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The role of motivations and involvement in wine tourists' intention to return: SEM and fsQCA findings☆

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ABSTRACT

Tourism is increasingly important for wine regions and local economies. The purpose of this research is to use both symmetric (SEM) and asymmetric (fsQCA) methods to explore the role of motivation and involvement in tourists' intention to return to a wine region. To test these relations the study uses an online survey to obtain a convenience sample of 292 responses from Rioja and Bordeaux wine tourists. The SEM model shows that participation in wine events and product involvement positively relate to the intention to return. Two sufficient configurations in the fsQCA consistently lead to the intention: high core wine and education, high product involvement, and high participation in wine events combined with escape and socialization or with the destination's attractiveness. These results can help wine managers and operators design differentiated strategies to address the specific needs of wine tourists.

1. Introduction

Wine tourism combines both the wine and tourism industries (Getz & Brown, 2006; Lavandoski, Pinto, Silva, & Vargas-Sánchez, 2016). This tourism is of utmost importance in fostering regional development because it sustains and creates local employment and wealth in rural areas. Further, this tourism encourages the development of related facilities and services (López-Guzmán, Rodríguez-García, Sánchez-Cañizares, & Luján-García, 2011).

The number of international wine tourists is significant and increasing: in 2014, Napa Valley (California) and Australia welcomed a total of 3.3 million and 5.4 million visitors respectively (Tourism Australia, 2014; Tourism Napa Valley, 2014). In Europe, wine tourism in Rioja has increased 13.8% in the past four years (PCT, 2011); and in France, the total number of wine tourists in 2015 was 2.5 million. The industry expects the number to grow to 4 million by 2020 (Atout France, 2015).

There are three different perspectives on wine tourism: those of wine producers, suppliers, and consumers (Getz, 2000). Most research in wine tourism is from the suppliers' and wine producers' perspectives (Quadri-Felitti & Fiore, 2016). A deep understanding of the motivations of consumers needs further exploration as a precondition for the successful marketing of wine tourism (Molina, Gómez, González-Díaz, & Esteban, 2015).

The research also demonstrates that wine tourists seek an overall experience in which they can not only taste, purchase, and learn more about wine but also enjoy gastronomic experiences, cultural and recreational programs, and find escape and socialization (Bruwer & Alant, 2009; Getz & Brown, 2006; Getz & Carlsen, 2008; Quadri-Felitti & Fiore, 2016). This demand derives from wine tourists' diverse motivations. The motivations have several conceptualizations and terminologies that vary in different regions and cultures (Hall, Sharples, Cambourne, & Macionis, 2000). These motivations demand more research.

Some researchers have also highlighted the importance of the involvement concept in wine tourism (Lockshin, Quester, & Spawton, 2001). In fact, intrinsic motivations positively influence involvement that in turn is an important predictor of consumer behavior (Prebensen, Woo, Chen, & Uysal, 2013). Therefore, understanding how wine tourists' motivations and involvement affect behavior, namely making return visits, is vital (Getz & Brown, 2006; Mitchell & Hall, 2006) because repeated visits can lead to positive financial performance and customer loyalty (Žabkar, Brencic, & Dmitrovic, 2010). There are differences in the dynamics of visits to wine regions (first and repeat visitors), and the

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literature is sparse regarding the understanding of the motivations that lead to repeat visits (Bruwer & Alant, 2009).

Hence, this study contributes to the literature in several ways. First, it contributes to a better understanding of the consumers' side by exploring perspective of repeat visitors. Second, it provides suitable conclusions on how motivations and involvement explain the intention to return, and how to improve the involvement of wine tourists. Third, much of the literature on wine tourists' motivations concentrates on Australia, New Zealand, and the United States rather than on Europe (Hall & Macionis, 1998). Thus, this study contributes by providing insights from the Rioja and Bordeaux wine regions. Further, the study contributes to the wine tourism literature at the methodological level. Besides the SEM (structural equation modeling), the study uses the fsQCA (fuzzy-set comparative qualitative analysis) to investigate which configurations of wine tourists' motivations lead to a return visit to a wine region and which ones lead to involvement. To the best of our knowledge, this study is the first to use this type of analysis to explore the intention to return in wine tourism. The study also demonstrates that the fsQCA offers much in terms of understanding how involvement and motivations explain the return visits of wine tourists, more so than the SEM.

The organization of the study is as follows: after the introduction is the literature review. Then, the study presents the method, the results, a discussion on the findings, and conclusions. The conclusion provides the contributions, limitations of this study, and suggestions for future research.

2. Literature review

2.1. Motivations as antecedents of return visit intention to a wine region

As the theory of consumer behavior postulates, wine tourists' motivations are important in explaining their intention to return to a wine region (e.g., Howard, 1994) and in understanding their needs and expectations (Alant & Bruwer, 2004; Charters & Ali-Knight, 2002; Hall et al., 2000). The research on consumer behavior sees motivation as the outcome of the dynamic tension among the needs of consumers that require gratification. The fulfilment of those needs releases tension (Schiffman et al., 2001). Understanding which motivations drive wine tourists to a repeat visit is a key element in developing successful strategies for the destination marketing of wine regions (Chen & Tsai, 2007).

The research uses several approaches, classifications, and terminologies for the motivation behind wine tourism. One of the approaches identifies motivations as “primary and “secondary.” The primary motivations are wine-centered and related to tasting and purchasing wine (Alant & Bruwer, 2004; Alebaki, Menexes, & Koutsouris, 2015; Bruwer, 2003; Charters & Ali-Knight, 2002; Hall et al., 2000) and the secondary or peripheral motivations are escape, socialization, participation in wine events (e.g., wine festivals, harvestings), educational experience, and the destination's attractiveness (e.g., dining at wine restaurants and staying at wine hotels) among others (Alebaki et al., 2015; Carmichael, 2005; Getz & Brown, 2006; Hall et al., 2000).

However, the terminology regarding the dimensions of motivations is not consensual. For instance, some studies argue that “core wine product” encompasses a desire to learn more about wine and to expand knowledge beyond tasting and purchasing (Getz & Brown, 2006; Quadri-Felitti & Fiore, 2016). Some authors also combine the motivations of “escape” and “socialization” into one. This concept encompasses the desire for relaxation in a rural scenario, enrichment through a unique esthetic experience, and an escapist retreat from daily routines while enjoying the companionship of a group, such as family or friends (Lee & Crompton, 1992; McKercher & Wong, 2004).

Another approach distinguishes between motivations that push or pull. The push–pull theory (Crompton, 1979; Dann, 1981) of wine tourism combines the benefits associated with the consumers' intrinsic needs (Getz & Carlsen, 2008) with socio-psychological motives as push factors (Goossens, 2000) and particular attributes as pull factors that draw the visitor to the wine region (Mitchell, Hall, & Mcintosh, 2000) and shape its attractiveness. Although much research has focused on the pull factors of tourist behavior, Goossens (2000) argues that full understanding of the destination choice requires both, as tourists are pushed by their needs (e.g., escape, relaxation, or prestige) and pulled by the benefits of leisure services and destinations (e.g., nice weather, impressive landscape, wineries offering on-site sommeliers, high quality wineries, and wine festivals).

The experience of wine tourism can also be conceptualized in three dimensions: “core wine product,” “core destination appeal,” and “cultural product” (Getz & Brown, 2006). Sparks (2007) supports these findings and proposes three dimensions: the “destination experience,” the “core wine experience” (both pull factors), and “personal development” (push factor). The results of several studies confirm the multifaceted nature of the motivations behind wine tourism (Park, Reisinger, & Kang, 2008) by demonstrating that the desire to visit a wine region or a winery arises from both push and pull factors (Yuan, Cai, Morrison, & Linton, 2005).

Another approach analyzes the wine tourists' perception of the benefits from the core wine product, from the augmented services that the winery provides, and from the ancillary services in a wine region, such as entertainment and events, relaxation and recreation, and other tourism and hospitality services (Byrd, Canziani, Hsieh, Debbage, & Sonmez, 2016).

The present study adopts the classification of “primary” and “secondary” motivations and tests two different conceptualizations of motivations: (1) the single dimensions of core wine, education, escape, socialization, destination's attractiveness, and participation in wine events; and (2) the combined dimensions of core wine & education, escape & socialization, the destination's attractiveness, and participation in wine events. This classification acknowledges the product needs but also recognizes a more tourist-oriented approach that goes beyond wine tasting and purchasing (Alant & Bruwer, 2004).

Some authors also point out that different motivations exist for first-time and repeat visitors (Charters & Ali-Knight, 2002; Hall et al., 2000). Our study focuses on exploring the motivations of the wine tourists that have already visited the wine regions to better understand the antecedents of their intention to return.

2.2. Product involvement as an antecedent of the intention to return to a wine region

The research on consumer behavior frequently uses the concept of product involvement because it affects the consumer's behavior and decision-making (Broderick & Mueller, 1999; Josiam, Smeaton, & Clements, 1999), and several studies (e.g., Lockshin et al., 2001) report its importance in wine tourism research.

Involvement refers to the extent to which individuals associate themselves with an activity or product (Zaichkowsky, 1985). This definition focuses on the personal relevance of a product such as needs, interests, or values. Involvement with wine reflects the interest, enthusiasm, and excitement that consumers show toward wine (Bloch, 1986; Goldsmith, D'Hauteville, & Flynn, 1998). Bruwer and Huang (2012, p. 463) conceptualize wine involvement as “a motivational state of mind of a person with wine or wine related activity…which reflects the extent of personal relevance of the wine related decision to the individual in terms of one's basic values, goals, and self-concept.” Several authors find that the level of wine involvement influences consumers' behavior (e.g., Bruwer & Lesschaeve, 2012) and decisions on wine tourism (e.g., Brown, Havitz, & Getz, 2007; Getz & Carlsen, 2008).

Many studies explore the relation between motivation and involvement (Josiam et al., 1999; Josiam, Kinley, & Kim, 2004; Kyle,

Table 1
Correlation matrix (discriminant validity check).

	Mean	S.D	α	CR	AVE	1	2	3	4	5	6
1. Destination Attractiveness (*da*)	3.67	0.92	0.81	0.82	0.67	**0.83**					
2. Escape & Socialization (*es*)	3.75	0.80	0.83	0.83	0.55	0.61	**0.74**				
3. Core Wine & Education (*cwe*)	3.68	0.77	0.88	0.87	0.52	0.48	0.29	**0.72**			
4. Participation in Wine Events (*pwe*)	2.99	0.92	0.88	0.89	0.62	0.17	0.03	0.58	**0.79**		
5. Product Involvement (*inv*)	4.13	0.79	0.77	0.89	0.72	0.13	− 0.08	0.70	0.59	**0.85**	
6. Intention to Return (*return*)	3.11	0.98	0.88	0.77	0.63	0.11	0.04	0.50	0.58	0.61	**0.80**

Note: Diagonal elements in bold are square roots of average variance extracted.

Absher, Hammitt, & Cavin, 2006). Their findings consistently show a path from motivation to involvement. Because motivation can be the driving force behind behavior, tourist motivation is likely to also affect involvement (Fodness, 1994; Gnoth, 1997). Prebensen et al. (2013) find that motivation affects the level of involvement. Hence, the present study outlines and tests motivations and involvement as antecedents for the intention to return to a wine region as well as motivations as antecedents of involvement.

3. Method

3.1. Data collection

The target population of this study are wine tourists who have already visited the Bordeaux or Rioja wine regions, or both. An online survey obtains a convenience sample of 292 completed responses. The wineries, the wine hotels, and the estates in the Bordeaux and Rioja wine regions sent the link to the online questionnaire to their customers by email. Data collection occurred between March and June 2015. The sample comprises 58.6% males, 69.8% up to 35 years old, 46.2% undergraduates, 30.1% with a Master's degree, and 45.9% with a net monthly income well above the average in the country of origin.

3.2. Measures

The study adopts all of the measures from the literature (See Appendix A). The study draws the scales for core wine & education (*cwe*), escape & socialization (*es*), and the destination's attractiveness (*da*) from Alebaki et al. (2015). The study uses a five-point Likert type scale with a range from not at all important (1) to extremely important (5). To measure participation in wine events (*pwe*), the study adapts items from Getz (2000) and Yuan et al. (2005) that use a five-point Likert type scale with a range from never (1) to very often (5). Product involvement (*inv*) uses items from Alebaki et al. (2015) that are measured on a five-point Likert scale. Wine tourists' intention to return (*return*) adapts items from Yuan, Morrison, Cai, and Linton (2008) and is measured on a five-point Likert type scale (1 not probable to 5 definitely).

4. FsQCA and SEM analysis

This study uses both the SEM and fsQCA to explore the relation among motivations, product involvement, and return intention. These two methods have different focuses and rely on different principles. The SEM is a variable-oriented technique that focuses on the net effect of the independent variable on the dependent variable; it treats independent variables as competing to explain the variation in the dependent variables; and it relies on the principles of additive effects, linearity, and unifinality (Woodside, 2013). In contrast, the fsQCA is a case-oriented technique that focuses on combinatorial effects. This method assumes asymmetry between independent and dependent variables, and equifinality in which multiple pathways and solutions lead to the same outcome. This method also allows for multifinality in which identical conditions can lead or contribute to different outcomes, and conjunctural causation where causal configurations of conditions can be either necessary or sufficient to achieve the outcome while their constituent conditions might be neither sufficient nor necessary (Rihoux & Ragin, 2009; Woodside, 2013).

4.1. Measurement model

A confirmatory factor analysis (CFA) assesses the overall measurement quality of the two alternative models (Model 0 and Model 1). The literature (Jöreskog, 1993) supports the use of this approach for model evaluation. Model 0 has eight constructs: core wine, education, escape, socialization, destination's attractiveness, product involvement, and wine tourists' intention to return. Model 1 comprises six constructs: core wine & education and escape & socialization, and all of the other constructs from Model 0. The CFA analysis shows that Model 1 has a better overall fit ($\chi_{(188)}^2 = 329.64$, $p < 0.001$; CFI = 0.96; TLI = 0.95; NFI = 0.91; RMSEA = 0.05, p-close = 0.41; ECVI = 1.73; AIC = 503.64) than Model 0 ($\chi_{(181)}^2 = 350.25$, $p < 0.001$; CFI = 0.95; TLI = 0.93; NFI = 0.90; RMSEA = 0.06, p-close = 0.11; ECVI = 1.85; AIC = 538.25) and that both models comply with the commonly accepted thresholds for the evaluation of measurement models (Hu & Bentler, 1998; Schumacker & Lomax, 2014). The ECVI and AIC indexes, which are adequate to compare models (Browne & Cudeck, 1989), present lower values for Model 1 that indicate a better model fit. Thus, this study adopts Model 1 and reports the convergent validity and discriminant validity checks for it only. Table 1 summarizes the average variance extracted (AVE), Cronbach's Alpha (α), and the composite reliability (CR) values for all constructs. The results show adequate AVE (≥ 0.5), α (≥ 0.70) and CR (≥ 0.70) scores (Fornell & Larcker, 1981). All factor loadings (See Appendix A) are significant at $p < 0.001$ and are generally above 0.7, which provides evidence of convergent validity (Hair, Black, Babin, & Anderson, 2010). Finally, the square root of the AVE values for each construct are higher than the correlations between all constructs (Fornell & Larcker, 1981), which supports the discriminant validity of the constructs (see Table 1).

4.2. Structural model results

The study uses a SEM to test the net effects for the causal paths in the structural model. The proposed model shows an acceptable fit to the data: $\chi_{(188)}^2 = 329.64$ $p < 0.001$; CFI = 0.96; TLI = 0.95; NFI = 0.91; RMSEA = 0.05). Fig. 1 presents the standardized regression weights of the causal paths in the model. The results show that *pwe* ($\beta = 0.34$; $p < 0.001$), and *inv* ($\beta = 0.41$; $p < 0.001$) have a positive and significant effect on *return*; whereas *da*, *es*, and *cwe* have a non-significant effect. Furthermore, *cwe* ($\beta = 0.69$; $p < 0.001$) and *pwe* ($\beta = 0.21$; $p < 0.001$) positively relate to *inv*, whereas *es* negatively relates to *inv* ($\beta = -0.21$; $p < 0.01$). Finally, *da* has a non-significant effect on *inv*.

4.3. Calibration

The fsQCA uses the concept of set membership, and thus the raw data must be transformed into fuzzy sets ranging from zero (full

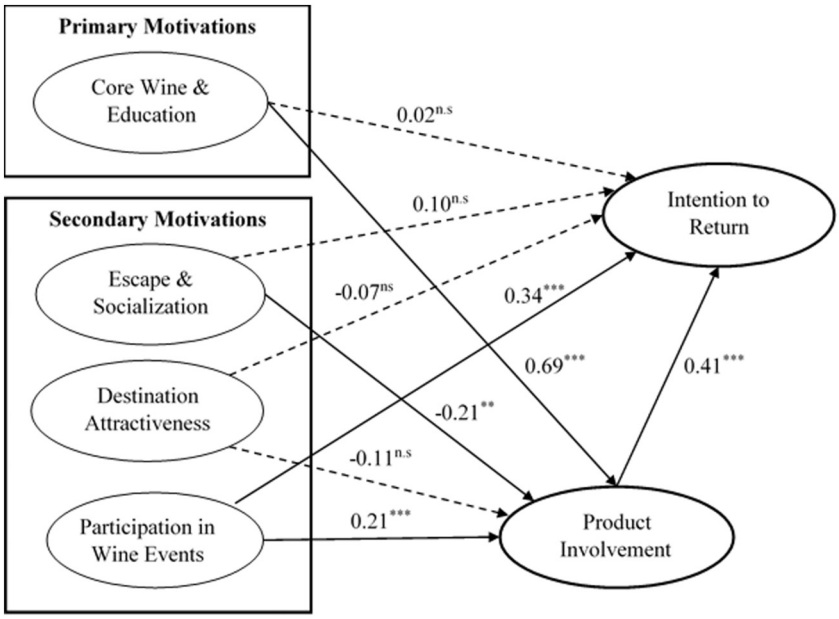

Fig. 1. SEM results.
Note: The dotted lines represent non-significant paths and solid lines significant paths. Significant at ** $p < 0.01$; *** $p < 0.001$.

exclusion from a set) to one (full inclusion) (Ragin, 2008). The study calculates an index for each construct before calibrating the variables by performing the average of the corresponding indicators. The calibration process requires specifying three anchors: full membership, full nonmembership, and a crossover point (Ragin, 2008). For all constructs (conditions and outcome), the study uses the direct method for calibrating the fuzzy sets (Ragin, 2008) based on the theoretical anchors (e.g., Frösén, Luoma, Jaakkola, Tikkanen, & Aspara, 2016; Ordanini, Parasuraman, & Rubera, 2014; Silva & Gonçalves, 2016). Thus, in this study the rating of five is full membership; the rating of one is full nonmembership; and the rating of three is the crossover point. Following Fiss (2011), this study avoids scores with the exact value of 0.50 by adding 0.001 to them so that no cases are dropped from the analysis.

4.4. Analysis of necessary conditions

Although the analysis of sufficient conditions is at the core of fsQCA, it should always be preceded by the identification of necessary conditions (Schneider & Wagemann, 2010, p. 404). This study analyzes the two endogenous variables, *return* and *inv* in the SEM model (see Fig. 1), as outcome conditions. As in the SEM model, the fsQCA analysis considers five antecedent conditions for the outcome *return* (*cwe*, *es*, *pwe*, *da*, and *inv*) and four antecedent conditions for the outcome *inv* (*cwe*, *es*, *pwe*, *da*). To identify whether any of the four or five conditions are necessary for *inv* or *return*, respectively, the study analyzes whether the condition is always present (or absent) in all cases where the outcome is present (or absent) (Rihoux & Ragin, 2009). Therefore, *return* or *inv* is achievable if the condition in question occurs. The degree to which the cases conform to this rule reflects "consistency." A condition is "necessary" or "almost always necessary" when the corresponding consistency score exceeds the threshold of 0.9 or 0.8, respectively (Ragin, 2000). Table 2 presents the results of the fsQCA test on the necessity of the conditions relative to both the *inv* and *return* outcomes. The results show that *cwe* and *inv* are necessary conditions for *return*, whereas *da* and *es* are "almost always necessary" conditions for *return*. Further, *cwe* and *es* are "almost always necessary" conditions for *inv*.

4.5. Analysis of sufficient conditions

The analysis of sufficient conditions starts with the construction of a truth table (Ragin, 2008). The truth table has 2^k rows (k = number of conditions), and each row in the table corresponds to a configuration of conditions. Based on the set membership scores, each observation is in a particular row. The study uses the fsQCA algorithm to produce the truth tables for each of the two outcomes, *inv* and *return* (see Fig. 2). To reduce the truth tables to meaningful configurations, the study uses a frequency threshold of ten observations (Rihoux & Ragin, 2009:107) to exclude less important configurations. In addition, the QCA literature also recommends that at least 80% of the cases in the sample should remain after imposing the frequency restriction (Ragin, 2008). The frequency threshold ensures that 81% and 86% of the cases in the sample are part of the analyses for *return* and *inv*, respectively. In the next step, to identify which configurations are sufficient for achieving the outcomes, the study applies a consistency threshold that is greater than or equal to 0.80 (Ragin, 2008) with a PRI score threshold that is greater than or equal to 0.67 to avoid simultaneous subset relations of attribute combinations in both the outcomes and their negations (Schneider & Wagemann, 2012, p. 242). Further, when applying these threshold values, the fsQCA software provides three solutions: an intermediate solution, a parsimonious solution, and a complex solution. This study analyzes the complex solutions (Table 2) for both outcomes, as these solutions make no simplifying assumptions (Ragin, 2008). The consistency and coverage values for each complex solution and their respective configurations surpass the minimum acceptable values (Ragin, 2008).

4.5.1. Causal recipes for wine tourists' return intention

The complex solution for *return* comprises two configurations. These configurations show that high levels of core wine & education, high product involvement, and high participation in wine events are all needed (but are not sufficient) to achieve *return*. These three conditions require that tourists highly value either escape & socialization (configuration 1) or the destination's attractiveness (configuration 2).

4.5.2. Causal recipes for product involvement

The results show that three different configurations explain *inv*, and all of them consist of combinations of causal conditions. The first two indicate that high participation in wine events combined with high levels of core wine & education can lead to *inv* if tourists highly value escape & socialization (configuration 1) or tourists highly value the destination's attractiveness (configuration 2). The third configuration shows that *inv* also occurs when core wine & education is high and tourists highly value escape & socialization and the destination's attractiveness (configuration 3).

Table 2
Analysis of necessity and sufficiency.

	Necessary conditions for the outcomes			
	return		*inv*	
Condition	Consistency	Coverage	Consistency	Coverage
pwe	0.77	0.82	0.61	0.99
~*pwe*	0.62	0.66	0.56	0.89
cwe	0.92	0.70	0.84	0.97
~*cwe*	0.43	0.75	0.33	0.88
da	0.86	0.66	0.79	0.92
~*da*	0.47	0.80	0.36	0.93
es	0.89	0.66	0.80	0.91
~*es*	0.44	0.82	0.35	0.97
inv	0.98	0.65	–	–
~*inv*	0.27	0.72	–	–

Complex solutions for the outcome conditions			
Outcome: Intention to return			
Model: *return* = f (*pwe*, *es*, *cwe*, *da*, *inv*)			
Frequency cutoff: 10			
Consistency cutoff: 0.86			
Causal configuration	Row coverage	Unique coverage	Consistency
1. *pwe* ∗ *cwe* ∗ *inv* ∗ *es*	0.70	0.04	0.86
2. *pwe* ∗ *cwe* ∗ *inv* ∗ *da*	0.67	0.02	0.85
Solution coverage: 0.72			
Solution consistency: 0.84			
Outcome: Product involvement			
Model: *inv* = f (*pwe*, *es*, *cwe*, *da*)			
Frequency cutoff: 10			
Consistency cutoff: 0.98			
Causal configuration	Row coverage	Unique coverage	Consistency
1. *pwe* ∗ *cwe* ∗ *es*	0.54	0.04	0.99
2. *pwe* ∗ *cwe* ∗ *da*	0.53	0.03	0.99
3. *es* ∗ *cwe* ∗ *da*	0.68	0.18	0.98
Solution coverage: 0.74			
Solution consistency: 0.98			

Note: "∗" means logical operator AND.
Calculations with the fsQCA 2.5 Software (www.fsqca.com).

4.5.3. Causal recipes for the negation of the outcomes

In the fsQCA, conducting additional analyses of the inverse of the outcome to explore which configurations might consistently lead to the negation of the outcome is good practice (Schneider & Wagemann, 2010: 408). Contrary to the SEM, the fsQCA accounts for causal asymmetry, that is, configurations leading to the outcome (*inv* or *return*) might be different from those leading to the negation of the outcome (~*inv* or ~*return*) (Fiss, 2011; Ragin, 2008). This study also examines which conditions consistently lead to ~*inv* and ~*return*. The analysis for ~*inv* shows that none of the configurations has an acceptable level of consistency according to the values in the truth table (all consistency values are lower than 0.7). These findings indicate the presence of causal asymmetry with three configurations consistently leading to *inv*, but no configuration being consistently associated with ~*inv*.

This study further examines which conditions consistently lead to ~*return* by applying the same frequency threshold (10), the similar consistency (0.92), and the PRI score threshold (0.60) for *return* in the fsQCA. This application generates a complex solution that is informative (consistency = 0.92; coverage = 0.42) and comprises only one configuration (~*pwe* ∗ *es* ∗ ~*cwe* ∗ *da* ∗ *inv*). This configuration shows that when tourists combine high product involvement with a high value for the destination's attractiveness and escape & socialization, this combination causes ~*return* if core wine & education and participation in wine events are both low. These findings also indicate causal asymmetry.

4.6. Predictive validity and robustness check

This study tests the predictive validity of the proposed models for both *return* and *inv* (see Table 3). Therefore, the study splits the sample into a modeling subsample (subsample 1) and a holdout sample (subsample 2). Then, for both outcomes the study follows three steps: first, the fsQCA obtains highly consistent models for subsample 1; second, to check if the models in the first step have high predictive abilities for subsample 2, the study tests the models for subsample 1 by using data from subsample 2; and third, the study repeats the first and second steps for subsample 2. Table 3 shows that the results for both *return* and *inv* support the conclusion that the models for subsample 1 have high

- Intention to Return

Edit Truth Table

File Edit Sort

pwe	es	cwe	da	inv	number	return	raw consist.	PRI consist.	SYM consist
1	1	1	1	1	116 (39%)		0.861261	0.672756	0.759546
0	1	1	1	1	82 (67%)		0.805998	0.460357	0.499599
0	1	0	1	1	17 (73%)		0.877627	0.390976	0.398535
1	1	1	0	1	13 (78%)		0.939920	0.737006	0.751547
1	0	1	1	1	10 (81%)		0.933662	0.664851	0.680470
0	1	0	1	0	9 (84%)		0.812802	0.072000	0.072000
1	0	1	0	1	7 (87%)		0.951935	0.749769	0.756872
0	1	1	0	1	5 (88%)		0.905208	0.544223	0.548180
0	1	0	0	1	5 (90%)		0.898270	0.432612	0.440848
0	0	1	1	1	5 (92%)		0.902801	0.526347	0.539643
0	1	1	1	0	4 (93%)		0.871266	0.156222	0.156222
0	0	1	0	1	4 (94%)		0.912237	0.534644	0.534643
0	1	0	0	0	3 (95%)		0.853547	0.114274	0.114274
1	1	0	0	1	2 (96%)		0.954108	0.670113	0.670112
1	0	0	1	1	2 (97%)		0.961229	0.647539	0.647538
0	0	0	0	1	2 (97%)		0.909117	0.401024	0.401024
1	1	0	1	1	1 (98%)		0.943880	0.595800	0.595800
1	1	0	1	0	1 (98%)		0.950514	0.277804	0.284665
1	0	0	0	1	1 (99%)		0.963401	0.666082	0.666083
0	1	1	0	0	1 (99%)		0.893878	0.131724	0.131724
0	0	0	1	1	1 (99%)		0.928804	0.450872	0.450871
0	0	0	0	0	1 (100%)		0.898824	0.114348	0.114348

- Product involvement

Edit Truth Table

File Edit Sort

pwe	es	cwe	da	number	inv	raw consist.	PRI consist.	SYM consist
1	1	1	1	116 (39%)		0.995925	0.993935	0.995019
0	1	1	1	86 (69%)		0.976277	0.960649	0.967713
0	1	0	1	26 (78%)		0.913779	0.795740	0.812545
1	1	1	0	13 (82%)		0.993142	0.984988	0.984988
1	0	1	1	10 (86%)		0.997348	0.994141	0.994141
0	1	0	0	8 (88%)		0.932088	0.819202	0.823858
1	0	1	0	7 (91%)		0.996937	0.992458	0.992459
0	1	1	0	6 (93%)		0.971526	0.933260	0.937463
0	0	1	1	5 (94%)		0.990914	0.978427	0.980558
0	0	1	0	4 (96%)		0.990493	0.974793	0.974794
0	0	0	0	3 (97%)		0.964708	0.890335	0.905996
1	1	0	1	2 (97%)		0.989822	0.971648	0.971648
1	1	0	0	2 (98%)		0.990342	0.971425	0.971426
1	0	0	1	2 (99%)		0.996550	0.988882	0.988882
1	0	0	0	1 (99%)		0.996320	0.987309	0.987309
0	0	0	1	1 (100%)		0.980463	0.938249	0.938249

Fig. 2. Truth table without logical remainders for the outcome conditions.

predictive abilities for subsample 2 and vice versa.

The study conducts additional checks to verify the robustness of our models across different calibration choices. First, the study changes the full membership and full nonmembership thresholds (i.e., 4.75 instead of 5 to be fully in the set and 1.25 instead of 1 to be fully out) and redoes the analyses for the two outcomes. The redos produce the same results as in Table 2. Second, the study also changes the crossover point, originally 3, to 2.75 and 3.25 in separate analyses. The study produces consistent results across these analyses for both *return* and *inv*. Finally, the study replicates the analysis with higher consistency thresholds (i.e., 0.93 for *return* and of 0.99 for *inv*). As expected, the solutions are more consistent, show lower coverage, and are a perfect subset of the initial solutions (Schneider & Wagemann, 2010). The collective results from the various redos show that the findings are robust.

5. Discussion

This study aims to show how the analysis of net and combinatory effects of specific antecedent variables can improve the understanding of *return* and *inv*. The net effects from the SEM show that *cwe* and *pwe* positively relate to *inv* and that the effect of *cwe* is stronger. In addition, *es* negatively relates to *inv*, and the net effect of *da* is not significant. The fsQCA results provide a more nuanced understanding of how these four antecedent conditions affect *inv*. For example, all configurations in the fsQCA have *cwe* and two out of the three configurations also include *pwe* (which is in line with SEM results), but *da* is also an important antecedent condition when combined with *cwe* and *pwe* or with *es* and *cwe*. Further, the analysis of combinatory effects also shows that *es,* when combined with *da* and *cwe* can have a positive effect on *inv*. Moreover, the analysis of the net effect shows an explained variance (R^2) of 62% for *inv* while the analysis of the combinatory effects shows

Table 3
Predictive validity testing.

Outcome: Intention to Return

Models from Subsample 1

	row cov.	cons.
1. *pwe*es*cwe*inv*	0.709	0.858

Solution coverage: 0.709
Solution consistency: 0.858

Test models from Subsample 1 using data from Subsample 2

	row cov.	cons.
1. *pwe*es*cwe*inv*	0.686	0.855

Solution coverage: 0.686
Solution consistency: 0.855

Models from Subsample 2

	row cov.	cons.
1. *pwe*es*cwe*inv*	0.686	0.855
2. *pwe*cwe*~da*inv*	0.387	0.936

Solution coverage: 0.713
Solution consistency: 0.853

Test models from subsample 2 using data from Subsample 1

	row cov.	cons.
1. *pwe*es*cwe*inv*	0.709	0.858
2. *pwe*cwe*~da*inv*	0.400	0.935

Solution coverage: 0.728
Solution consistency: 0.861

Outcome: Product Involvement

Models from Subsample 1

	row cov.	cons.
1. *pwe*es*cwe*	0.544	0.996
2. *es*cwe*da*	0.688	0.980

Solution coverage: 0.729
Solution consistency: 0.980

Test models from subsample 1 using data from Subsample 2

	row cov.	cons.
1. *pwe*es*cwe*	0.533	0.995
3. *es*cwe*da*	0.699	0.971

Solution coverage: 0.699
Solution consistency: 0.972

Models from Subsample 2

Causal configuration	row cov.	cons.
1. *pwe*cwe*da*	0.533	0.994
3. *es*cwe*da*	0.669	0.971

Solution coverage: 0.699
Solution consistency: 0.972

Test models from subsample 2 using data from Subsample 1

Causal configuration	row cov.	cons.
1. *pwe*cwe*da*	0.521	0.996
3. *es*cwe*da*	0.688	0.980

Solution coverage: 0.706
Solution consistency: 0.980

an overall solution coverage of 74% for this outcome condition.

Regarding *return*, the SEM results show that two out of the five antecedent conditions, *inv* and *pwe*, have a positive and significant effect on this outcome condition. The fsQCA findings show that *inv* and *pwe* are in all configurations, which is in line with the SEM, but *cwe* is also always present. Moreover, the fsQCA results show that *inv*, *cwe*, and *pwe* with *es* or *da* combine to lead to *return*. Further, the SEM shows a R^2 of 45% for *return* while the fsQCA analysis shows an overall solution coverage of 72%.

The findings are in line with previous research and indicate that offering wine tourism products that comprise diverse characteristics might be interesting, since wine tourists seek an overall experience (Brown et al., 2007; Bruwer & Alant, 2009; Byrd et al., 2016; Getz & Brown, 2006; Getz & Carlsen, 2008; Park et al., 2008).

The research emphasizes the centrality of wine in a tourist's motivations to return to a wine region (Alebaki et al., 2015; Byrd et al., 2016). The primary motivations of core wine & education, and the secondary motivations of escape & socialization and the destination's attractiveness align with the research (Alant & Bruwer, 2004; Alebaki et al., 2015; Bruwer, 2003; Charters & Ali-Knight, 2002; Hall et al., 2000). Participation in wine events is also identified as relevant (Carmichael, 2005; Getz & Brown, 2006). Moreover, the study shows that fostering involvement with wine is important to boost wine tourism (Brown et al., 2007; Getz & Carlsen, 2008). The SEM results show that escape & socialization negatively affects product involvement. This effect might be because wine tourists' sole motivation is escape & socialization where they focus more on relaxing and enjoying the rural landscape and being with family and friends than on the wine experience per se. However, as the fsQCA results indicate, escape & socialization when combined with wine activities and accommodation and gastronomic offers (*da*) contribute to more involvement (Bruwer & Lesschaeve, 2012; Fodness, 1994). Similarly, activities related to wine and education and participation in wine events together with accommodation and gastronomic experiences or with escape and socialization are different ways to achieve more involvement.

6. Conclusions

The use of two methods—SEM and fsQCA—enriches the understanding of how wine tourists' motivations and involvement explain their repeat visits, which supports Howard's theory of consumer behavior. While the SEM findings show that only involvement and participation in wine events positively affect the intention to return, the fsQCA findings show that these factors should always be combined with core wine & education. The fsQCA findings also confirm that the approach of primary and secondary motivations is appropriate and relevant. Regarding the motivations that determine repeat visits to a wine region, the results show that core wine & education and participation in wine events need to be combined to promote the intention to return. The results also indicate that although escape & socialization and the destination's attractiveness are not relevant individually, they need to be combined to enhance involvement.

The results have important managerial and marketing implications because they contribute to the stakeholders' understanding of what motivates wine tourists to return to a wine region and their increased involvement. In order to increase the intention to return, wine tourism managers should promote activities that encourage involvement with wine (i.e., wine-making, farming, and harvestings) and participation in wine-related events (i.e., wine festivals, seminars, and trade shows).

In order to boost involvement managers should create wine tourism offers that combine escape and socialization together with accommodation and local gastronomic experiences.

These findings provide valuable guidance to wine tourism managers and marketers on how to add value to wine tourists' experiences that enhances their repeat visits. The findings support the statement that wine tourists have different motivations when visiting a wine region. The results show that several combinations of motivations can assist wine tourism managers and operators in designing differentiated packages that address the specific needs of wine tourists.

The limitations of this study provide evidence for further research. In the future, a representative sample might be desirable. This study

focuses on examining the motivations from the perspective of the wine tourist. Further research could compare supply and wine production perspectives to consumers' perceptions to generate an integrated understanding and produce insightful contributions. Also, it might be interesting to conduct a qualitative study using a focus group of repeated visitors to understand their main motivations to return more deeply. The findings from this study are on wine tourists from the Rioja and Bordeaux wine regions. Thus, future studies should cover other wine regions to gain a broader spectrum of wine tourist behavior.

Appendix A. Operationalization of constructs

Multi-item measures				
Core wine & education (adapted from Alebaki et al., 2015)		Mean	S.D	St.load.
Core Wine	To taste rare/fine wines	3.74	0.99	0.77
	To meet the winemaker	3.66	1.00	0.76
	To purchase wines	3.27	0.98	0.70
Education	To increase knowledge about wine and viticulture	3.86	0.86	0.76
	To learn about the winemaking process	3.74	0.99	0.64
	To learn how to appreciate wine	3.83	0.90	0.70
Escape & socialization (adapted from Alebaki et al., 2015)				
Escape	To participate in a new and different activity	3.95	0.90	0.80
	To escape routine	3.57	0.99	0.67
Socialization	To socialize	3.54	1.07	0.77
	To be with friends/family	3.95	0.90	0.71
Participation in wine events (adapted from Getz, 2000, and Yuan et al., 2005)				
	Participation in Wine Tastings	3.11	1.10	0.82
	Visit to Wineries and Vineyards	3.31	1.05	0.81
	Visit to Cellars	3.18	1.04	0.81
	Participation in Wine Courses/Workshops	2.38	1.16	0.77
	Visit to Wine Festivals	2.76	1.13	0.71
Product Involvement (adapted from Alebaki et al., 2015)				
	I have a strong interest in wine	4.18	0.87	0.91
	Wine is important to me in my lifestyle	3.89	1.01	0.87
	Drinking wine gives me pleasure	4.32	0.75	0.77
Destination attractiveness (adapted from Alebaki et al., 2015)				
	To stay in local hotels/guesthouses	3.58	1.05	0.85
	To dine at the local restaurants	3.77	0.95	0.81
Intention to return (adapted from Yuan et al., 2008)				
	Visit Return Intention - Rioja	3.04	1.03	0.82
	Visit Return Intention - Bordeaux	3.18	1.13	0.77

Note: All loadings are significant at $p < 0.001$. St.load (standardized loadings).

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