free. This is possible at the winery of survey, as the winery also has a restaurant and other activities, and visitors may therefore not have intended to participate in a paid wine tasting, and decided to participate only on finding out that the tasting was free of charge. The other possible explanation of

this phenomenon may give credence to the theory of the winery owners that when a product is free, it has little value in the eyes of the consumer.

This study has thus shown that the winery chosen as the location for this research has both highly perceived service quality and highly perceived product quality by visitors, thereby ensuring a positive CET experience for most visitors (accepting that there will always be exceptions in any service situation). As a negatively perceived service visit is unlikely to result in either brand loyalty or positive purchasing behavior and would therefore affect further investigation into these constructs, this was important to establish before proceeding to Study 2.

This study has further established that there were no significant differences in perceptions of service quality or product quality, or in actual purchasing behavior, between visitors who paid for a tasting and those who received a free tasting, in both the standard and premium tasting conditions. It therefore follows that the amount paid for a tasting under the conditions at this particular location should not affect brand loyalty or purchasing behavior following the CET visit either. This study therefore paves the way to investigate the effects of CET on brand loyalty and purchasing behavior by past CET visitors to this winery.

4.2 Study 2

4.2.1 Surveys

The Study 2 online survey remained open to recipients of the email containing a survey link for a period of one month. During this period, 465 completed surveys were received. After assessment, 437 (94%) were found to be

usable in analysis to test H2 through H6b. The reason for 28 responses (6%) not being usable was due to respondents having neither experienced a CET visit to the winery, nor having purchased the winery's products. Of the 437 usable responses, 382 (87%) were from respondents who had experienced a CET visit, and 55 from respondents (13%) who had purchased the wine but not experienced a CET visit. The 382 responses from CET visitors were roughly evenly divided between the short, medium, and long-term, with 139 (36%) respondents having visited in the short-term, i.e., during 2012 and 2013; 115 (30%) respondents having visited in the medium-term, i.e., during 2010 and 2011; and 128 (34%) respondents having visited in the long-term, i.e., during 2008 and 2009.

Of the responses, 362 (83%) had responded to the survey link successfully emailed to the 1,389 CET visitors as per the order forms supplied by the winery (7 emails bounced due to email addresses no longer being valid), resulting in a response rate of 26%. The remaining 75 (17%) responses were received from respondents who had been emailed the survey link by the online wine retailer in California. The response rate for these is unknown due to the number of emails sent not having been divulged.

4.2.2 Respondents

Overall, 54% of respondents were men. Respondents were more likely to be older; almost half (49%) were over the age of 55, with more than two-thirds (69%) being over the age of 45. More than three-fourths (77%) of respondents were married or living with a partner, and 14% were single. Respondents had high levels

of education, with all respondents having minimally completed high school and 89% of respondents having an undergraduate or graduate degree. The majority of respondents were in the professional/management field (31%), the medical field (9%), education (8%), or finance/banking (6%), with retirees accounting for 21%. Combined annual household income was high, with 79% of those stating their income declaring an amount of more than \$100,000, and 37% more than \$200,000. Twenty percent of respondents preferred not to share their household income. This sample of CET visitors fits the general North American profile of wine consumers, being older, married, and belonging to an upper socio-economic group (Getz, 2000; Getz & Brown, 2006).

Respondents were domiciled in 46 states and the District of Columbia, with the highest percentages being from California (15%), New York (8%), and Florida (6%).

Of the 382 respondents who had experienced a CET visit, 305 (80%) had visited the winery only once, while 77 (20%) had experienced more than one visit. Sixteen of the short-term visitors had visited the winery more than once (12% of short-term visitors), 16 of the medium-term visitors had visited more than once (14% of medium-term visitors), and 45 of the long-term visitors had visited more than once (35% of long-term visitors). It is not surprising that a greater percentage of long-term visitors had visited multiple times compared with short and medium-term visitors, given the positive nature of the experience and the greater time period since their original visit, making a repeat visit to a long-haul destination more likely. More than half (53%) of respondents who had experienced a CET visit

chose the premium tasting, 43% chose the standard tasting, and 4% could not remember which tasting they had experienced. One hundred eleven CET visitors reported having tried the wines prior to visiting the winery (30%), while 260 CET visitors reported not having tried the wines prior to the visit (70%). Eighty percent of respondents elected to receive a coupon for a 20% discount off their next purchase of wines produced by the winery of survey, 89% of respondents chose to be entered into the prize draw, and 78% of the respondents who chose to be entered in the prize draw selected the wine rather than the gift card, should they be a winner.

4.2.3 Hypothesis Testing

4.2.3.1 Testing Hypothesis 2

It was hypothesized that a positive CET visit would positively impact brand loyalty and purchasing behavior in the short -term, resulting in short-term CET visitors purchasing the product(s) more recently, with greater frequency, and as a greater percentage of their total purchases of products in the category than consumers who have not engaged in a CET visit to the location.

Results showed that there was a significant difference between how recently the last purchase had been made between CET and non-CET groups ($M_{\text{CET}}=2.35$, $M_{\text{NON-CET}}=3.04$, $p=.006$), but not in the frequency of purchasing ($M_{\text{CET}}=5.89$, $M_{\text{NON-CET}}=5.98$, $p=.804$), or the percentage of total purchases of products in the category ($M_{\text{CET}}=10.13$, $M_{\text{NON-CET}}=6.22$, $p=.094$). However, short -term CET visitors had recommended the brand(s) significantly more times than non-CET consumers

($M_{\text{CET}}=3.99$, $M_{\text{NON-CET}}=3.25$, $p=.021$), showing that a significant difference in attitudinal brand loyalty. It is interesting to note that for short-term CET visitors, the mean percentages of this brand as a percentage of total purchases was 10.13%, compared with 6.22% for consumers who had not engaged in a CET visit, but due to the variability of the data this difference was not statistically significant. Hypothesis 2 is therefore partially supported (see Table 4.2).

4.2.3.2 Testing Hypotheses 3a, 3b, and 3c

It was hypothesized that following a positive CET visit purchasing behavior will weaken over time with no additional visits to the CET destination (H3a). However, it is further hypothesized that repeat visits to the CET destination will serve to reinforce the original visit and brand loyalty and purchasing behavior will therefore not weaken over time.

By examining the differences in purchasing behavior between short and medium-term visitors and long-term visitors, results showed that neither brand loyalty nor purchasing behavior diminish over time, either in the case of single or multiple CET visits, in terms of how recently last purchase was made ($M_{\text{STMT}}=2.78$, $M_{\text{LT}}=3.15$, $p=.137$ for single visits, $M_{\text{STMT}}=2.29$, $M_{\text{LT}}=1.89$, $p=.311$ for multiple visits), frequency of purchases ($M_{\text{STMT}}=6.28$, $M_{\text{LT}}=6.45$, $p=.584$ for single visits, $M_{\text{STMT}}=5.14$, $M_{\text{LT}}=5.11$, $p=.951$ for multiple visits), percentages of this brand as a percentage of total purchases ($M_{\text{STMT}}=7.80$, $M_{\text{LT}}=8.09$, $p=.900$ for single visits, $M_{\text{STMT}}=12.14$, $M_{\text{LT}}=15.39$, $p=.542$ for multiple visits), and positive word-of-mouth intentions

($M_{\text{STMT}}=3.80$, $M_{\text{LT}}=3.70$, $p=.716$ for single visits, $M_{\text{STMT}}=5.21$, $M_{\text{LT}}=4.94$, $p=.513$ for multiple visits). Neither hypotheses 3a nor 3b was supported.

It was also found that long-term visitors have purchased these brands a significantly greater number of times in total than short and medium-term visitors ($M_{\text{STMT}}=2.93$, $M_{\text{LT}}=3.57$, $p=.005$ for single visits, $M_{\text{STMT}}=3.52$, $M_{\text{LT}}=4.56$, $p=.027$ for multiple visits), reinforcing the findings that brand loyalty and purchasing behavior hold constant over time following the CET visit. It is also interesting to note that the percentage of these brands as a percentage of total purchases, while not significant due to the variability of the data, did increase from 7.80% for short to medium-term visitors who had visited once to 12.14% for short and medium-term visitors who had visited multiple times, and from 8.09% for long-term visitors who had visited once to 15.39% for long-term visitors who had visited multiple times. This suggests that multiple visits to the CET destination, while not significant, do appear to have a positive effect on purchasing behavior and brand loyalty.

Visitors who reported that they had tried the winery's products prior to the visit (30% of total visitors) also reported a significantly greater number of purchases of these products following the visit (5 to 7 purchases, not including any products purchased or ordered during the visit) than visitors who had not tried the wines prior to the visit (1 to 2 purchases, not including any products purchased or ordered during the visit) ($M_{\text{PRIOR}}=4.04$, $M_{\text{NO-PRIOR}}=2.59$, $p<.001$), thereby supporting Hypothesis 3c (see Table 4.3).

4.2.3.3 Testing Hypotheses 4a and 4b

It was hypothesized that post-CET visit purchasing behavior will be positively correlated with the ease of obtaining the products, but that difficulty in obtaining the products will not have a negative effect on attitudinal brand loyalty.

Using ease of availability of the brands produced by the winery as the factor, respondents were divided into three groups, i.e., those who found it difficult to find the wines ($n=103$), those who found it neither easy nor difficult ($n=27$), and those who did not have difficulty in finding the wines ($n=129$). No significant differences were found in percentage of all wine purchased that these brands accounted for ($M_{DIFF}=7.12$, $M_{NEUT}=9.11$, $M_{EASY}=10.40$, $p=.198$), frequency of purchasing these brands ($M_{DIFF}=6.04$, $M_{NEUT}=6.30$, $M_{EASY}=5.98$, $p=.749$), or how long ago the last purchase of these wines was made ($M_{DIFF}=2.70$, $M_{NEUT}=3.00$, $M_{EASY}=2.79$, $p=.620$). Hypothesis H4a was therefore not supported.

With respect to Hypothesis H4b, the dependent variable used to measure attitudinal brand loyalty is how likely respondents are to purchase more of these wines if they were more easily available. Word of mouth and prize draw selection (wine versus gift card) were not deemed to be suitable indicators of attitudinal brand loyalty in this instance, as ease of availability following a positive CET visit would not necessarily affect these variables. Those who found it more difficult to find these wines were significantly more likely to purchase more product if they were more easily available than those who do not find it difficult to find these wines ($M_{DIFF}=6.00$, $M_{NEUT}=5.59$, $M_{EASY}=5.53$, $p=.024$), thereby supporting Hypothesis 4b (see Table 4.4).

4.2.3.4 Testing Hypotheses 5a and 5b

It was hypothesized that a positive subsequent CET visit(s) to a firm selling a similar product (i.e., in this case, another winery) will be negatively correlated with purchasing behavior of the products of the previous CET visit and with brand loyalty, especially if the subsequent visit is perceived to be more positive than the previous visit (H5a), and the products of the subsequent visit(s) are more easily available than those of the previous visit (H5b).

In comparing purchasing behavior of those who perceived their subsequent CET visit(s) to other similar CET destinations to be more enjoyable ($n=27$), those who perceived subsequent visits to be equally enjoyable ($n=89$), and those who perceived subsequent visits to be less enjoyable (i.e., the original CET was more enjoyable) ($n=137$), no significant differences were found in terms of frequency of purchasing ($M_{\text{LESS}}=6.50$, $M_{\text{SAME}}=6.24$, $M_{\text{MORE}}=5.92$, $p=.449$) or purchases of wines produced by the original CET firm as a percentage of total wine purchases ($M_{\text{LESS}}=7.42$, $M_{\text{SAME}}=4.80$, $M_{\text{MORE}}=10.06$, $p=.105$). However, respondents who had enjoyed the original CET visit more had purchased its products significantly more recently ($M_{\text{LESS}}=3.58$, $M_{\text{SAME}}=2.76$, $M_{\text{MORE}}=2.63$, $p=.040$).

Those who perceived the original CET visit to be less enjoyable have recommended the wines of the original CET products to others less frequently than those who perceived the original visit to be more enjoyable ($M_{\text{LESS}}=2.92$, $M_{\text{SAME}}=3.38$, $M_{\text{MORE}}=4.57$, $p<.001$), while those who perceived the original CET visit to be less enjoyable are likely to recommend the wines of the original CET firm to others less frequently in the future than those who perceived the original CET visit to be either

equally enjoyable or more enjoyable ($M_{\text{LESS}}=3.56$, $M_{\text{SAME}}=4.44$, $M_{\text{MORE}}=5.38$, $p<.001$). Thus Hypothesis 5a is partially supported in terms of purchasing behavior, and fully supported in terms of attitudinal brand loyalty (see Table 4.5). The group that perceived their subsequent CET visit(s) to other similar CET destinations to be more enjoyable was very small, however ($n=27$), and the positive nature of the CET experience at this winery confirmed in Study 1 was reconfirmed in Study 2, with 97% to 100% of respondents within all conditions reporting the visit to have been either “enjoyable” or “very enjoyable,” and 98% of CET respondents reported liking the wines or liking the wines very much, thereby also reconfirming the importance of a CET visit being positive.

In testing the purchasing behavior and brand loyalty of respondents who found the products of subsequent CET visits to be more easily available than those of the original CET visit, respondents were divided into three groups, i.e., those who found the wines of subsequent CET visit(s) easier to find than the original CET visit ($n=165$); those who found the wines from the original and subsequent visits equally easy to find ($n=41$), and those who found the wines of the original CET visit easier to find ($n=37$).

Although respondents who found the wines of the subsequent CET firm to be more easily available purchased these wines more frequently, and the original CET firm’s products represented a smaller percentage of their purchases of wine overall, the differences between groups were not significant ($M_{\text{LESS}}=6.31$, $M_{\text{SAME}}=5.73$, $M_{\text{MORE}}=5.81$, $p=.227$ for frequency of purchases and $M_{\text{LESS}}=6.21$, $M_{\text{SAME}}=10.87$, $M_{\text{MORE}}=8.74$, $p=.084$ for percentage of total purchases). However, respondents who

found the wines of the original CET firm to be more easily available had last purchased them more recently than respondents who found them equally or less easily available than the products of wineries subsequently visited ($M_{\text{LESS}}=3.11$, $M_{\text{SAME}}=2.37$, $M_{\text{MORE}}=2.19$, $p=.002$). Respondents who found the wines of the original CET firm to be more easily available had also recommended them to others more frequently than those who found them less easily available than wines from subsequent CET visits ($M_{\text{LESS}}=3.80$, $M_{\text{SAME}}=4.15$, $M_{\text{MORE}}=4.78$, $p=.018$), but there were no statistical differences between groups in terms of likelihood of recommending the wines of the original CET firm in the future. ($M_{\text{LESS}}=4.75$, $M_{\text{SAME}}=5.15$, $M_{\text{MORE}}=5.22$, $p=.169$). Hypothesis 5b is therefore partially supported (see Table 4.6).

4.2.3.5 Testing Hypotheses 6a and 6b

It was hypothesized that consumers who have experienced a CET visit will exhibit greater brand loyalty and purchasing behavior than those consumers who purchase the products produced by the CET destination but have not experienced a CET visit to that destination.

Although wines produced by the CET firm comprised an average of 9.65% of total wine purchases by CET visitors and 6.22% by consumers who had not engaged in a CET visit, this difference was not significant due to the variability in the data ($M_{\text{CET}}=9.65$, $M_{\text{NON-CET}}=6.22$, $p=.109$). There was also no significant difference in frequency of purchasing ($M_{\text{CET}}=6.31$, $M_{\text{NON-CET}}=5.73$, $p=.810$) or time since last purchase made ($M_{\text{CET}}=3.11$, $M_{\text{NON-CET}}=2.37$, $p=.142$). However, contrary to the expected results, respondents who had not experienced a CET visit had purchased

these wines significantly more times in total than CET visitors ($M_{CET}=3.21$, $M_{NON-CET}=3.90$, $p=.009$). Thus Hypothesis 6A is unsupported in terms of purchasing behavior and behavioral brand loyalty.

Respondents who had engaged in a CET visit reported that they would be likely to purchase more of these wines generally if they were more easily available ($M_{CET}=5.92$, $M_{NON-CET}=4.94$, $p<.001$), as well as more specific wines that they desired within these brands if they were more easily available ($M_{CET}=6.03$, $M_{NON-CET}=4.67$, $p<.001$), than those respondents who had not engaged in a CET visit. They have also recommended these wines to others more frequently than those who had not engaged in a CET visit ($M_{CET}=4.02$, $M_{NON-CET}=3.25$, $p=.008$). Thus Hypothesis 6b is supported in terms of attitudinal brand loyalty (see Table 4.7).

Also of interest in this regard, when asked for the most important reason for deciding to visit the winery, the single largest response (25% of CET visitors) was that “someone had recommended it,” showing the importance of word-of-mouth of previous CET visitors in generating new CET visitors.

4.2.4 Product Knowledge and Consumption

Twelve percent of respondents did not consider themselves to be knowledgeable about wine (“not at all knowledgeable” to “not very knowledgeable”), 6% considered themselves to be neither knowledgeable nor unknowledgeable, and 82% considered themselves to be knowledgeable (“a little knowledgeable” to “very knowledgeable”). Sixty-six percent of respondents had been drinking wine for more than 14 years, and 86% had been drinking wine for 9

years or more. Respondents purchased an average of 9 bottles of wine per month, and drink an average of 6 to 7 glasses of wine per week.

There were, however, significant differences in these attributes between respondents who had visited the CET destination and those who had not. While 80% of CET visitors consider themselves to be wine knowledgeable, 94% of non-CET consumers consider themselves to be wine knowledgeable ($M_{\text{CET}}=5.06$, $M_{\text{NON-CET}}=5.62$, $p=.002$ for wine knowledge). Sixty-three percent of CET visitors had been drinking wine for more than 14 years, and 85% for 9 years or more, while 83% of non-CET consumers had been drinking wine for more than 14 years, and 98% for 9 years or more ($M_{\text{CET}}=7.72$, $M_{\text{NON-CET}}=8.54$, $p=.005$ for years drinking wine). CET visitors purchased an average of 8 bottles of wine per month and drink an average of 6 to 7 glasses of wine per week, while non-CET consumers purchased an average of 14.5 bottles per months and drink an average of 8 to 9 glasses of wine per week ($M_{\text{CET}}=4.18$, $M_{\text{NON-CET}}=5.69$, $p<.001$ for glasses consumed per week and $M_{\text{CET}}=8.09$, $M_{\text{NON-CET}}=14.56$, $p<.001$ bottles purchased per month). Non-CET consumers also spend significantly more per month on wine with a mean spend of \$289, compared with CET visitors with a mean spend of \$154 ($M_{\text{CET}}=154.04$, $M_{\text{NON-CET}}=289.13$, $p<.001$).

4.2.5 Discussion

The larger picture emerging from Study 2 suggests that a positive CET experience does not necessarily induce purchasing behavior that is significantly different from that of consumers of the same brands who have not engaged in a CET

visit, with the exception of short-term CET visitors who have purchased significantly more recently than non-CET consumers. There are no significant differences in purchasing behavior between short, medium, and long-term CET visitors, irrespective of how recently or long ago they visited, with purchasing behavior remaining unchanged over time following the CET visit, even over a period of five to six years. Purchasing behavior is also shown not to change according to the perceived ease of obtaining the products. However, the fact that purchasing behavior does not change over time following a positive CET visit, with consumers continuing to purchase wine at the same frequency a number of years after the visit, shows that a positive CET visit helps to introduce consumers to the brands that they continue to purchase for many years thereafter, even if not significantly differently than those consumers who have not engaged in a CET visit but have been introduced to the brands in some other way. The only significant differences found in purchasing behavior were by consumers who made a subsequent CET visit to a different firm in the same product category that was perceived as less enjoyable than the original CET visit, and who were shown to have purchased the original CET firm's products more recently than the products of the subsequent CET firm. CET visitors who had already tried the products prior to the visit and were therefore visiting the brand home of products with which they were already familiar, purchased the products a greater number of times following the visit than did those visitors who had not tried the products prior to the visit. This may indicate a reinforcement of existing purchasing behavior, i.e., that those visitors who already purchase the product continue to purchase, and some of those visitors who had not

previously purchased continue not to purchase, which would contribute to the overall findings of CET appearing to have little influence on purchasing behavior.

A positive CET visit does appear to have significant influence on brand loyalty, however. Long-term CET visitors are seen to have made a significantly greater overall number of purchases of these brands than short and medium-term visitors ($M_{ST}=2.67$, $M_{MT}=2.84$, $M_{LT}=3.61$, $p<.001$), showing that contrary to expectations, behavioral loyalty operationalized through repeat purchasing of preferred brands over time does not diminish, even six or more years after a positive CET visit. A positive CET visit is also shown to positively affect attitudinal brand loyalty, with CET visitors recommending the brands (positive word of mouth) significantly more than non-CET visitors, demonstrating no significant changes in word of mouth over time since the original visit, and not showing any lower attitudinal brand loyalty even when the products are perceived to be difficult to obtain. CET visitors would also purchase these brands significantly more than non-CET visitors if they were more easily available. A positive CET visit thus seems to positively influence brand loyalty more than purchasing behavior.

This study shows that consumers of the brands who had not engaged in a CET visit were more wine knowledgeable, purchase more wine, spend more on wine, drink more wine, and had been drinking wine for more years than CET visitors. South African wines make up a very small share of the U.S. wine market. Six countries accounted for 87% of wine imports into the United States in 2010 (U.S. Department of Commerce, 2011). South Africa was not one of these six, and as such is a niche category in the United States wine market, unknown to many United

States wine consumers. It is therefore not surprising that United States consumers of South African wines would be above average in terms of wine knowledge, experience, consumption, expenditure, and purchasing.

4.3 Study 3

4.3.1 Surveys

Study 3 involved two separate surveys. Survey 1 was a paper survey, distributed to 80 event attendees. Seventy-five completed surveys were received, of which 74 were valid and useable (one survey contained insufficient data). Survey 2 was an online tracking survey, sent to the 74 respondents of Survey 1, which remained open to recipients of the email containing a survey link for a period of ten days. Fifty-one responses to Survey 2 were received, a response rate of 69%. All of these responses were deemed to be valid and useable.

4.3.2 Respondents

4.3.2.1 Survey 1 (Pre-event Survey)

Overall, 71% of respondents were women. Fifty-seven percent of respondents were in the 21 to 24 age group, with the remainder fairly evenly spread over the remaining age groups. The majority of the respondents were undergraduate students (56%), university faculty and staff (18%), and graduate students (11%). Forty-six percent of respondents had never tried South African wines prior to the event. While 46% of respondents had not heard of the specific brands being served at the event, 58% of respondents had not tasted these brands

prior to the event. The majority of respondents were wine consumers, with 39% considering themselves to be an occasional wine drinker and 47% considering themselves to be a regular wine drinker.

4.3.2.2 Survey 2 (Tracking Survey)

Overall, 75% of respondents were women. Forty-nine percent of respondents were in the 21 to 24 age group, with the remainder fairly evenly spread over the remaining age groups. The majority of the respondents were undergraduate students (47%), university faculty and staff (22%), and graduate students (14%). Sixty-one percent of these respondents had never tried South African wines prior to the event. Eighty-two percent of respondents reported themselves as wine knowledgeable.

4.3.3 Hypothesis Testing

Significantly more respondents reported having personally purchased the wine brands served at the event in the tracking survey than had reported having purchased them in the pre-event survey ($M_{\text{PRIOR}}=1.73$, $M_{\text{AFTER}}=1.51$, $p=.031$), thereby supporting Hypothesis H7a that a positive CEE will positively impact purchasing behavior (see Table 4.8). Significantly more respondents also reported having recommended the brands to others after the event than before the event ($M_{\text{PRIOR}}=1.65$, $M_{\text{AFTER}}=1.16$, $p<.001$), thereby supporting Hypothesis H7b that a positive CEE will positively impact attitudinal brand loyalty (see Table 4.8).

Using wine category perception as a proxy for brand perception, there was a significantly improved perception of South African wines in the tracking survey than

there had been in the pre-event survey ($M_{\text{PRIOR}}=5.68$, $M_{\text{AFTER}}=6.14$, $p=.008$), thereby supporting Hypothesis H7c that a positive CEE visit will positively impact overall brand perception (see Table 4.8).

4.3.4 Discussion

The CEE successfully simulated three of the main components of a CET visit, i.e., sampling of the product, education about the product, and interaction with someone closely associated with the product, and showed that this type of event may not only be able to replicate the outcomes of a CET visit, but may actually produce stronger outcomes as seen in the change in purchasing behavior. Although this study was limited in size and duration (the tracking survey was conducted just four months after the event), it does show that this type of activity warrants further exploration for consumer experience marketing.

Table 4.1
Summary of Hypotheses

Hypotheses	Supported
H1 Visitors who pay for a CET experience and visitors who receive a free CET experience will not exhibit differences in purchasing behavior when perceptions of product quality and service quality are uniformly high.	Yes
H2 A positive CET visit will positively impact brand loyalty and purchasing behavior in the short-term.	Partial
H3a Following a positive CET visit, brand loyalty and purchasing behavior will weaken over time provided there are no additional visits to the destination.	No
H3b Additional visits to the CET destination will reinforce brand loyalty and purchasing behavior, which will not weaken over time.	No
H3c CET visitors who had tried the products prior to the visit will purchase more of the products following the visit than CET visitors who have not tried the products prior to the visit.	Yes
H4a Post-visit purchasing behavior will be positively correlated with the ease of obtaining the products.	No
H4b Difficulty in obtaining the products will not be significantly related to attitudinal brand loyalty.	Yes
H5a A subsequent CET visit to a different company offering similar products which is more positively perceived will be negatively correlated with purchasing behavior of the products of previous CET visit.	Partial
H5b A subsequent positive CET visit to a different company offering similar products that are more easily obtainable will be negatively correlated with purchasing behavior of the products of previous CET visits.	Partial
H6a Consumers of a brand who have experienced a CET visit will exhibit greater behavioral brand loyalty than consumers of that brand who have not experienced a CET visit.	No
H6b Consumers who have experienced a CET visit will exhibit greater attitudinal brand loyalty than consumers of that brand who have not experienced a CET visit.	Yes
H7a A positive CEE visit will positively impact purchasing behavior.	Yes
H7b A positive CEE visit will positively impact attitudinal brand loyalty.	Yes
H7c A positive CEE visit will positively impact overall brand perception.	Yes

Table 4.2
Hypothesis 2 - Results

Descriptives

		Mean	SD	95% C. I.
Percentage of purchases	Short-term CET visitors	10.13	14.928	6.43-13.83
	Non-CET consumers	6.22	8.325	3.90-8.54
	Total	8.39	12.539	6.10-10.69
Purchasing frequency	Short-term CET visitors	5.89	1.760	5.46-6.33
	Non-CET consumers	5.98	2.082	5.40-6.56
	Total	5.93	1.902	5.58-6.28
Most recent purchases	Short-term CET visitors	2.35	1.230	2.05-2.66
	Non-CET consumers	3.04	1.400	2.65-3.43
	Total	2.66	1.347	2.41-2.90
Word of mouth	Short-term CET visitors	3.99	1.919	3.66-4.31
	Non-CET consumers	3.25	1.969	2.70-3.80
	Total	3.78	1.956	3.50-4.06

ANOVA

		Sum of Sq.	df	Mean Sq.	F	Sig.
Percentage of purchases	Between Groups	441.569	1	441.569	2.854	.094
	Within Groups	17795.845	115	154.746		
	Total	18237.415	116			
Purchasing frequency	Between Groups	.226	1	.226	.062	.804
	Within Groups	419.227	115	3.645		
	Total	419.453	116			
Most recent purchases	Between Groups	13.540	1	13.540	7.913	.006
	Within Groups	196.785	115	1.711		
	Total	210.325	116			
Word of mouth	Between Groups	20.242	1	20.242	5.416	.021
	Within Groups	687.720	284	3.738		
	Total	707.962	285			

Table 4.3
Hypothesis 3c Results

Descriptives

		Mean	SD	95% C. I.
No. of times purchased single visit	Short/medium-term	2.93	1.725	2.70-3.16
	Long-term	3.57	1.819	3.17-3.97
	Total	3.10	1.771	2.90-3.30
No. of times purchased multiple visits	Short/medium-term	3.52	1.661	2.89-4.15
	Long-term	4.56	1.941	3.88-5.24
	Total	4.08	1.878	3.61-4.55
No. of times purchased (prior tasting)	Had tasted wines prior to visit	4.04	1.577	3.73-4.33
	No prior tasting	2.59	1.573	2.40-2.79
	Total	3.02	1.703	2.85-3.20

ANOVA

		Sum of Sq.	df	Mean Sq.	F	Sig.
No. of times purchased single visit	Between Groups	24.936	1	24.936	8.134	.005
	Within Groups	928.913	303	3.066		
	Total	953.849	304			
No. of times purchased multiple visits	Between Groups	16.979	1	16.979	5.137	.027
	Within Groups	201.624	61	3.305		
	Total	218.603	62			
No. of times purchased (prior tasting)	Between Groups	158.476	1	158.476	63.958	<.001
	Within Groups	909.351	367	2.478		
	Total	1067.827	368			

Table 4.4
Hypothesis 4b Results

Descriptives

		Mean	SD	95% C. I.
Likelihood of purchasing more	Difficult to find	6.00	1.196	5.77-6.23
	Neither easy nor difficult	5.59	1.083	5.16-6.02
	Easy to find	5.53	1.469	5.27-5.78
	Total	5.72	1.344	5.56-5.89

ANOVA

		Sum of Sq.	df	Mean Sq.	F	Sig.
Likelihood of purchasing more	Between Groups	13.311	2	6.655	3.764	.024
	Within Groups	452.674	256	1.768		
	Total	465.985	258			

Multiple Comparisons – Tukey HSD

Ease of Finding Wines*		Ease of Finding Wines*	Mean Difference	Significance
Likelihood of purchasing more	1	2	.407	.334
		3	.473	.021
	2	1	-.407	.334
		3	.065	.971
	3	1	-.473	.021
		2	-.065	.971

* 1=difficult to find, 2=neither difficult nor easy, 3=easy to find

Table 4.5
Hypothesis 5a Results

Descriptives

		Mean	SD	95% C. I.
Percentage of purchases	Enjoyed original CET less	7.42	14.009	-1.48-16.32
	Enjoyed about the same	4.80	4.920	3.41-6.20
	Enjoyed original CET more	10.06	13.777	7.17-12.94
	Total	8.12	11.830	6.22-10.02
Purchasing frequency	Enjoyed original CET less	6.50	2.316	5.03-7.97
	Enjoyed about the same	6.24	1.825	5.72-6.76
	Enjoyed original CET more	5.92	1.831	5.54-6.31
	Total	6.07	1.867	5.77-6.37
Most recent purchases	Enjoyed original CET less	3.58	1.676	2.52-4.65
	Enjoyed about the same	2.76	1.379	2.37-3.15
	Enjoyed original CET more	2.63	1.449	2.33-2.94
	Total	2.75	1.457	2.52-2.98
Word of mouth - past	Enjoyed original CET less	2.92	2.139	2.04-3.80
	Enjoyed about the same	3.38	1.924	2.97-3.79
	Enjoyed original CET more	4.57	1.694	4.28-4.85
	Total	3.98	1.932	3.74-4.23
Word of mouth future intent	Enjoyed original CET less	3.56	1.873	2.79-4.33
	Enjoyed about the same	4.44	1.689	4.08-4.80
	Enjoyed original CET more	5.38	1.403	5.14-5.61
	Total	4.86	1.671	4.65-5.07

ANOVA

		Sum of Sq.	df	Mean Sq.	F	Sig.
Percentage of purchases	Between Groups	892.903	2	446.451	3.287	.105
	Within Groups	20237.758	149	135.824		
	Total	21130.661	151			
Purchasing frequency	Between Groups	5.628	2	2.814	.805	.449
	Within Groups	520.576	149	3.494		
	Total	526.204	151			
Most recent purchases	Between Groups	9.563	2	4.782	2.291	.040
	Within Groups	310.937	149	2.087		
	Total	320.500	151			
Word of mouth past	Between Groups	106.208	2	53.104	15.950	<.001
	Within Groups	815.727	245	3.329		
	Total	921.935	247			
Word of mouth future intent	Between Groups	93.901	2	46.951	19.318	<.001
	Within Groups	595.437	245	2.430		
	Total	689.339	247			

Multiple Comparisons – Tukey HSD

	Subsequent CET comparison*	Subsequent CET comparison*	Mean Difference	Significance
Percentage of purchases	1	2	2.613	.765
		3	-2.639	.742
	2	1	-2.613	.765
		3	-5.252	.031
	3	1	2.639	.742
		2	5.242	.031
Purchasing frequency	1	2	.260	.902
		3	.578	.574
	2	1	-.260	.902
		3	.318	.601
	3	1	-.578	.574
		2	-.318	.601
Most recent purchases	1	2	.823	.182
		3	.950	.085
	2	1	-.823	.182
		3	.127	.873
	3	1	-.950	.085
		2	-.127	.873
Word of mouth - past	1	2	-.459	.509
		3	-1.646	<.001
	2	1	-.407	.334
		3	-1.187	<.001
	3	1	1.646	<.001
		2	1.187	<.001
Word of mouth - future intent	1	2	-.877	.037
		3	-1.815	<.001
	2	1	.877	.037
		3	-.938	<.001
	3	1	1.815	<.001
		2	.938	<.001

* 1=enjoyed subsequent CET more
 2=enjoyed the same
 3=enjoyed subsequent CET less

Table 4.6
Hypothesis 5b Results

Descriptives

		Mean	SD	95% C. I.
Percentage of purchases	Original CET less available	6.21	8.949	4.31-8.10
	About the same availability	10.87	14.026	5.63-16.10
	Original CET more available	8.74	9.444	5.28-12.21
	Total	7.67	10.358	6.00-9.35
Purchasing frequency	Original CET less available	6.31	1.926	5.90-6.71
	About the same availability	5.73	1.893	5.03-6.44
	Original CET more available	5.81	1.662	5.20-6.42
	Total	6.09	1.874	5.78-6.39
Most recent purchases	Original CET less available	3.11	1.401	2.82-3.41
	About the same availability	2.37	1.426	1.83-2.90
	Original CET more available	2.19	1.400	1.68-2.71
	Total	2.77	1.457	2.54-3.01
Word of mouth - past	Original CET less available	3.80	1.908	3.51-4.10
	About the same availability	4.15	1.889	3.55-4.75
	Original CET more available	4.78	1.791	4.17-5.38
	Total	4.01	1.912	3.76-4.25
Word of mouth future intent	Original CET less available	4.75	1.707	4.49-5.02
	About the same availability	5.15	1.350	4.72-5.58
	Original CET more available	5.22	1.641	4.67-5.78
	Total	4.86	1.649	4.68-5.10

ANOVA

		Sum of Sq.	df	Mean Sq.	F	Sig.
Percentage of purchases	Between Groups	530.579	2	265.290	2.523	.084
	Within Groups	15349.278	146	105.132		
	Total	15879.857	148			
Purchasing frequency	Between Groups	10.444	2	5.222	1.497	.227
	Within Groups	509.421	146	3.489		
	Total	519.866	148			
Most recent purchases	Between Groups	25.573	2	12.786	6.467	.002
	Within Groups	288.669	146	2.087		
	Total	314.242	148			
Word of mouth past	Between Groups	28.943	2	14.472	4.061	.018
	Within Groups	841.040	236	3.564		
	Total	869.983	238			
Word of mouth future intent	Between Groups	9.665	2	4.883	1.789	.169
	Within Groups	637.506	236	2.701		
	Total	647.172	238			

Multiple Comparisons – Tukey HSD

	Availability*	Availability*	Mean Difference	Significance
Percentage of purchases	1	2	-4.660	.084
		3	-2.535	.465
	2	1	4.660	.084
		3	2.125	.698
	3	1	2.535	.465
		2	-2.125	.698
Purchasing frequency	1	2	.573	.317
		3	.500	.407
	2	1	-.573	.317
		3	-.073	.987
	3	1	-.500	.407
		2	.073	.987
Most recent purchases	1	2	.747	.035
		3	.920	.006
	2	1	-.747	.035
		3	.173	.881
	3	1	-.920	.006
		2	-.173	.881
Word of mouth - past	1	2	-.346	.553
		3	-.974	.015
	2	1	.346	.553
		3	-.628	.318
	3	1	.974	.015
		2	.628	.272
Word of mouth - future intent	1	2	-.395	.362
		3	-.468	.272
	2	1	.395	.362
		3	-.072	.980
	3	1	.468	.272
		2	.072	.980

* 1 = original CET less easily available
 2 = availability about the same
 3 = initial CET wines more easily available

Table 4.7
Hypothesis 6b Results

Descriptives

		Mean	SD	95% C. I.
Number of purchases	CET	3.21	1.820	3.13-3.40
	Non-CET	3.90	1.376	3.52-4.29
	Total	3.30	1.786	3.13-3.47
Likelihood of purchasing more of this brand	CET	5.92	1.194	5.75-6.08
	Non-CET	4.94	1.614	4.49-5.39
	Total	5.72	1.344	5.56-5.89
Likelihood of purchasing more specific wines	CET	6.03	1.065	5.88-6.17
	Non-CET	4.67	1.790	4.17-5.17
	Total	5.76	1.355	5.59-5.92
Word of mouth	CET	4.02	1.922	3.82-4.22
	Non-CET	3.25	1.969	2.70-3.80
	Total	3.92	1.943	3.73-4.11

ANOVA

		Sum of Sq.	df	Mean Sq.	F	Sig.
Likely to purchase more of this brand	Between Groups	39.554	1	39.554	23.838	<.001
	Within Groups	426.431	257	1.659		
	Total	465.985	258			
Likely to purchase more specific wines	Between Groups	76.407	1	76.407	49.429	<.001
	Within Groups	397.268	257	1.546		
	Total	473.676	258			
Word of mouth	Between Groups	26.676	1	26.676	7.175	.008
	Within Groups	1505.649	405	3.718		
	Total	1532.324	406			

Table 4.8
Hypotheses 7a, 7b, and 7c Results

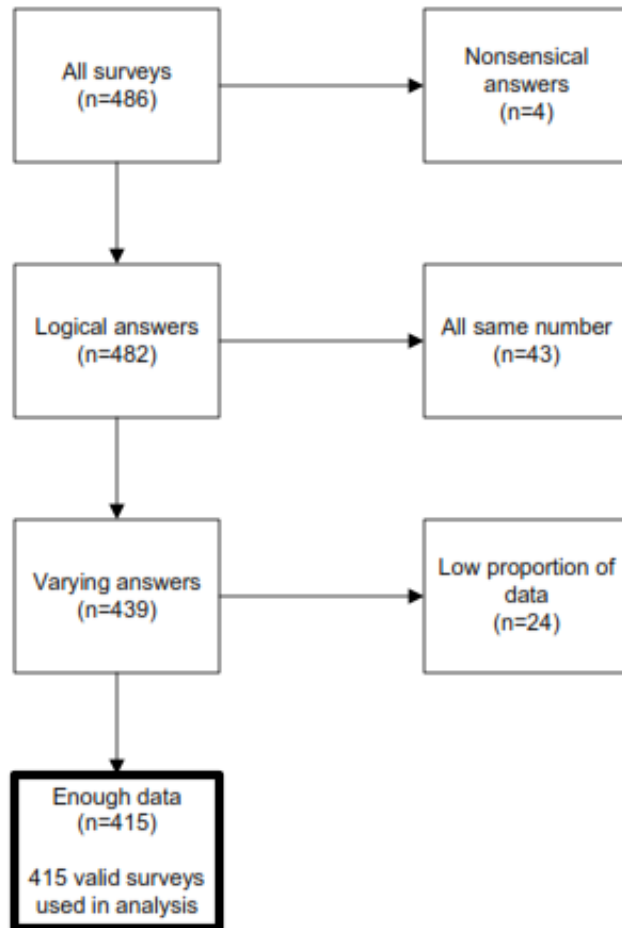
Descriptives

		Mean	SD	95% C. I.
Purchased these wines?	Prior to CEE	1.73	.447	1.61-1.85
	After CEE	1.51	.507	1.34-1.68
	Total	1.65	.481	1.55-1.74
Word of mouth	Prior to CEE	1.65	.474	1.49-1.81
	After CEE	1.16	.374	1.04-1.29
	Total	1.41	.494	1.29-1.52
Brand perception	Prior to CEE	5.68	.111	5.46-5.90
	After CEE	6.14	.117	5.90-6.37
	Total	5.86	.085	5.69-6.03

ANOVA

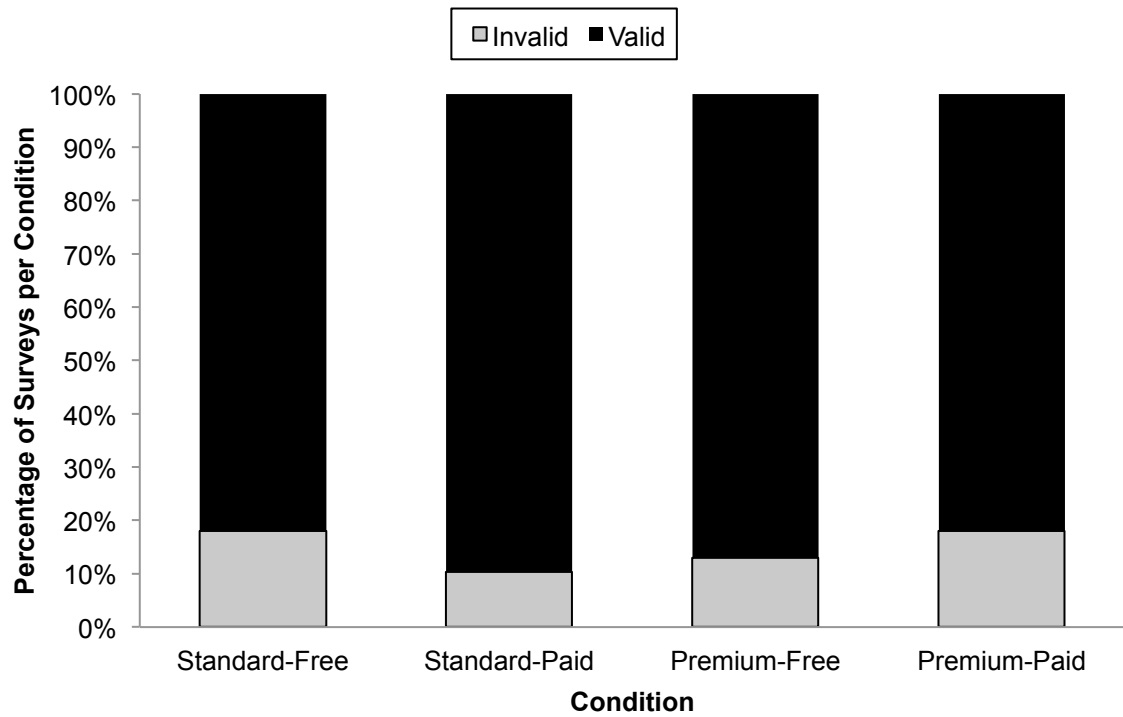
		Sum of Sq.	df	Mean Sq.	F	Sig.
Purchased these wines	Between Groups	1.065	1	1.065	4.791	.031
	Within Groups	20.225	91	.222		
	Total	21.290	92			
Word of mouth	Between Groups	4.378	1	4.378	23.422	<.001
	Within Groups	13.459	72	.187		
	Total	17.838	73			
Brand perception	Between Groups	4.644	1	4.644	7.475	.008
	Within Groups	56.539	91	.621		
	Total	61.183	92			

Figure 4.1
Survey Validity - Study 1



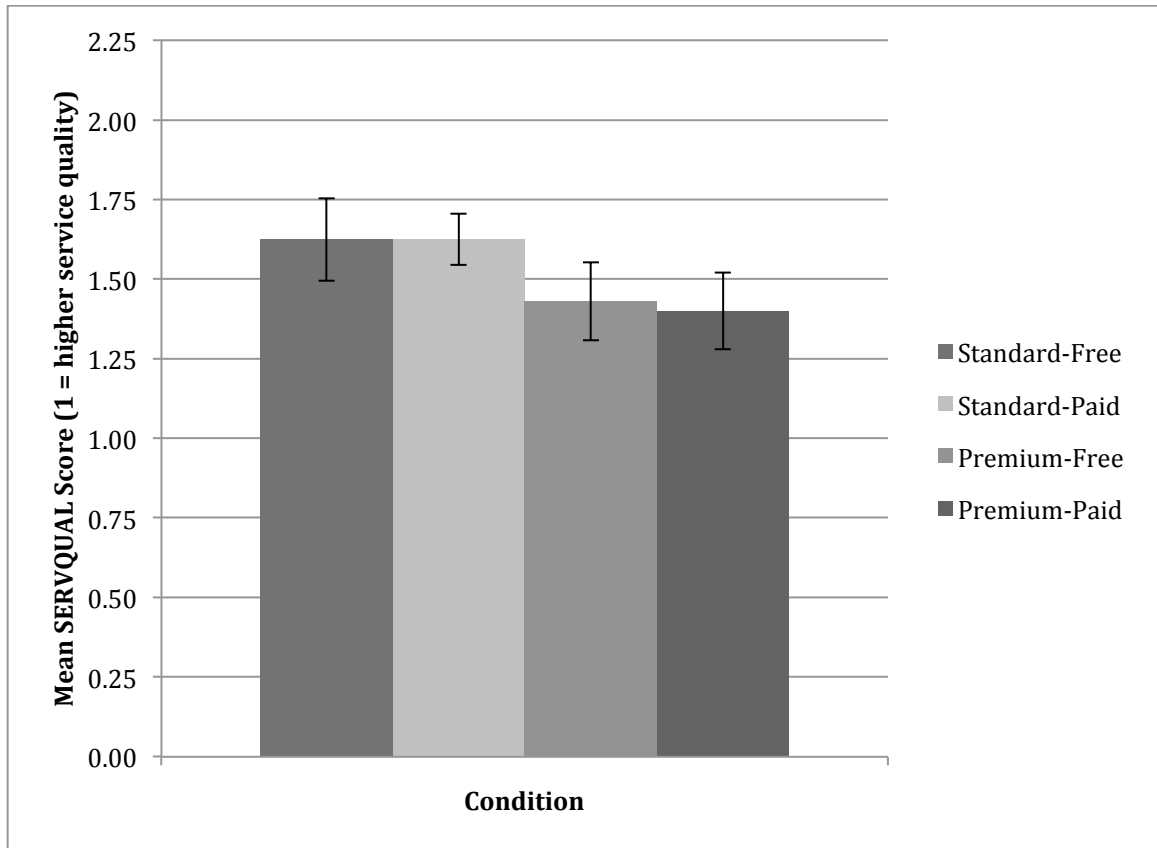
Several (n=4) surveys had nonsensical answers (e.g., occupation “dragon”) and were removed with the assumption that the respondent did not answer the survey seriously. When the same number on the Likert scale was selected for all SERVQUAL and product quality responses, the survey was eliminated as it was felt the respondent did not answer the survey seriously (n=43). If the respondent skipped so many questions (>50%) that a fair measurement of important variables was impossible, the survey was removed (n=24). This left 415 of 486, or 85% of the surveys collected, valid for analysis.

Figure 4.2
Survey Validity by Condition – Study 1



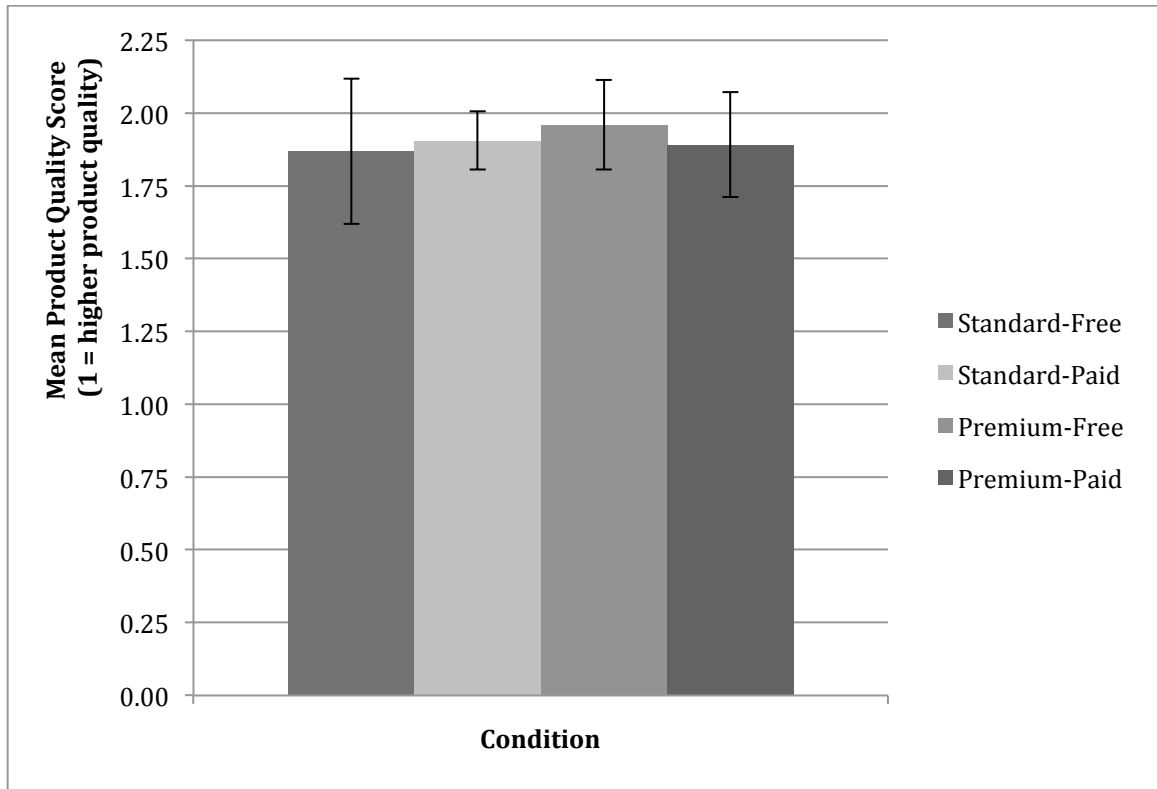
The percentage of surveys removed was similar by condition, and unlikely to bias the results.

Figure 4.3
Mean overall SERVQUAL score per condition with 95% confidence intervals – Study 1



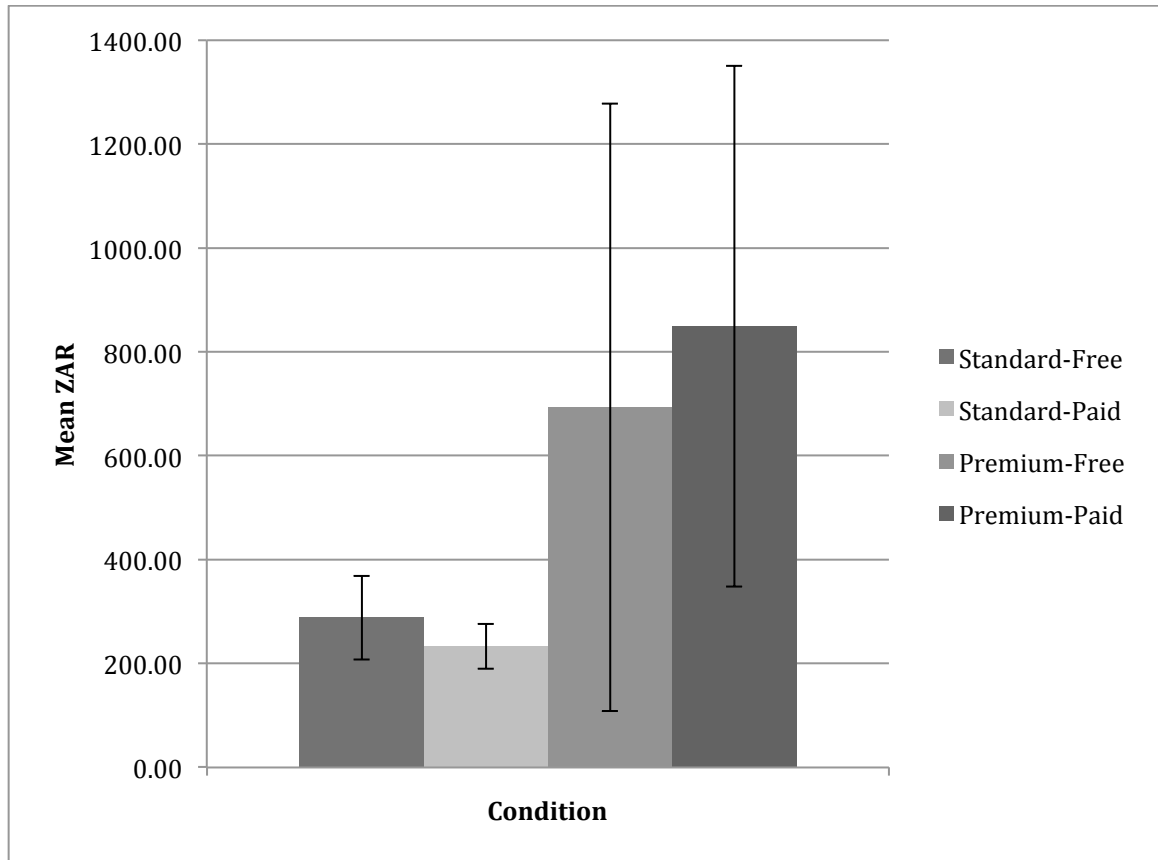
Those in the Premium condition rated service quality slightly higher than those in the Standard condition, regardless of whether the tasting was free or paid, but this difference was not statistically significant.

Figure 4.4
Mean overall product quality score per condition with 95% confidence intervals – Study 1



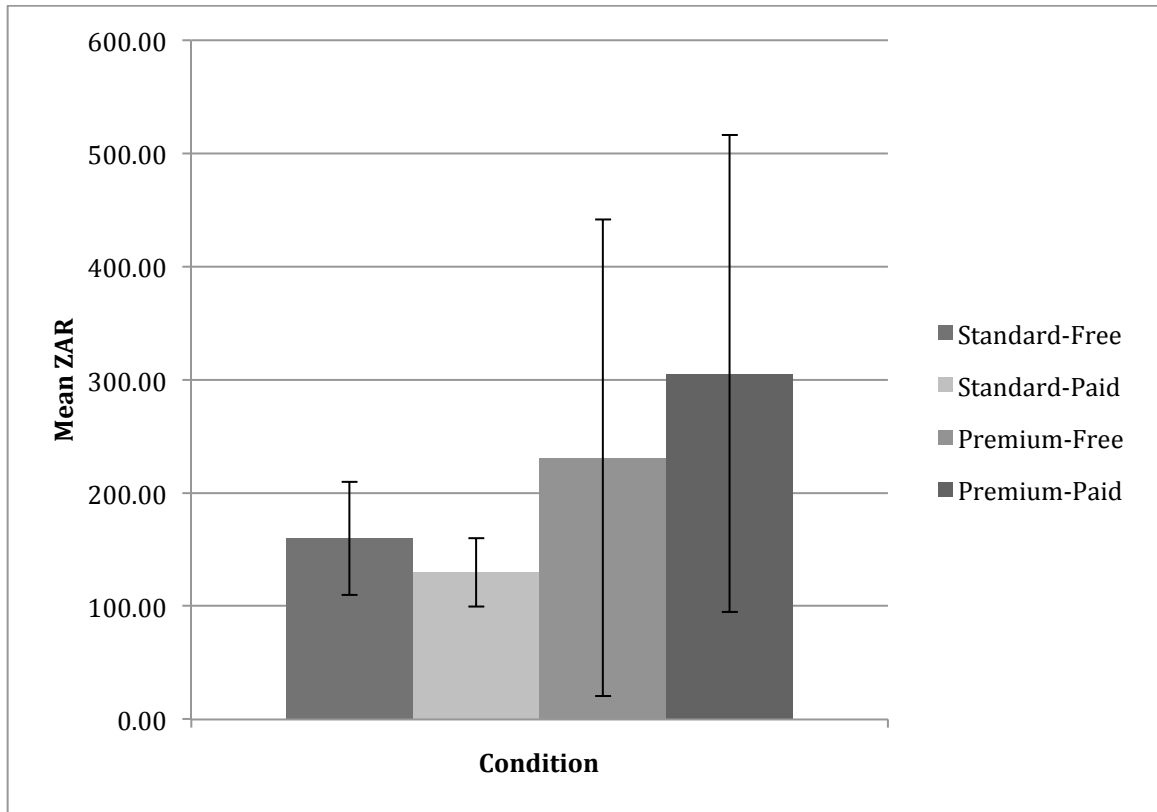
There were no notable differences in perception of product quality among the conditions.

Figure 4.5
Mean overall ZAR spent (and 95% confidence interval) per condition, zeros not included – Study 1



Those in the Standard condition appeared to spend less overall, regardless of whether the tasting was free or paid. Those in the Premium-free condition spent on average ZAR400.00 more than those in the Standard-free condition, and those in Premium-paid spent on average ZAR600.00 more than those in Premium-free. However, none of these differences was statistically significant.

Figure 4.6
Mean overall ZAR spent (and 95% confidence interval) per condition, zeros included – Study 1



As was shown before, those in the Standard condition appeared to spend less overall, regardless of whether the tasting was free or paid. In this analysis, the patterns remain the same, but the differences are less dramatic. Again, none of these differences was statistically significant.

CHAPTER 5

CONCLUSIONS

This chapter contains a general discussion of the overall findings of all three studies. It includes a discussion of theoretical contributions to CET and its relationship with reciprocity, involvement, brand loyalty, and purchasing behavior, managerial implications for CET marketers, limitations, and suggestions for further research.

5.1 Discussion

While CET as a theoretical construct was first proposed by Mitchell and Mitchell (2000) some fifteen years ago, it had existed in practice for much longer, and while a number of academic articles have been written about CET in general and the various types of tourism that fall under the umbrella of CET more specifically (especially wine tourism), to date no research had investigated the effects of CET on actual (rather than intended) brand loyalty and purchasing behavior, especially in the medium to long-term.

It has been suggested that CET operators should develop an ongoing relationship with visitors (Thach & Olsen, 2006), something that many fail to do. A number of CET operators appear to feel that the CET visit will be sufficient in forging a bond between the consumer and the brand, with no further effort required. In Study 2 of this research, for example, only 11% of CET visitors reported having had any communication from the winery since the visit, despite the winery

having full contact details (i.e., name, address, email address, and telephone number).

A more longitudinal approach to understanding CET visitors (in this case winery tasting room visitors) has also been suggested (Carlsen and Boksberger, 2015). One of the problems of conducting such a study is in obtaining a longitudinal sample of CET visitors, with many companies not recording or tracking their visitors, and those that do being unwilling to release such data to researchers, especially when it may be considered a breach of customer confidentiality. This is especially pertinent in view of the number of recent data breaches that have shaken customer confidence and made them wary of sharing their personal data (Data breaches shake consumer confidence, 2014).

This is believed to be the first research that has investigated the effects of CET on brand loyalty and purchasing behavior, using a longitudinal sample spanning a number years rather than just a few months, actual CET visitors rather than a simulated experiment, and actual behavior rather than behavioral intentions. Although some of the hypotheses were supported, some partially supported, and others unsupported, the findings have been interesting and illuminating, with some surprises and certainly of interest both in terms of theory development and practitioner implications.

Studies 1 and 2 show that the CET experience at the winery used in this study was extremely positive, possibly even unusually so, with virtually no variability in the data concerning perceived product quality, perceived service quality, and the enjoyability of the experience, which were all rated near the top of their respective

scales. Under these conditions, and the controls of a study at a single CET location, Kolyesnikova and Dodd's (2009) findings whereby CET visitors who were charged for a wine tasting purchased less than those who paid for a tasting were not replicated. Instead, while there were no statistical differences between the two groups, paying customers actually made a greater number of purchases than customer who did not pay. These findings lead to the question as to whether reciprocity, used by Kolysnokova and Dodd (2009) to explain their findings, was not a motivator under these conditions, or whether it was so strong a motivator that even those visitors who paid a nominal fee for a tasting still felt a sense of obligation to make a purchase? Although this question cannot be answered without further research, what does appear to be clear is that the levels of perceived service quality, perceived product quality, and enjoyment of the overall experience are variables that affect purchasing behavior during the visit and may also affect the motivation of reciprocity.

Study 2 surveyed long-haul CET visitors to a single winery over a six-year period, and showed that CET affects both brand loyalty and purchasing behavior, but not always in the ways expected by this or previous studies. Contrary to what was hypothesized, neither brand loyalty nor purchasing behavior appear to decline over time. Contrary to O'Neill and Charters' (2006) findings, which saw perceptions of service quality declining in a longitudinal study that used a two-survey method, with the first survey immediately following the visit and the second survey just a month later, respondents to Study 2 reported a highly positive experience, with the following examples of comments by single-visit long-term CET visitors who visited 5

to 6 years ago, in response to an open ended question about what could have been improved at the winery:

"Absolutely nothing. We were treated like royalty."

"Nothing, was a great visit."

"Nothing - we loved our visit!"

"It was one of the top wineries I have ever visited. Overall great experience."

5.1.1 Purchasing Behavior

It was hypothesized that purchasing behavior, measured by recency of last purchase, frequency of purchasing, and the brand(s) as a percentage of total wine purchases would decline over time following the CET visit, but this appears not to be the case. There were no statistically significant differences between short, medium, and long-term CET visitors, short and medium-term visitors combined compared with long-term visitors, or between CET visitors who had a single visit to the winery versus those who had visited multiple times. Thus, a positive CET visit appears to induce purchasing behavior that remains surprisingly consistent over time, even over a number of years. Adding to this consistency of purchasing behavior, even respondents who reported difficulty in finding the brands did not exhibit any different purchasing behavior from those who reported being able to find the brands easily, thereby showing that CET visitors appear willing to expend the necessary effort on finding these wines, with 76% of CET visitors having purchased the brands following their visit (i.e., not including wine purchased or ordered during the visit).

When comparing purchasing behavior of CET visitors with those consumers of the brands who had not experienced a CET visit, there were also no statistical

differences. This may lead to the assumption that CET is entirely unnecessary, but this is not necessarily the case. As South African wines are so small a category in the United States, American consumers of these wines tend to be experienced and knowledgeable wine aficionados, as shown by the survey results (they are more wine knowledgeable, and purchase more wine more frequently than CET visitors), and once they have found or been introduced to these wines and found that they enjoy them, there may be no reason why their purchasing behavior should be any different from consumers who were introduced to the wines during a CET visit. In fact, 65% of CET visitors state that one of the reasons for continuing to purchase these brands following the CET visit is because "I like these wines," while 46% state that this is the main reason for continuing to purchase these brands (the largest single main reason). Had the CET visitors, the majority who had not tried these wines prior to their visit (70%) not visited the winery, it is possible that that they may never have discovered these brands. Additionally, 90% of CET visitors would purchase more of these products if they were more easily available, and while all of them would have received information on how to re-order these wines with their initial order placed at the winery, 8% of respondents said that they had not received such information and 43% of respondents did not remember whether they had received this information, indicating that had the winery done a better job of marketing to CET visitors following their visit, their purchasing behavior may indeed have exceeded that of non-CET consumers. Furthermore, even if their purchasing behavior is no different than non-CET consumers, they may not have been consumers of the brands at all had it not been for the CET visit. It is also

unknown for how long the non-CET visitors have been consumers of the brands, while it has been shown that CET visitors who have experienced a positive CET visit remain consistent purchasers of these products over the years following the visit.

There were also instances where differences in purchasing behavior were seen. Those respondents who subsequent to their visit to the winery of survey visited a different winery which visit they perceived to be a more enjoyable experience, while not showing any significant differences in recency or frequency of purchases, did show that a significantly smaller percentage of their total category (i.e., wine) purchases were wines produced by the original CET firm than those who perceived the subsequent visit(s) as equally enjoyable. Respondents who found the wines of the winery or wineries subsequently visited to be more easily available, while not having purchased them more frequently or as a larger percentage of their total wine purchases than those of the winery of survey, had purchased them significantly more recently than those of the winery of survey, which may show that products that are more easily available are purchased in smaller quantities.

Overall, therefore, there is little difference in purchasing behavior between any of these groups, and it would appear that once consumers have tried the wines and like them, they show roughly the same purchasing behavior, irrespective of how they were introduced to the wines. This was further demonstrated using a CEE, where attendees showed a significant increase in purchasing behavior after the event. In terms of purchasing behavior, the main benefit of CET (and CEE) would appear to be introducing those who had never tried the wines before to these brands.

5.1.2 Brand Loyalty

Where few differences in purchasing behavior between groups were seen, this was not the case with brand loyalty, where significant differences are shown. Brand loyalty was measured by total number of purchases made (i.e., repeat purchasing of preferred brands), positive word-of-mouth (i.e., past recommendations to others and expressed future recommendation intentions), and intention to purchase more products of these brands if they were more easily available.

No differences were found in positive word-of-mouth, either in past recommendations to others or intention to recommend to others in the future, between any of the CET groups of respondents (short, medium, and long-term, single visit, and multiple-visits). Fifty-six percent of CET respondents reported having recommended these brands to others occasionally to very frequently in the past, and 69% expressed an intention to recommend these brands to others in the future. The reason most cited for visiting the winery was that “someone had recommended it” (37% of respondents), with 25% of respondents giving this as the most important reason for visiting the winery, thereby showing the importance of word-of-mouth of previous CET visitors.

A subsequent visit to another winery that was perceived as more enjoyable was shown to negatively affect the brand loyalty to the original winery, with those respondents making fewer purchases, recommending the brands less frequently, and having less intention of recommending the brands in the future than those respondents whose subsequent winery visit(s) had been either equally or less

enjoyable than the original CET visit. Those visitors who found the wines of a subsequent winery visited easier to find than the original winery, had recommended those easier to find wines to others more recently, but there was no difference in intentions to recommend the brands in the future.

Long-term visitors had made significantly more purchases than short and medium-term visitors, showing that behavioral brand loyalty does not decline over time following the winery visit, as would have been expected.

While non-CET consumers did not show any different purchasing behavior to CET visitors, there were significant differences with respect to brand loyalty. CET visitors were more likely to purchase more of these wines (both the brands in general and specific wines within the brands) if they were more easily available (90% of CET respondents), and had recommended them to others more frequently than those who had not engaged in a CET visit.

Thus, while CET does not appear to result in purchasing behavior that differs from consumers of the brands who have not engaged in a CET visit, it does result in significantly more positive brand loyalty, especially attitudinal brand loyalty. The main reasons given by CET respondents for not having purchased these wines were “did not see these wines at my local store” (53%), and “did not know where these wines were available” (46%). Given that 90% of CET respondents would purchase more of these wines if they were more easily available, availability would appear to be a major factor in limiting purchasing behavior by CET visitors. With the high attitudinal loyalty of the CET visitors, were the brands more widely available they may also show greater purchasing behavior than non-CET consumers.

With the most enjoyable CET visits usually being to smaller manufacturers where a more personal experience may be enjoyed rather than to a large, impersonal manufacturing plant, wide availability is likely to remain a deterrent to higher levels of purchasing behavior. It is therefore crucial for CET marketers to maintain a relationship with their former visitors, as suggested by Thach and Olsen (2006). A few of the comments from CET visitors on this topic in response to the open-ended question “is there anything else you would like to add?” included:

“The only reason we haven't purchased additional wines or recommended the wines we previously purchased while at the winery was because... we never received any additional information after the initial shipment.”

“From a marketing point of view the winery should have continued to have me on its mailing list and send me regular brochures and other promotions to entice me to continue purchasing the wines. I have not heard from them since I received my shipment”

“I haven't recommended your wines because I didn't think they could be purchased in the U.S.”

Thus, CET marketers should keep former visitors informed of where the wines are available and/or how they may order them, as well as any special events, promotions, and wine shows involving these brands, which would help to translate attitudinal brand loyalty into increased purchasing behavior.

CEE attendees were also shown to exhibit greater attitudinal brand loyalty following the event, with significantly higher word-of-mouth than before the event, as well as a significantly more positive brand perception.

Thus attitudinal brand loyalty is shown to be the most important outcome of CET (and CEE), and should be exploited by CET marketers through ongoing relationship activities to increase brand equity and repeat purchasing behavior.

5.2 Theoretical Contributions

Mitchell and Mitchell first suggested Consumer Experience Tourism in 2000, as a unifying construct for a diverse and increasingly popular group of offerings designed to enable consumers to “learn more about the products they (hopefully) consume while manufacturers can forge closer relationships with their consumers” (p. 8). Over the next few years several further articles about CET were published (e.g., Michell & Mitchell, 2001; Mitchell & Orwig, 2002; Mitchell & Hall, 2004). In Mitchell and Hall’s 2004 article they declared that the CET relationship is clearly complex, with further research required into how the relationship between consumer and CET marketer develops, how it may be influenced, and “whether or not purchase behavior is indeed a reflection of truly loyal behavior” (p. 48).

Since this first set of articles at the start of the century and immediately following the conceptualization of CET as a construct by Mitchell and Mitchell (2000), there have been articles about various types of tourism that fall under the umbrella of CET, particularly wine tourism (e.g., Alonso, et al., 2012; Brown & Getz, 2005; Carlsen & Boksberger, 2015; Getz & Brown, 2006; Marzo-Navarro & Pedraja-Iglesias, 2012; Qiu, et al., 2013; Quadri-Felitti & Fiore 2012; Pratt & Sparks, 2014), but none that specifically mentions CET as a construct or extends the theory of CET as suggested by Mitchell and Hall (2004).

To the best knowledge of the researcher, this is the first quasi-longitudinal research into the medium to long-term effects of CET, using actual CET visitors as subjects, and the first research to identify a CEE as replicating some of the effects of CET. Results of this research have created new insights into the effects of a positive

CET visit, particularly that no differences in purchasing behavior were found between consumers who paid for the visit and those who did not, that loyalty created does not diminish over time, and that purchasing behavior may not differ significantly from that of consumers who have not experienced a CET visit. The impact of a positive experience with a resulting high level of brand involvement, product availability, and visits to other similar CET operations are all shown to be major factors influencing brand loyalty and/or purchasing behavior.

It is hoped that the findings of the current research will prove to be pivotal in furthering both the scholarship and practice in the area of CET.

5.3 Practical Implications

The CET marketer's dilemma has long been whether or not to charge for a CET experience, especially in the face of a lack of understanding of the longer term effects of CET on brand loyalty and purchasing behavior. This study has shown that under the effects of a positive CET, for which all CET marketers should naturally aim, there is no difference in purchasing behavior under charging versus no charging conditions. This being the case, there is no reason for the CET marketer not to charge for the experience and either cover costs or make a profit on this activity, provided there is confidence that the experience will be perceived as positive, especially in terms of levels of service and involvement with service staff members.

With brand loyalty seemingly undiminishing over the years following a positive CET visit, CET operators should see this activity as important for gaining a

loyal following, but should also ensure maintaining a visitor database and keeping in touch with former visitors, especially in aiding their ability to obtain the products more easily in cases of limited availability. Although CET visitors were shown to have similar purchasing behavior to non-CET consumers, maintaining a connection with CET visitors and actively directing marketing activities towards them should result in their purchasing behavior increasing beyond that of non-CET consumers, specially given that 90% of CET respondents would purchase more of these brands if they were more easily available. In so doing, it would also be useful to segment visitors according to their product involvement, i.e. high product involvement visitors whose primary motivation for the visit was the product itself, and low product involvement visitors whose primary motivation was a tourist experience.

CET marketers should also consider CEEs as important tools for boosting brand perception, brand loyalty, and purchasing behavior. Given that only a limited population is likely to be willing and able to travel to the CET location, CEEs may be a means of “bringing CET to the consumer,” which may be achieved through regular CEEs in different locations.

Although the context for this study was wine tourism, it is believed to be generalizable to other areas of CET tourism, especially within the food and beverage sector. Given the long-term effects of CET demonstrated in this research, it would be advisable for all CET marketers to integrate CET into a general marketing plan, rather than treating it as a stand-alone part of the business, as many firms do. This would aid in encouraging visitors to visit, but also in ensuring that a direct long-term relationship is maintained and that the relationship that has been forged

during the visit is leveraged to take full advantage of the brand loyalty generated and ensure that it is translated into positive purchasing behavior.

5.4 Limitations and Suggestions for Future Research

This study may be limited by having been conducted using a single CET operation and its products and brands, in a single sector of CET, i.e., wine tourism. The winery used may also be unusual in its extremely high levels of service quality, which may not be the norm in the industry generally. It is therefore recommended that further research include companies in different CET sectors, different locations, and with differing levels of service quality and product quality, as well as a mixed-method study asking CET visitors to describe their experiences in their own words. It is also suggested that future research include companies that are more active in maintaining an ongoing relationship with consumers following the CET visit, to ascertain the effects on subsequent brand loyalty and purchasing behavior.

The sample of non-CET consumers of this company's products were mainly drawn from the database of a single retail operation, were experienced and knowledgeable wine consumers, and may not be a true representation of wine consumers generally. It is therefore recommended that further research include a larger sample of wine consumers drawn from a larger cross-section of wine retailers.

The effects of reciprocity in a CET environment require further research in order to be better understood, as the reasons for differences found by Kolyesnikova and Dodd (2009) and by this research cannot be fully explained.

The CEE study was the first in this area, and was limited both in size and scope. It is therefore suggested that more robust research be conducted, using larger events with a more diverse population sample, and that a longitudinal tracking study be conducted to encompass a time gap of longer than four months after the CEE.

This research is the most robust empirical research to date on the outcomes of CET, and gives new insights into its effects on brand loyalty and purchasing behavior. It is hoped that this will provide new impetus for further research in this important area of tourism, marketing, and consumer behavior.

APPENDIX A

STUDY 1 SURVEY

Note: This questionnaire has been reformatted from its original A4 size to letter size paper.

The name of the winery has been removed and replaced with “Winery X.”

Winery X Customer survey

Dear Winery X Guest,

We are conducting a customer survey and would be grateful if you would take part. There will be a free gift for you as a token of our appreciation! Your participation is entirely voluntary, and you may stop responding to any question at any time if you feel uncomfortable. The information that you provide will be kept strictly confidential and analyzed in-group only.

Thank you!

Q1. Your gender:

☐ Male ☐ Female

Q2. Your age:

☐ 18-24 ☐ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55-64 ☐ 65 and over

Q3. What is the highest level of education you have completed?

☐ Primary School ☐ High School ☐ Certificate/Diploma ☐ Undergraduate Degree
☐ Postgraduate Degree ☐ Other – please state: _____

Q4. What is your occupation? _____

Q5. Where do you live? City/Town: _____ Country: _____

Q6. How did you travel to Winery X today?

☐ Car ☐ Bus/Coach ☐ Motor Bike ☐ Bicycle ☐ Other (please state): _____

Q7. From where did you travel to Winery X today? _____

Q8. If on holiday, when will you travel home? ☐ In a week or less

☐ In more than a week but less than a month ☐ In a month or more ☐ NA

Q9. If on holiday, how will you travel home? ☐ Car ☐ Bus/Coach ☐ Motor Bike

☐ Air ☐ Sea ☐ Other (please state): _____ ☐ NA

Please read the following statements and circle the number that most closely represents your opinion, using the following scale:

	1	2	3	4	5	6	7
	Strongly Agree	Agree	Agree Somewhat	Neither Agree nor Disagree	Disagree Somewhat	Disagree	Strongly Disagree
Q10.	1	2	3	4	5	6	7
When you have a problem, Winery X shows a sincere interest in solving it.							
Q11.	1	2	3	4	5	6	7
Winery X performs the wine tasting right the first time.							
Q12.	1	2	3	4	5	6	7
Winery X provides wine tastings at the times and on the days it promises/advertises.							
Q13.	1	2	3	4	5	6	7
Winery X keeps customers informed about when wine tastings will be offered.							
Q14.	1	2	3	4	5	6	7
Employees of Winery X give you prompt service.							
Q15.	1	2	3	4	5	6	7
Employees of Winery X are always willing to help you.							
Q16.	1	2	3	4	5	6	7
Employees Winery X are never too busy to respond to your requests.							
Q17.	1	2	3	4	5	6	7
The behavior of employees of Winery X instills confidence in you.							
Q18.	1	2	3	4	5	6	7
You feel safe in your dealings with Winery X.							
Q19.	1	2	3	4	5	6	7
Employees of Winery X are consistently courteous with you.							
Q20.	1	2	3	4	5	6	7
Employees of Winery X have the knowledge to answer your questions							
Q21.	1	2	3	4	5	6	7
Winery X gives you personal attention.							
Q22.	1	2	3	4	5	6	7
Winery X has employees who give you personal attention.							
Q23.	1	2	3	4	5	6	7
Winery X has your best interests at heart.							
Q24.	1	2	3	4	5	6	7
Employees at Winery X understand your specific needs.							
Q25.	1	2	3	4	5	6	7
Winery X has operating hours that are convenient to all its customers.							
Q26.	1	2	3	4	5	6	7
Winery X has modern looking furnishings/equipment.							
Q27.	1	2	3	4	5	6	7
Winery X's physical facilities (buildings) are visually appealing.							
Q28.	1	2	3	4	5	6	7
Winery X's employees appear neat.							
Q29.							
Materials associated with the service such as glasses and tasting sheets are visually appealing at Winery X.							

	1	2	3	4	5	6	7
Q30.	Winery X wines come from a prestigious region(s).						
	1	2	3	4	5	6	7
Q31.	Winery X is a famous wine producer.						
	1	2	3	4	5	6	7
Q32.	Winery X is a renowned wine brand.						
	1	2	3	4	5	6	7
Q33.	Winery X wines have been recommended by people who talk about wine in the press, in magazines, on TV, or on the radio.						
	1	2	3	4	5	6	7
Q34.	Winery X wines have been referred by other people - friends or colleagues.						
	1	2	3	4	5	6	7
	1	2	3	4	5	6	7
	Strongly Agree	Agree	Agree Somewhat	Neither Agree nor Disagree	Disagree Somewhat	Disagree	Strongly Disagree
Q35.	The servers and/or wine stewards recommend Winery X wines.						
	1	2	3	4	5	6	7
Q36.	The experts sanction just how good Winery X wines are.						
	1	2	3	4	5	6	7
Q37.	Winery X's wine packaging is elegantly designed and has attractive bottles and labels.						
	1	2	3	4	5	6	7
Q38.	Winery X's labels and bottles are of good quality.						
	1	2	3	4	5	6	7
Q39.	Winery X is an old wine estate.						
	1	2	3	4	5	6	7
Q40.	The wines that I sampled were ready to drink.						
	1	2	3	4	5	6	7
Q41.	Winery X wines are produced from excellent harvests.						
	1	2	3	4	5	6	7
Q42.	The vintages determine just how good the Winery X wines that I sampled are.						
	1	2	3	4	5	6	7
Q43.	Overall, the wines that I sampled have an enjoyable degree of solidness and thickness(body).						
	1	2	3	4	5	6	7
Q44.	Overall, the wines that I sampled have a perfect balance of sharp, sweet, and bitter tastes.						
	1	2	3	4	5	6	7
Q45.	Overall, the wines that I sampled are aromatic.						
	1	2	3	4	5	6	7
Q46.	Overall, the wines that I sampled have well balanced aromas.						
	1	2	3	4	5	6	7
Q47.	Overall, the wines that I sampled have a complex bouquet.						
	1	2	3	4	5	6	7
Q48.	Overall, the wines that I sampled have an intense bouquet.						

1 2 3 4 5 6 7

Q49. Have you purchased or ordered any products from Winery X today? ☐Yes ☐No

If NO, please continue to Q50. If YES, please continue to Q51.

Q50. Was there a particular reason for not purchasing or ordering any products from Winery X today?

☐Yes (please state): _____ ☐No

If you have not purchased or ordered any products from Winery X today, please proceed to Q53.

Q51. Did you purchase any products (that you're taking with you) at Winery X today?

☐No – please proceed to Q52. ☐Yes – please continue below:

(a) How much did you spend on products (that you're taking with you) at Winery X today?

R_____

(b) How much of that amount was spent on wine? R_____

(c) How many bottles of wine did you purchase? _____

Q52. Did you order any wine (for later delivery) at Winery X today?

☐No – please proceed to Q53. ☐Yes – please continue below:

(a) How much did you spend on wine ordered from Winery X (for later delivery) today?

Currency:_____ Amount:_____

(b) How many bottles of wine did you purchase? _____

Q53. Would you be happy for us to contact you in the future for further research?

☐No thank you. ☐Yes – please complete contact details below:

Mr / Mrs / Ms / Dr / Other Title: _____

Name: _____

Email address: _____

Telephone: _____

Thank you for completing our survey! Please remember to hand in your completed survey at reception and collect your free gift. We look forward to welcoming you back to Winery X soon.

APPENDIX B

STUDY 2 SURVEY

Note: The name of the winery has been replaced with "Winery X."

Q64 Are you 21 years of age or older?

- ☐ Yes (1)
- ☐ No (2)

Q1 Have you ever visited the Winery X tasting room in South Africa?

- ☐ Yes (1)
- ☐ No (2)

If No Is Selected, Then Skip To Q21

Q2 In what year did you first visit Winery X?

- ☐ 2015 (2)
- ☐ 2014 (3)
- ☐ 2013 (4)
- ☐ 2012 (5)
- ☐ 2011 (6)
- ☐ 2010 (7)
- ☐ 2009 (8)
- ☐ 2008 (9)
- ☐ 2007 (10)
- ☐ 2006 (11)
- ☐ 2005 (12)
- ☐ 2004 (13)
- ☐ 2003 (14)
- ☐ 2002 (15)
- ☐ 2001 (16)
- ☐ 2000 (17)
- ☐ 1999 (18)
- ☐ 1998 (19)
- ☐ 1997 (20)
- ☐ 1996 (21)
- ☐ 1995 (22)
- ☐ 1994 (23)
- ☐ 1993 (24)
- ☐ 1992 (25)
- ☐ 1991 (26)
- ☐ 1990 (27)
- ☐ 1989 (28)
- ☐ 1988 (29)
- ☐ 1987 (30)
- ☐ 1986 (31)
- ☐ 1985 (32)
- ☐ 1984 (33)
- ☐ 1983 (34)
- ☐ 1982 (35)
- ☐ 1981 (36)
- ☐ 1980 (37)
- ☐ 1979 (38)
- ☐ 1978 (39)
- ☐ 1977 (40)

- ☐ 1976 (41)
- ☐ 1975 (42)
- ☐ 1974 (43)
- ☐ 1973 (44)
- ☐ 1972 (45)
- ☐ 1971 (46)
- ☐ 1970 or earlier (47)

Q3 Why did you choose to visit Winery X? [please select all that apply]

- ☐ Had already tried and liked their wines (1)
- ☐ The reputation/reviews of their wines (2)
- ☐ The reputation/reviews of the winery (3)
- ☐ The location of the winery (4)
- ☐ Saw an advertisement for Winery X (5)
- ☐ Read an article about Winery X (6)
- ☐ Read a posting about Winery X on a social media site (7)
- ☐ Someone had recommended it (8)
- ☐ Someone else chose to go there/took me there (9)
- ☐ It was part of an organized tour itinerary (10)
- ☐ Was in the area or driving past and decided to go in (11)
- ☐ Other [please state] (12) _____

Answer If Why did you choose to visit Winery X? [please select all that apply]

q://QID5/SelectedChoicesCount Is Greater Than or Equal to 2

Q3001 Of these reasons you have given for choosing to visit Winery X, which was the most important reason? [please select one]

Q4 How many times have you visited Winery X in total, including your first visit?
[please provide your best guess if you cannot remember the exact number]

- ☐ 1 (1)
- ☐ 2 (2)
- ☐ 3 (3)
- ☐ 4 (4)
- ☐ 5 (5)
- ☐ 6 (6)
- ☐ 7 (7)
- ☐ 8 (8)
- ☐ 9 (9)
- ☐ 10 (10)
- ☐ 11 (11)
- ☐ 12 (12)
- ☐ 13 (13)
- ☐ 14 (14)
- ☐ 15 (15)
- ☐ 16 (16)
- ☐ 17 (17)
- ☐ 18 (18)
- ☐ 19 (19)
- ☐ 20 (20)
- ☐ more than 20 times (21)

If 1 Is Selected, Then Skip To Q5

Q4001 When was your most recent visit Winery X? [please state year]

- ☐ 2015 (2)
- ☐ 2014 (3)
- ☐ 2013 (4)
- ☐ 2012 (5)
- ☐ 2011 (6)
- ☐ 2010 (7)
- ☐ 2009 (8)
- ☐ 2008 (9)
- ☐ 2007 (10)
- ☐ 2006 (11)
- ☐ 2005 (12)
- ☐ 2004 (13)
- ☐ 2003 (14)
- ☐ 2002 (15)
- ☐ 2001 (16)
- ☐ 2000 (17)
- ☐ 1999 (18)
- ☐ 1998 (19)
- ☐ 1997 (20)
- ☐ 1996 (21)
- ☐ 1995 (22)
- ☐ 1994 (23)
- ☐ 1993 (24)
- ☐ 1992 (25)
- ☐ 1991 (26)
- ☐ 1990 (27)
- ☐ 1989 (28)
- ☐ 1988 (29)
- ☐ 1987 (30)
- ☐ 1986 (31)
- ☐ 1985 (32)
- ☐ 1984 (33)
- ☐ 1983 (34)
- ☐ 1982 (35)
- ☐ 1981 (36)
- ☐ 1980 (37)
- ☐ 1979 (38)
- ☐ 1978 (39)
- ☐ 1977 (40)

- ☐ 1976 (41)
- ☐ 1975 (42)
- ☐ 1974 (43)
- ☐ 1973 (44)
- ☐ 1972 (45)
- ☐ 1971 (46)
- ☐ 1970 or earlier (47)

Q5 Had you ever tried Winery X wines prior to your first visit to Winery X?

- ☐ Yes (1)
- ☐ No (2)

Answer If Had you ever tried Winery X wines prior to your first visit to Winery X? Yes Is Selected

Q6 How many times had you purchased Winery X wines prior to your first visit to Winery X?

- ☐ 0 (I had not purchased these wines prior to my first visit) (1)
- ☐ 1 (once) (2)
- ☐ 2-4 times (3)
- ☐ 5-7 times (4)
- ☐ 8-10 times (5)
- ☐ More than 10 times (6)

Q7 How many times have you purchased Winery X wines since your most recent visit to Winery X?

- ☐ 0 (I have not purchased these wines since my most recent visit) (1)
- ☐ 1 (once) (2)
- ☐ 2-4 times (3)
- ☐ 5-7 times (4)
- ☐ 8-10 times (5)
- ☐ More than 10 times (6)

Q8 Since the trip when you last visited Winery X tasting room, have you taken any other trips, including within the USA and/or another trip(s) to South Africa, that involved one or more winery visits?

- ☐ Yes (1)
- ☐ No (2)

If No Is Selected, Then Skip To Q11

Answer If Since your Yes Is Selected

Q8001 How many other trips that included one or more winery visits (but not Winery X) have you taken since the last time that you visited Winery X in South Africa?

- ☐ 1 (1)
- ☐ 2-4 (2)
- ☐ 5-7 (3)
- ☐ 8-10 (4)
- ☐ More than 10 (5)

Q9 In general, how did the wines at the wineries that you have visited since your last trip to Winery X compare, on average, with the Winery X wines?

- ☐ On average, enjoyed Winery X a lot less (1)
- ☐ On average, enjoyed Winery X less (2)
- ☐ On average, enjoyed Winery X a little less (3)
- ☐ On average, enjoyed Winery X about the same (4)
- ☐ On average, enjoyed Winery X a little more (5)
- ☐ On average, enjoyed Winery X a more (6)
- ☐ On average, enjoyed Winery X a lot more (7)

Q10 In general, are the specific wines that you would like to buy that are produced by the wineries that you have visited (other than Winery X), easier or more difficult to buy than the specific Winery X wines that you would like to buy?

- ☐ Other wines are a lot easier to find (1)
- ☐ Other wines are easier to find (2)
- ☐ Other wines are a little easier to find (3)
- ☐ Winery X wines and other wines are equally easy to find (4)
- ☐ Winery X wines are a little easier to find (5)
- ☐ Winery X wines are easier to find (6)
- ☐ Winery X wines are a lot easier to find (7)
- ☐ Not applicable ()

Q11 What were the most enjoyable aspects of your visit to Winery X? [please select all that apply]

- ☐ The quality of the wines (1)
- ☐ The Wine Tasting Experience (2)
- ☐ Learning about the wines (3)
- ☐ Tasting other (non-wine) farm products (4)
- ☐ The ambiance (5)
- ☐ The people and hospitality (6)
- ☐ Scenery and landscape, views, mountains (7)
- ☐ The restaurant (8)
- ☐ The historic buildings (9)
- ☐ Other [please state] (10) _____

Answer If What were the most enjoyable aspects of your visit to Winery X? [please select all that apply] q://QID19/SelectedChoicesCount Is Greater Than or Equal to 2

Q1101 Of these aspects of your visit that you enjoyed the most, which one was the most enjoyable? [please select one]

Q12 What could have been improved at Winery X?

Q13 Overall, how much did you enjoy your visit(s) to Winery X?

- ☐ My visit(s) was very UNenjoyable (1)
- ☐ My visit(s) was UNenjoyable (2)
- ☐ My visit(s) was slightly UNenjoyable (3)
- ☐ My visit(s) was neither enjoyable nor unenjoyable (4)
- ☐ My visit(s) was slightly enjoyable (5)
- ☐ My visit(s) was enjoyable (6)
- ☐ My visit(s) was very enjoyable (7)

Q14 Did you partake in a wine tasting during your most recent visit to Winery X?

- ☐ Yes (1)
- ☐ No (2)

If No Is Selected, Then Skip To How many bottles of wine did you purc...

Q15 Which type of tasting did you participate in during your most recent visit to Winery X?

- ☐ Standard tasting (standing at a counter) (1)
- ☐ Premium tasting (seated at a table) (2)
- ☐ I don't remember (3)

Q16 In general, how much did you enjoy the wines at Winery X?

- ☐ I very much disliked the wines (1)
- ☐ I disliked the wines (2)
- ☐ I disliked the wines a little (3)
- ☐ I neither liked nor disliked the wines (4)
- ☐ I liked the wines a little (5)
- ☐ I like the wines (6)
- ☐ I liked the wines very much (7)

Q17 How many bottles of wine did you purchase to take with you during your last visit to Winery X?

- ☐ 0 (1)
- ☐ 1 (2)
- ☐ 2-4 (3)
- ☐ 5-7 (4)
- ☐ 8-10 (5)
- ☐ 10-12 (6)
- ☐ more than 12 (7)

Q18 How many bottles of wine did you order for delivery to an address in the USA during your last visit to Winery X?

- ☐ 0 (1)
- ☐ 1 (2)
- ☐ 2-4 (3)
- ☐ 5-7 (4)
- ☐ 8-10 (5)
- ☐ 10-12 (6)
- ☐ more than 12 (7)

Answer If 0 Is Not Selected

Q1801 Were details of how to place further orders for Winery X wines in the USA included with your wine delivery?

- ☐ Yes (1)
- ☐ No (2)
- ☐ I don't remember (3)

Q19 Have you received any communication(s) from Winery X since your visit(s)?

- ☐ Yes (1)
- ☐ No (2)
- ☐ I don't remember (3)

Q20 Have you purchased any Winery X wines from any outlet other than at or through the winery tasting room(s)?

☐ Yes (1)

☐ No (2)

If Yes Is Selected, Then Skip To How frequently do you purchase Fairvi...If No Is Selected, Then Skip To Why have you not purchased Winery X...

Q21 Have you purchased Winery X wines?

☐ Yes (1)

☐ No (2)

If Yes Is Selected, Then Skip To How many times have you purchased Winery X...If No Is Selected, Then Skip To On average, how many glasses of wine ...

Q22 Why have you not purchased Winery X wines since your visit to the winery?

[please select all that apply]

☐ Did not enjoy the wines (1)

☐ Forgot about these wines (2)

☐ Did not see these wines at my local store (3)

☐ Did not know where these wines were available (4)

☐ Could not find the particular wines that I wanted (5)

☐ Too much effort to find or purchase these wines (6)

☐ There are better values available (7)

☐ I prefer wines from other wineries (8)

☐ I prefer wines from other wine regions/countries (9)

☐ Visited another winery and prefer their wines (10)

☐ Visited another winery and their wines are easier to find (11)

☐ Other [please state] (12) _____

Answer If Why have you not purchased Winery X wines since your visit to the winery?

[check all that apply] q://QID33/SelectedChoicesCount Is Greater Than or Equal to 2

Q2201 Of these reasons you have given for not purchasing Winery X wines, which is the most important reason? [please select one]

Q23 How likely would you have been to purchase Winery X wines if they were more easily available (or if the specific wines within these brands that you liked were more easily available)?

- ☐ Very Unlikely (1)
- ☐ Unlikely (2)
- ☐ Somewhat Unlikely (3)
- ☐ Undecided (4)
- ☐ Somewhat Likely (5)
- ☐ Likely (6)
- ☐ Very Likely (7)

If Very Unlikely Is Selected, Then Skip To In the past, how frequently have you ...
If Unlikely Is Selected, Then Skip To In the past, how frequently have you ...
If Somewhat Unlikely Is Selected, Then Skip To In the past, how frequently have you ...
If Undecided Is Selected, Then Skip To In the past, how frequently have you ...
If Somewhat Likely Is Selected, Then Skip To In the past, how frequently have you ...
If Likely Is Selected, Then Skip To In the past, how frequently have you ...
If Very Likely Is Selected, Then Skip To In the past, how frequently have you ...

Q24 How many times have you purchased Winery X wines?

- ☐ 0 (1)
- ☐ 1 (2)
- ☐ 2-4 (3)
- ☐ 5-7 (4)
- ☐ 8-10 (5)
- ☐ more than 10 (6)

Q25 How frequently do you purchase Winery X wines?

- ☐ Never (1)
- ☐ Every week (2)
- ☐ Every month (3)
- ☐ Every 2-3 months (4)
- ☐ Every 4-6 months (5)
- ☐ Every 7-9 months (6)
- ☐ Every 10-12 months (7)
- ☐ Less than once a year (8)

Q26 When was the last time you purchased Winery X wines (excluding purchases made at the winery tasting room(s))?

- ☐ Less than 3 months ago (1)
- ☐ 3-6 months ago (2)
- ☐ 6 months to 1 year ago (3)
- ☐ 1-2 years ago (4)
- ☐ More than 2 years ago (5)
- ☐ I have never purchased these wines (6)

Q27 How easy is it to buy Winery X wines in general (rather than specific wines within these brands)?

	Very Difficult (1)	Difficult (2)	Somewhat Difficult (3)	Neutral (4)	Somewhat Easy (5)	Easy (6)	Very Easy (7)	Have not tried to buy this brand (8)
Brand A (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand B (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand C (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand D (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q28 How likely would you be to purchase more Winery X wines if they were more easily available?

- ☐ Very Unlikely (1)
- ☐ Unlikely (2)
- ☐ Somewhat Unlikely (3)
- ☐ Undecided (4)
- ☐ Somewhat Likely (5)
- ☐ Likely (6)
- ☐ Very Likely (7)

Q29 How easy is it to buy the specific Winery X wines that you want?

	Very Difficult (1)	Difficult (2)	Somewhat Difficult (3)	Neutral (4)	Somewhat Easy (5)	Easy (6)	Very Easy (7)	Have not tried to find a specific wine (8)
Brand A (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand B (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand C (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand D (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q30 How likely would you be to purchase more Winery X wines if the specific wines that you wanted were more easily available?

- ☐ Very Unlikely (1)
- ☐ Unlikely (2)
- ☐ Somewhat Unlikely (3)
- ☐ Undecided (4)
- ☐ Somewhat Likely (5)
- ☐ Likely (6)
- ☐ Very Likely (7)

Q31 What percentage of all wine purchases that you make are Winery X wines?
[please insert a number between 0 and 100]

Q32 What has influenced your decision(s) to purchase Winery X wines (other than orders placed and/or wine purchased at the winery tasting room(s))? [please select all that apply]

- ☐ My visit(s) to the winery (1)
- ☐ The winery's reputation (2)
- ☐ I read a review (3)
- ☐ I like these wines (4)
- ☐ I saw them on display in a store (5)
- ☐ Sales person recommended them (6)
- ☐ They were offered at a special price (7)
- ☐ I saw them on a wine list (8)
- ☐ I tried them at a restaurant or bar (9)
- ☐ I tried them at a friend's home (10)
- ☐ I tried them at an event (11)
- ☐ They were mentioned on social media (12)
- ☐ Personal recommendation (13)
- ☐ Other [please state] (14) _____

Answer If What influenced your decision to purchase Winery X wines...

q://QID44/SelectedChoicesCount Is Greater Than or Equal to 2

Q3201 Of these reasons you have given for purchasing Winery X wines, which is the most important reason? [please select one]

Q33 Where have you purchased Winery X wines (excluding at the winery tasting room(s))? [please select all that apply]

- ☐ Californian stockiest of Winery X wines (in-store, online, or by phone) (1)
- ☐ Other wine/liquor store (2)
- ☐ Other online store (3)
- ☐ Grocery store/convenience store (4)
- ☐ Club Store (7)
- ☐ Restaurant or bar (5)
- ☐ Other [please state] (6) _____

Q34 In the past, how frequently have you recommended Winery X wines to others?

- ☐ Never (1)
- ☐ Very rarely (2)
- ☐ Rarely (3)
- ☐ Not sure (4)
- ☐ Occasionally (5)
- ☐ Frequently (6)
- ☐ Very frequently (7)

Q35 In the future, how likely are you to recommend Winery X wines to others?

- ☐ Very Unlikely (1)
- ☐ Unlikely (2)
- ☐ Somewhat Unlikely (3)
- ☐ Undecided (4)
- ☐ Somewhat Likely (5)
- ☐ Likely (6)
- ☐ Very Likely (7)

Q36 In the past, how frequently have you recommended Winery X wines on social media networks (e.g. Facebook®, Twitter™, Google+, Pinterest, etc.)?

- ☐ Never (1)
- ☐ Very rarely (2)
- ☐ Rarely (3)
- ☐ Not sure (4)
- ☐ Occasionally (5)
- ☐ Frequently (6)
- ☐ Very frequently (7)

Q37 In the future, how likely are you to mention Winery X wines on social media networks (e.g. Facebook®, Twitter™, Google+, Pinterest, etc.)?

- ☐ Very Unlikely (1)
- ☐ Unlikely (2)
- ☐ Somewhat Unlikely (3)
- ☐ Undecided (4)
- ☐ Somewhat Likely (5)
- ☐ Likely (6)
- ☐ Very Likely (7)

Q38 On average, how many glasses of wine do you drink per week?

- ☐ Less than 1 - not a regular wine drinker (1)
- ☐ 1-2 (2)
- ☐ 3-4 (3)
- ☐ 5-6 (4)
- ☐ 7-8 (5)
- ☐ 9-10 (6)
- ☐ 11-12 (7)
- ☐ 13-14 (8)
- ☐ More than 14 (9)

Q39 How wine knowledgeable do you consider yourself to be?

- ☐ Not at all knowledgeable (1)
- ☐ Not knowledgeable (2)
- ☐ Not very knowledgeable (3)
- ☐ Neither knowledgeable nor unknowledgeable (4)
- ☐ A little knowledgeable (5)
- ☐ Knowledgeable (6)
- ☐ Very knowledgeable (7)

Q40 For how many years have you been a wine drinker?

- ☐ Less than 1 year / not a regular wine drinker (1)
- ☐ 1-2 years (2)
- ☐ 3-4 years (3)
- ☐ 5-6 years (4)
- ☐ 7-8 years (5)
- ☐ 9-10 years (6)
- ☐ 11-12 years (7)
- ☐ 13-14 years (8)
- ☐ more than 14 (9)

Q41 How much (on average) do you spend on wine per month (in US\$)? [please enter just a number to the nearest whole dollar]

Q42 How many bottles of wine (on average) do you purchase per month?

Q4301 In which state do you currently reside?

- ☐ I do not reside in the United States (2)
- ☐ Alabama (3)
- ☐ Alaska (4)
- ☐ Arizona (5)
- ☐ Arkansas (6)
- ☐ California (7)
- ☐ Colorado (8)
- ☐ Connecticut (9)
- ☐ Delaware (10)
- ☐ District of Columbia (11)
- ☐ Florida (12)
- ☐ Georgia (13)
- ☐ Hawaii (14)
- ☐ Idaho (15)
- ☐ Illinois (16)
- ☐ Indiana (17)
- ☐ Iowa (18)
- ☐ Kansas (19)
- ☐ Kentucky (20)
- ☐ Louisiana (21)
- ☐ Maine (22)
- ☐ Maryland (23)
- ☐ Massachusetts (24)
- ☐ Michigan (25)
- ☐ Minnesota (26)
- ☐ Mississippi (27)
- ☐ Missouri (28)
- ☐ Montana (29)
- ☐ Nebraska (30)
- ☐ Nevada (31)
- ☐ New Hampshire (32)
- ☐ New Jersey (33)
- ☐ New Mexico (34)
- ☐ New York (35)
- ☐ North Carolina (36)
- ☐ North Dakota (37)
- ☐ Ohio (38)
- ☐ Oklahoma (39)
- ☐ Oregon (40)

- ☐ Pennsylvania (41)
- ☐ Puerto Rico (42)
- ☐ Rhode Island (43)
- ☐ South Carolina (44)
- ☐ South Dakota (45)
- ☐ Tennessee (46)
- ☐ Texas (47)
- ☐ Utah (48)
- ☐ Vermont (49)
- ☐ Virginia (50)
- ☐ Washington (51)
- ☐ West Virginia (52)
- ☐ Wisconsin (53)
- ☐ Wyoming (54)

Q4302 What is your age?

- ☐ 21 to 24 years (1)
- ☐ 25 to 34 years (2)
- ☐ 35 to 44 years (3)
- ☐ 45 to 54 years (4)
- ☐ 55 to 64 years (5)
- ☐ 65 years and over (6)

Q4303 1. What is your gender?

- ☐ Male (1)
- ☐ Female (2)

Q4307 Please indicate your marital status:

- ☐ Single (1)
- ☐ Married (2)
- ☐ Living with partner (3)
- ☐ Separated (4)
- ☐ Divorced (5)
- ☐ Widowed (6)

Q4304 What is the highest level of education you have completed?

- ☐ Some High School (1)
- ☐ High School / GED (2)
- ☐ Some College (3)
- ☐ 2-year College Degree (4)
- ☐ 4-year College Degree (5)
- ☐ Masters Degree (6)
- ☐ Doctoral Degree (7)
- ☐ Professional Degree (JD, MD) (8)

Q4305 Please indicate your occupation:

- ☐ Management, professional, and related (1)
- ☐ Medical (2)
- ☐ Finance and Banking (3)
- ☐ The Arts (4)
- ☐ Education (5)
- ☐ Service (6)
- ☐ Sales and office (7)
- ☐ Farming, fishing, and forestry (8)
- ☐ Construction, extraction, and maintenance (9)
- ☐ Production, transportation, and material moving (10)
- ☐ Government (11)
- ☐ Retired (12)
- ☐ Student (13)
- ☐ Unemployed (14)
- ☐ Other (15)

Q4306 What is your combined annual household income in US\$?

- ☐ \$0 - \$25,000 (1)
- ☐ \$25,001 - \$50,000 (2)
- ☐ \$50,001 - \$75,000 (3)
- ☐ \$75,001 - \$100,000 (4)
- ☐ \$100,001 - \$125,000 (5)
- ☐ \$125,001 - \$150,000 (6)
- ☐ \$150,001 - \$175,000 (7)
- ☐ \$175,001 - \$200,000 (8)
- ☐ \$200,001+ (9)
- ☐ Prefer not to answer (10)

Q44 Would you like to receive a special discount code for 20% off your next order of \$50.00 or more (excluding tax and shipping) of a wide selection of Winery X

wines shipped to you from the X Wine Center in California (offer valid until March 14, 2015)?

- ☐ Yes (1)
- ☐ No (2)

Q45 Would you like to be entered into a prize draw for one of the following prizes?

First Prize - A special selection of Winery X wines valued at \$500.00 (delivered to a US address of your choice* - over-21 signature required), or a Visa® gift card with an equivalent value. Second and third prizes - A special selection of Winery X wines valued at \$250.00 (delivered to a US address of your choice* - over-21 signature required), or a Visa® gift card with an equivalent value. * In jurisdictions where alcohol delivery is prohibited by law, a gift card will be substituted for the wine even if the wine option has been selected. However, you will first be contacted to find out whether you would like to provide an alternative delivery address in a jurisdiction where alcohol delivery is permitted.

- ☐ Yes (1)
- ☐ No (2)

Answer If Would you like to be entered into a prize draw for one of the following prizes?

First Prize - A s... Yes Is Selected

Q46 Should you win one of the three prizes, would you prefer the Winery X special wine selection or a Visa® gift card with an equivalent value?

- ☐ Prefer the wines (1)
- ☐ Prefer a gift card (2)

Answer If Would you like to be entered into a prize draw for one of the following prizes?

First Prize - A s... Yes Is Selected Or Would you like to receive a special discount code for 20% off your next order of \$50.00 or more (excluding tax and shipping) of a wide selection of Winery X wines s... Yes Is Selected

Q47 Please provide your contact details, to be used for mailing of discount code and/or prize draw winner notification ONLY, and will not be shared with any third party:

- First Name (1)
- Last Name (2)
- Email (3)
- Phone (4)

Q48 May we contact you again for future research?

- ☐ Yes (1)
- ☐ No (2)

Answer If May we contact you again for future research? Yes Is Selected

Q49 Please provide your contact details to be used for further research ONLY, and will not be shared with any third party:

First Name (required field) (1)

Last Name (required field) (2)

Email (required field) (3)

Phone (4)

Address (5)

Address 2 (6)

City (7)

State (8)

Zip (9)

Q50 Is there anything else that you would like to add?

APPENDIX C
STUDY 3, SURVEY 1

Note: The name of the winery has been replaced with "Winery X."

Dear Guest,

Please would you take a minute to complete our quick questionnaire? On completion, you will receive a raffle ticket for a chance to win one of five great prizes!

Thank you!

1. Have you ever tried South African wine (prior to this evening)?
Yes/No

2. What is your impression of South African wines (whether or not you've previously tried them)? (circle one)

- Exceptional
- Very good
- Neither good nor bad
- Not very good
- Bad
- Very bad

3. Have you ever heard of Winery X wines before?
Yes/No

4. Have you ever tried Winery X wines from South Africa (prior to this evening)?
Yes/No

If no, skip to Question 9.

If yes, where did you first try Winery X wines? (Circle answer)

- At the winery
- At a South African wine event at this venue (prior to this evening)
- At another wine tasting
- Other – please state where _____

5. When did you first try Winery X wines?

- In the past month
- between 1 and 6 months ago
- between 6 and 12 months ago
- between 1 and 5 years ago

- more than 5 years ago

6. Have you ever personally purchased Winery X wines?

Yes/No

If no, skip to Question 8.

If yes, when did you last purchase these wines: (circle one)

- In the past month
- between 1 and 6 months ago
- between 6 and 12 months ago
- between 1 and 5 years ago
- more than 5 years ago

7. Roughly how many times have you purchased Winery X wines?

Insert number: ____

8. How would you rate Winery X wines? (circle one)

- Excellent
- Very Good
- Good
- Neither good nor bad
- Not very good
- Bad
- Very bad

9. Do you consider yourself to be: (circle one)

- a wine novice
- an occasional wine drinker
- a regular wine drinker
- a wine expert

10. Sex (circle one)

M/F/Other

11. Age group: (circle one) 21-24 25-34 35-44 45-54 55-64 65+

12. What is your occupation? (circle one)

- Undergraduate student
- Graduate student
- Faculty member
- University staff
- Retired/Not working
- Other, please state _____

APPENDIX D

STUDY 3 - SURVEY 2

Note: The name of the winery has been replaced with "Winery X." The name of the wine event has been replaced with "the South African wine event." The name of the university has been replaced with "University X."

Q1 Thank you for agreeing to take my survey, which is much appreciated. This survey should take no more than 5 to 10 minutes to complete, and all information that you provide will be kept strictly confidential and analyzed in-group only. At the end of the survey you will have the opportunity to be entered into a prize draw, with the option of selecting either a selection of Winery X wines to the value of \$100.00, or a \$100.00 Visa® gift card, should you be the winner.

Q2 Had you ever tasted South African wines prior to the first South African wine event that you attended at University X?

- ☐ Yes (1)
- ☐ No (2)

Q3 How many times have you attended the South African wine event at University X?

- ☐ 1 x (1)
- ☐ 2 x (2)
- ☐ 3 x (3)

If 1 x Is Selected, Then Skip To How much did you enjoy "A Taste of So...

Q4 When did you attend the South African wine event at University X for the first time?

- ☐ Fall 2013 (1)
- ☐ Spring 2014 (2)
- ☐ I don't remember (3)

Q5 How much did you enjoy the South African wine event that you attended at University X on November XX, 2014?

- ☐ Very UNenjoyable (1)
- ☐ UNenjoyable (2)
- ☐ A little UNenjoyable (3)
- ☐ Neither enjoyable nor unenjoyable (4)
- ☐ A little enjoyable (5)
- ☐ Enjoyable (6)
- ☐ Very Enjoyable (7)

Q6 What is your impression of South African wines generally?

- ☐ Very bad (1)
- ☐ Bad (2)
- ☐ Not very good (3)
- ☐ Neither good nor bad (4)
- ☐ Good (5)
- ☐ Very good (6)
- ☐ Exceptional (7)

Q7 At the South African wine event that you attended at University X you sampled Winery X wines. Had you ever heard of any of these wines prior to attending this event for the first time?

- ☐ Yes (1)
- ☐ No (2)

Q8 Have you ever visited the Winery X in South Africa?

- ☐ Yes (1)
- ☐ No (2)

Q9 Had you ever tasted Winery X wines prior to attending "A Taste of South Africa" for the first time?

- ☐ Yes (1)
- ☐ No (2)

If No Is Selected, Then Skip To Have you ever personally purchased Fa...

Q10 Where had you tried Winery X wines for the first time?

- ☐ At the winery (1)
- ☐ At another wine tasting (2)
- ☐ Purchased at a store (3)
- ☐ At a restaurant or bar (4)
- ☐ Other, please state... (5) _____

Q11 Have you ever personally purchased Winery X wines?

- ☐ Yes (1)
- ☐ No (2)

Answer If Have you ever personally purchased Winery X wines? No Is Selected

Q12 Why have you not purchased Winery X wines?

- ☐ Did not enjoy these wines (1)
- ☐ Forgot about these wines (2)
- ☐ Did not see these wines at my local store (3)
- ☐ Did not know where these wines were available (4)
- ☐ Could not find the particular wines that I wanted (5)
- ☐ Too much effort to find or purchase these wines (6)
- ☐ There are better values available (7)
- ☐ I prefer wines from other wineries (8)
- ☐ I prefer wines from other wine regions/countries (9)
- ☐ I am not a regular wine drinker (10)
- ☐ Other, please state... (11) _____

Answer If Why have you not purchased Winery X wines?

q://QID12/SelectedChoicesCount Is Greater Than or Equal to 2

Q13 Of these reasons given, which is the most important reason?

Answer If Have you ever personally purchased Winery X wines? Yes Is Selected

Q14 When was the last time you purchased Winery X wines?

- ☐ Less than 3 months ago (1)
- ☐ 3 to 6 months ago (2)
- ☐ 6 months to 1 year ago (3)
- ☐ 1 to 2 years ago (4)
- ☐ More than 2 years ago (5)

Answer If Have you ever personally purchased Winery X wines? Yes Is Selected

Q15 Roughly how many times (in total) have you purchased Winery X wines?

- ☐ Never (1)
- ☐ Once (2)
- ☐ 2 to 4 times (3)
- ☐ 5 to 7 times (4)
- ☐ 8 to 10 times (5)
- ☐ More than 10 times (6)

Q16 How easy is it to Find Winery X Wines generally?

	Very difficult to find (1)	Difficult to find (2)	A little difficult to find (3)	Neither easy nor difficult to find (4)	A little easy to find (5)	Easy to find (6)	Very easy to find (7)	I have not tried to find these wines ()
Brand A (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand B (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand C (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q17 How likely would you be to purchase more Winery X wines if they were more easily available?

- ☐ Very Unlikely (1)
- ☐ Unlikely (2)
- ☐ Somewhat Unlikely (3)
- ☐ Undecided (4)
- ☐ Somewhat Likely (5)
- ☐ Likely (6)
- ☐ Very Likely (7)

Q18 Had you ever recommended wines X, Y and Z to anyone prior to attending the South African wine event at University X for the first time?

- ☐ Yes (1)
- ☐ No (2)

Q19 How frequently have you recommended Winery X wines to others since attending the South African wine event at University X for the first time?

- ☐ Never (1)
- ☐ Very rarely (2)
- ☐ Rarely (3)
- ☐ Not sure (4)
- ☐ Occasionally (5)
- ☐ Frequently (6)
- ☐ Very Frequently (7)

Q20 How likely are you to recommend Winery X to others in the future?

- ☐ Very Unlikely (1)
- ☐ Unlikely (2)
- ☐ Somewhat Unlikely (3)
- ☐ Undecided (4)
- ☐ Somewhat Likely (5)
- ☐ Likely (6)
- ☐ Very Likely (7)

Q21 In general, how would you rate Winery X wines?

- ☐ Very bad (1)
- ☐ Bad (2)
- ☐ Not very good (3)
- ☐ Neither good nor bad (4)
- ☐ Good (5)
- ☐ Very good (6)
- ☐ Excellent (7)

Q23 How wine-knowledgeable do you consider yourself to be?

- ☐ Not at all knowledgeable (1)
- ☐ Not knowledgeable (2)
- ☐ Not very knowledgeable (3)
- ☐ Neither knowledgeable nor unknowledgeable (4)
- ☐ A little knowledgeable (5)
- ☐ Knowledgeable (6)
- ☐ Very Knowledgeable (7)

Q24 A few demographic questions: Sex

- ☐ Male (1)
- ☐ Female (2)

Q25 Your age group

- ☐ 21-24 (1)
- ☐ 25-34 (2)
- ☐ 35-44 (3)
- ☐ 45-54 (4)
- ☐ 55-64 (5)
- ☐ 65+ (6)

Q26 What is your occupation?

- ☐ Undergraduate student (1)
- ☐ Graduate student (2)
- ☐ Faculty member (3)
- ☐ University staff (4)
- ☐ Retired/Not working (5)
- ☐ Other, please state... (6) _____

Q27 Would you like to be entered in a prize draw with a chance of winning either a selection of Winery X wines valued at \$100.00 or a \$100.00 Visa® gift card?

- ☐ Yes (1)
- ☐ No (2)

If No Is Selected, Then Skip To May I contact you for further researc...

Q28 Should you be the prize winner, would you prefer the wine selection or the Visa® gift card?

- ☐ I would prefer the wine (1)
- ☐ I would prefer the gift card (2)

Q29 Please provide your name and email address, to be used for prize winner notification ONLY

First name (1)

Last name (2)

Email address (3)

Q30 May I contact you for further research in the future?

- ☐ Yes (1)
- ☐ No (2)

If No Is Selected, Then Skip To Is there anything that you would like...

Q31 Please provide your name and email address, which will be used only for future research and will not be shared with any third party

First name (1)

Last name (2)

Email address (3)

Q32 Is there anything that you would like to add?

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