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The Impact of Experience in Brand Loyalty of Wine Brands in Portuguese Wine Industry

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Master in Marketing

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RESUMO

As marcas têm cada vez mais dificuldade em destacar-se da concorrência, obrigando a que comecem a adoptar uma abordagem mais emocional na relação com o cliente de forma a tornarem-se “love brands” e conquistarem clientes leais. O marketing experiencial é um novo conceito que tem vindo a despertar o interesse de investigadores, pois pode ser utilizado pelas marcas como uma arma poderosa, permitindo estreitar e fortalecer a relação com o consumidor.

A indústria do vinho está a evoluir e a conquistar uma posição significativa na economia portuguesa. O Enoturismo está intrinsecamente ligado a esta indústria e também ao tema da experiência, tendo um enorme impacto nas marcas de vinho.

Assim, o objectivo deste estudo é analisar o impacto de diferentes tipos de experiências – Educacional, Entretenimento, Estética e Escapista, na lealdade às marcas de vinhos, tendo em conta três indicadores – Predisposição para Pagar Mais, Passa a Palavra e Intenção de Recompra. A recolha da informação primária foi feita através da aplicação de um questionário *online* que contou com 363 respostas. A análise de dados assentou na estatística descritiva, análise de consistência interna e regressão linear.

Os resultados mostram que todos os tipos de experiências – Educacional, Entretenimento, Estética e Escapista, influenciam a lealdade das marcas de vinho.

Implicações teóricas e a nível da gestão foram apresentadas neste estudo. Gestores e *marketeers*, podem tirar conclusões relevantes e aplicá-las ao seu negócio, tendo em conta quais as experiências que terão um maior impacto na lealdade da marca, na indústria do vinho.

Keywords: Experiência, Lealdade às Marcas, Indústriaa do Vinho.

JEL Classification System: M31 Marketing

ABSTRACT

The brand's difficulty of standing out from the crowd is leading them to dive in an emotional approach of the brand-customer relationship in order to become a love brand and conquer loyal customers. Experiential marketing is a new concept that is arousing interest among the researchers since it can be used by brands as a powerful weapon in order to engage customers and strengthen their relationship with brands.

The wine industry is evolving a lot and is conquering a meaningful position in the Portuguese economy. Wine tourism is intrinsically connected with this industry and also with the trendy topic of experience, making a huge impact in the branding of wine brands.

The aim of this study is to analyze the impact of different types of experiences – Educational, Entertainment, Esthetic and Escapist, in brand loyalty of wine brands through three indicators – Willingness to Pay More, Word of Mouth, Repurchase Intention. The primary data was collected by an online survey with 363 responses. The analyses of results was developed based on descriptive statistics, internal consistency analysis and linear regression.

The results show that all the types of experiences – Educational, Entertainment, Esthetic and Escapist, influence the brand loyalty of the wine brands.

Theoretical and managerial implications are presented on this study. Managers and marketeers can take relevant conclusions that can be applied on their business by understanding which are the experiences with a higher impact on the brand loyalty of the wine brands.

Keywords: Experience, Wine Experience, Brand Loyalty, Wine Industry.

JEL Classification System: M31 Marketing

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1. INTRODUCTION

1.1 Theme

Wine is a consumer good enjoyed all over the world (Bruwer & Wood, 2005; Lockshin & Albisu, 2006). According to Bianchi C. (2015), the wine industry is suffering an expansion which has resulted in very competitive prices and more quality wines. Portugal is not an exception. Over the past few years, the wine industry in Portugal evolved and developed at a very fast pace, becoming a really relevant industry for the country (Loureiro and Kaufmann, 2012). Both tourism and the wine tourism are growing in Portugal, contributing for the economic growth of the wine regions (Molina, Gomez, Gonzalez-Diaz & Esteban, 2015). A good example of that is the Demarcated Douro Region, one of the oldest demarcated wine regions conquering UNESCO classification (Lourenço-Gomes, Pinto and Rebelo, 2015) and also the recognition of its importance by the government. According to Lourenço-Gomes L., Pinto L.M.C. and Rebelo J. (2015), wine tourism in Douro region received strong political and institutional support from the Portuguese government since 2001.

Recently, researchers of wine tourism started focusing on the experiential dimension as one of the most important factors to consider in tourism consumption (Thanh and Kirova, 2018). Moreover, as defended by Tynan C. & McKechnie S. (2009), over the last years "experience marketing has been a topical issue" and brands are turning their attention to this matter, which is why a lot of research is being done.

This study will be developed around these concepts in a specific industry of wine in order to create reliable information to help the managers and marketing managers in the decision making. The present research is presented as a dissertation project, following a classic structure and the norms and standards of ISCTE Business School.

1.2 Research Problematic

The history of the Portuguese wine industry started a long time ago but has been evolving. In the recent years a lot of players have been joining the wine industry. With more quality wines in this competitive market and more brands focusing on the wine consumers, is crucial for wine brands to differentiate from the competition (Vrontis and Paliwoda, 2008; Tomazic, 2017 by Atkin & Thach, 2012) in order to engage with customers in a stronger and deeper level.

Recent studies showed the increasingly importance of experience in order to engage with customers. Consumers cannot be seen as just a rational human being but also as an emotional human being, with emotions and feelings. According to Pine and Gilmore (1999), consumers desire unique and memorable experiences and brands should be able to respond by delivering what consumers are looking for.

During this research we want to study the impact of the experience, as a powerful asset to engage consumers, in the wine industry. We will focus our study about the experience on a theoretical model of Thanh and Kirova (2018). This model, based on the renowned experience economy model of Pine and Gilmore (1999), was adapted to wine tourism experience.

The experience economy model defends that concerning experience, two important dimensions should be considered – participation and connection or environmental relationship (Pine and Gilmore, 1999). Regarding participation can be considered the active and the passive participation. Absorption and immersion are the two different components of connection or environmental relationship. Considering these variables of the spectrum, Pine and Gilmore (1999) defined four different kinds of experiences that was adapted to the wine industry by Thanh and Kirova (2018) – educational, escapist, esthetic and entertainment.

Educational experience comprises absorption and active participation and in this kind of experience tourists enhance their knowledge and skills. In the escapist experience the tourists dive in a different routine and lifestyle, immersion and active participation should be considered. Esthetic experience comprehends passive participation and immersion. In this experience, tourists are enriched by the environment through senses. Finally entertainment comprises absorption and passive participation and on this experience tourists are engaged by the performances (Thanh and Kirova, 2018).

On this research will be studied these four dimensions, identified as:

a. Educational Experience (EDU)
b. Entertainment Experience (ENT)
c. Esthetic Experience (EST)
d. Escapist Experience (ESC)

In order to analyze the impact of these four different experiences in the wine brands, the brand loyalty will be used as indicator.

1.3 Objectives

This study aims to identify the impact of the wine experience in the brand loyalty of the wine brands in Portuguese wine industry. With this study it will be possible to understand how different experiences will impact the customer's brand loyalty towards the wine brand that is associated to that wine experience. The brand loyalty will be measured by three different components. The Repurchase Intention (RI) as the desire to buy wine repeatedly from the wine brands that are associated to that wine experience, Willingness to Pay More (WPM) that is the customers willingness to pay more for that wine brands and the positive Word-of-mouth (WOM), the customers will to give positive feedback about that wine brands. In order to accomplish the main objective of this study, it will stress about the different dimensions of experience, considering the experience economic model of Pine and Gilmore (1999) and then, analyze their impact on one relevant concept integrated in the main topic of relationship marketing – brand loyalty, through three components – WPM, WOM and RI.

After the analysis, it will be possible to identify the most important experience in order to enhance brand loyalty. In other words, at the end of the study, it will be discovered which experience is more relevant for the increase of each component of brand loyalty.

The findings of this study should also point out the strongest correlations between different dimensions of experience and each component of brand. Thereby it will be possible to give consistent and reliable managerial and strategic implications to managers of wine industry in Portugal.

1.4 Structure

In the first and second chapters of this document – introduction and literature review respectively, will be explained the aim of this study and will be also clarified all the concepts present on this research, the previous research made about them and the interrelations between them already identified.

Secondly, in the chapter three, methodology, a mixture between qualitative and quantitative methods will be applied after the selection of the most appropriate research method.

The chapter four will integrate all the analysis of the different methods applied and conclusively, in the chapter five, will present the managerial implications, limitations of the study and suggestions for further research.

2. LITERATURE REVIEW

Like mentioned before there are some concepts that are crucial to develop this research. Experience and Brand loyalty are the main dimensions. The literature review will start approaching the wine industry concept. Secondly, the experience marketing and the wine experience describing the concepts of educational, entertainment, esthetic and escapist experiences in wine industry. The branding on this industry, mainly the brand loyalty will be also approach. Lastly the hypothesis and proposed framework will be presented.

2.1 Wine Industry: Wine and Wine Tourism

Wine industry is evolving all over the world. In 2015, the area with vines was 7.5 million hectares thanks to the growth of New Zealand's and China's vineyards (Castellini and Samoggia, 2018). Some European countries like Portugal, Italy, Spain and France monopolized the wine industry – production, consumption and export, since 1980 (Barrena and Sanchez, 2012 by Castelli and Samoggia, 2018) but that is changing nowadays with the entrance of new players. According to Tomazic (2017), a growth in the wine industry can be seen in almost all countries of the world including some areas where this drink is prohibited.

Wine is a traditional food (Tomazic, 2017), that started to be consumed for hedonic purposes (Lockshin and Albisu, 2006 by Bianchi et al., 2014), and that inspires fascination and passion for a lot of consumers around the world (Bianchi et al., 2014). In the some different studies is possible to find various meanings for wine. Some defend that wine is a drink (Lockshin & Corsi, 2012 by Tomazic, 2017), others that is a socialization tool. Nevertheless, wine has a particular and complex nature that makes the process until the moment of purchase different compared to other goods (Lockshin, Jarvis, d'Hautville and Perrouty, 2006 by Bianchy, 2015). As mentioned before, the market in the wine industry is getting increasingly competitive with the wide range of alternatives that are emerging in the market (Vrontis and Paliwoda, 2008; Bianchi, 2015; Tomazic, 2017 by Atkin & Thach, 2012). For that reason the companies in this industry need to define a strategy to retain customers, in other words, to achieve consumer brand loyalty (Bianchi, 2015). This study will demonstrate if the different experiences related to this industry can be relevant in order to increase brand loyalty of the wine brands.

In tourism, experience occupies a central place for the academics but also for the practitioners (Bosangit, Hibber, and McCabe, 2015 by Thanh and Kirova, 2018). Tourism is a business that sells different experiences to the consumers (Kim, 2010 by Thanh and Kirova, 2018) and wine tourism is not an exception. Wine tourists look for experiences related to wine as shopping, wine tasting, quality culinary offerings, human interactions, a wine region landscape to enjoy and events related to wine (Quadri-Felitti and Fiore, 2012; Thanh and Kirova, 2018). Wine tourism also comprehends visits to wineries, vineyards and wine festivals (Carlsen and Boksberger, 2015; Hall and Macionis, 1998 by Thanh and Kirova, 2018).

2.2 Experience Marketing

While the market keeps evolving and developing, customers are being more demanding. According to Pine and Gilmore (1999) a shift is occurring and both goods and services become commoditized. Consumers are rational and emotional people that are now looking for pleasurable experiences (Schmitt B., 1999) that are unique. One person lives every experience in a different way from another because of the different state of mind of the individual and the different interaction of the individual with the experience (Pine and Gilmore, 1999). Companies can not see customers just as rational decision-makers, as suggested by traditional marketing, but also as an emotional human being that searches for experiences, as defended by Experiential Marketing (Schmitt B., 1999). An experience economy emerged to deliver something differentiated, and competitive companies should care about staging experiences to engage customers in a personal way and create memorable experiences (Pine and Gilmore, 1999). The new technologies helped the development and investment on the new types of experiences mainly using the digital channel (Pine and Gilmore, 1999).

The increasing importance of experience in the current markets leads to the development of several studies in the experience and experiential marketing areas.

Holbrook M. and Hirschman E. (1982) considered subjective “experiential” aspects in the consumption experience – fantasy, feelings and fun. In other hand, Schmitt B. (1999) defends that should be considered five strategic experiential modules (SEMs): “sensory experience (SENSE), affective experience (FEEL), creative cognitive experiences (THINK), physical experiences, behaviors and lifestyles (ACT), and social-identity experiences that result from relating to a reference group or culture (RELATE)”.

This study will be focused on “The Four Realms of an Experience” of Pine and Gilmore (1999) (Annex A). According to the authors, we should consider two main dimensions to define experiences – customer participation and connection or environmental relationship. The customer can participate on the experience in a passive way (passive participation) by not affecting the experience and act as listeners and/or observers. In other hand the customer can have an active participation, playing important roles in the experience. Regarding the second dimension of experience – connection or environmental relationship - it should be considered, on one hand the absorption and on the other hand of the spectrum, the immersion. Absorption happens when the customers are absorb about the event that is happening in front of them, but when they are immersed with the event that is happening around them the immersion is occurring. As supported by the spectrum defended by Pine and Gilmore (1999), based on the two dimensions mentioned, four types of experiences should be considered – Entertainment, Educational, Escapist and Esthetic. The authors also defend that the richest and memorable experiences occur in the area where the spectra meet – the “sweet spot”.

2.3 Wine Experience

In the last years some researches has been made about the wine tourism experience (e.g., Carmichael, 2005; Cohen & Ben-Nun, 2009; Pikkemaat, Peters, Boksberger, & Secco, 2009; Quadri-Felitti and Fiore, 2012, 2013). The 4Es model explained before, has been adapted to different studies (Gilmore and Pine, 2002; Pullman and Gross, 2003; Hayes and MacLeod, 2007; Oh, Fiore and Jeoung, 2007; Hosany and Witham, 2010) and recently by Quadri-Felitti and Fiore (2013) and Thanh and Kirova (2018) in wine tourism context.

Thanh and Kirova (2018) considering the previous studies on this matter and mainly based on the experience economy model (4Es) of the Pine and Gilmore (1999) and on the 4Es model adapted to the wine tourism experience of Quadri-Felitti and Fiore (2012), developed a research focused on the wine tourism experience where the experiences of the four realms of the model are defined to wine tourism for a more global understanding as we can see in theoretical framework bellow. This study will be based on it.

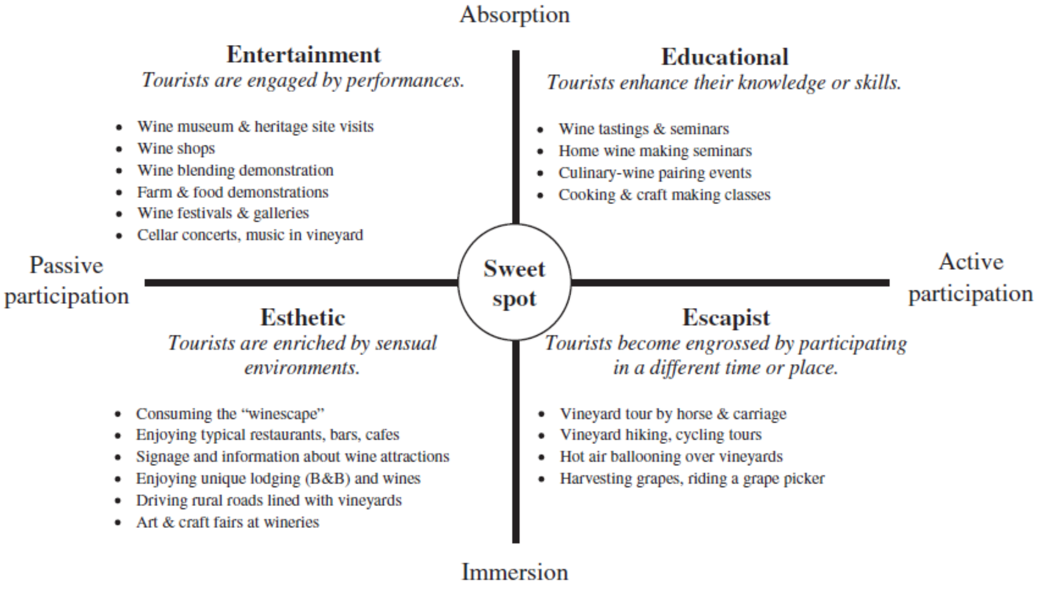

Absorption
Entertainment
Tourists are engaged by performances.
Wine museum & heritage site visits
Wine shops
Wine blending demonstration
Farm & food demonstrations
Wine festivals & galleries
Cellar concerts, music in vineyard
Educational
Tourists enhance their knowledge or skills.
Wine tastings & seminars
Home wine making seminars
Culinary-wine pairing events
Cooking & craft making classes
Passive participation
Sweet spot
Active participation
Esthetic
Tourists are enriched by sensual environments.
Consuming the "winescape"
Enjoying typical restaurants, bars, cafes
Signage and information about wine attractions
Enjoying unique lodging (B&B) and wines
Driving rural roads lined with vineyards
Art & craft fairs at wineries
Escapist
Tourists become engrossed by participating in a different time or place.
Vineyard tour by horse & carriage
Vineyard hiking, cycling tours
Hot air ballooning over vineyards
Harvesting grapes, riding a grape picker
Immersion

Figure 1: Theoretical framework of wine tourism experience. Source: From Thanh and Kirova (2018, p.32)

2.3.1 Educational Experience

Education and personal development are an important motivation for wine tourists (Thanh and Kirova, 2018 by Getz & Carsen, 2008 and Sparks, 2007). Comprising an active participation and absorption, this kind of experience impacts significantly creating memories and generating satisfaction for the wine tourists (Quadri-Felitti & Fiore, 2013). According to Thanh and Kirova (2018) wine tasting is the most common educational experience. We can consider also, wine-food pairing events and wine seminars as an educational activity. Some wineries partner with chefs and farmers to offer this kind of experiences (Quadri-Felitti & Fiore, 2013). Some authors considered wine festivals, history (e.g. wine museums) and galleries on this category, but thanks to the level of participation and connection we will assume them as entertainment activities (Thanh and Kirova, 2018 by Quadri-Felitti & Fiore, 2013; Axelsen & Swan, 2010; Getz & Brown, 2006) .

2.3.2 Entertainment Experience

In the entertainment experiences, the tourists are absorbed by performances, having a passive participation since they act like listeners or observers. As mentioned before, a wine and food festival is considered as an entertainment activity and, as well as wine and food shows, which are a crucial element to entertain attendees (Axelsen & Swan, 2010). In this category it should also be considered, according to Quadri-Felitti & Fiore (2013), special events in wine destinations and specialty shops (e.g. wine shops) in those regions, according to Getz and Brown (2006). Also the mix between art, music and cultural heritage should be considered (Thanh and Kirova, 2018 by Charters, 2006). According to Quadri-Felitti & Fiore (2012), there are some experiences that can be both educational and entertainment as tours to winemaking facilities with explanations about what they are seeing. Curiously, to describe this kind of experiences that includes these two types of experience in the experience economy, some authors used the expression “edutaiment” (Getz and Carlsen, 2008 by Quadri-Felitti & Fiore, 2012 and Pine and Gilmore, 1999).

2.3.3 Esthetic Experience

On this experience people are immerge on the environment with a passive participation. For esthetic experience we should contemplate the “cultural, environmental, and human improvements of the wine landscape” (Thanh and Kirova, 2018 by Bruwer & Alant, 2009; Carmichael, 2005; Cohen & Ben-Nun, 2009), the beauty of the environment (picturesque of the main streets, architecture, winescape and vineyards) (Thanh and Kirova, 2018 by Urry, 1995) and the accommodation, restaurants and cafes related to wine (Quadri-Felitti & Fiore, 2013). Driving along through the roads lined with vineyards is an esthetic experience (Getz and Brown, 2006) and also the wine attractions signage and information (Thanh and Kirova, 2018 by Pikemaat et al., 2009).

2.3.4 Escapist Experience

Last but not least between the active participation and immersion dimensions is the escapist experience. This is the experience where tourists do different things to attempt to escape from their reality during the holidays (Thanh and Kirova, 2018). According to Quadri-Felitti & Fiore (2012), some experiences available for tourists, like vineyards hiking, cycling tours, vineyard tour by horse and carriage, hot air ballooning, harvesting grapes and riding a grape picker, are provided by wine regions and should be considered on this category thanks to the participation and connection level. Some research suggest that consumers are looking for more than just wine tastings and visits to wineries (Beames, 2003; Charters and Ali-Knight, 2002; Cohen and Ben-Nun, 2009). The customers want to be engaged so greater the number of experiences offered, better will be the escapist experience (Quadri-Felitti & Fiore, 2012).

2.3.5 “Sweet spot” – Memorable Experience

In order to offer a richer and memorable experience, the four different variables of the spectrum defined before should be considered for the experience – “sweet spot”. Like Thanh and Kirova (2018) argue, a good example of a sweet spot offer is when the experience integrate wine tasting (educational dimension), with wine blending demonstrations (entertainment dimension), winescape consuming (esthetic dimension) and a vineyard hike (escapist dimension). That are not many prior studies regarding the sweet spot in wine tourism experience (Thanh and Kirova, 2018), but based on the previous research exploring the “sweet spot” construct in other industries and understanding this concept will help to increase customer value in tourism of wine (Carlsen & Boksberger, 2015).

2.4 Branding in Wine Industry

The different types of experiences mentioned above have different impacts on the brand of the wines that are associated to a specific experience and tourism destinations. A brand represents a specific set of features, products, services and benefits that a company can deliver and can appear as a name, sign, symbol, term or design, or a combination of these, in order to identify what the company sells and to differentiate the company from the competition (Kotler, 2003, by Vrontis and Paliwoda, 2008). According to Vrontis and Paliwoda (2008), branding in wine industry is becoming more important regarding the aggressive competition. Research shows that wine brand, is one of the most important factors in the moment of the decision (Lockshin et al., 2009 by Bianchi et al., 2014). In the wine market the consumers are exposed to a huge range of options so if a company in this industry builds a strong and powerful brand, can differentiate their product from the others (Vrontis and Paliwoda, 2008). That way is possible to strengthen the relationship with the consumers (Goméz, Lopez and Molina, 2015), create added value for them (Keller, 2003) and gain competitive advantage regarding the competitors on this industry. In Portugal can be considered some wine regions (e.g. Dão, Alentejo, Bairrada, Douro) (Loureiro and Kaufmann, 2012) and the wine tourism experience that customers can live there will influence the way how they will see the wine brands associated to that tourism destination. For example, one internationally known product is port wine from Douro valley in Portugal (Loureiro and

Kaufmann, 2012). According to Loureiro and Kaufmann (2012), Douro is a recognized wine region in Portugal. A customer who lived a wine tourism experience in Douro valley associated to a specific wine brand (e.g. Porto Ferreira), will view that wine brand in a different way thanks to the experiences that had lived there. Customer experience will impact the way how the customer sees the wine's brand and that will impact on the moment and habits of purchase.

Powerful brands are able to conquer a high level of brand equity that leads to higher levels of brand loyalty (Vrontis and Paliwoda, 2008).

2.5 Brand Loyalty in Wine Industry

Brand loyalty is a well-known concept for managers and marketers and a lot of research has been made around this topic. According to Aaker (1991), brand loyalty is the customer attachment towards the brand. Brand loyalty is also defined as "a deeply held predisposition to re-patronize a preferred brand or service consistently in the future, causing repetitive same brand purchasing despite situational influences and marketing efforts having the potential to cause switching behavior" (Oliver, 1999, p.34).

The huge benefits for brands about having high levels of brand loyalty are the reason why this indicator will be analyzed on this study. High levels of brand loyalty allow the appliance of premium prices since the loyal customers are willing to pay more (Bianchi et al., 2014 by Reichheld & Teal, 1996 and Davis, 2002). Moreover the brand will have more power towards the retailers in the negotiation, can have smaller selling costs, will get more distance from the competitors since they will have greater barriers to enter in the market and the probability of success by developing brand expansions will be higher (Bianchi et al., 2014 by Reichheld & Teal, 1996). Loyal customers are valuable for the brands. The company has more easiness to persuade loyal customers to accept new usage situations and the customers tend to spend more with the brand enhancing the profitability of the brand (Bianchi, 2015 by Davis, 2002 and Reicheld et al., 2000). Carlsen & Boksber (2015) argue that wine tourism experiences have positive outcomes in destination and product loyalty for the brands of wine (Carlsen & Boksber, 2015 by Alonso & Liu, 2011; Carlsen & Charters, 2006; Kivella & Crotts, 2006) and that brand loyalty leads to repeated sales. Additionally, according to Bianchi (2015), "loyal customers tend to become brand advocates who provide brand reassurance to new customers through word-of-mouth communication".

WOM is a very important factor for managers and marketers since is unpredictable and very difficult to control. Consumers trust more in WOM than the other sources and rely more on it when making purchase decisions (Vrontis and Paliwoda, 2008; Hawkins and Mothersbaugh, 2013 by Riivits-Arkonsuo and Leppiman, 2014). WOM is a phenomenon that is viewed as a relevant marketing tool (Harrison-Walker, 2001) and a useful indicator for the market response, according to Riivits-Arkonsuo and Leppiman (2014).As mentioned by Eelen et al. (2017), some authors in previous studies recommended marketers to empower their loyal customers to share their opinion about the brand (Reichheld, 2003; Reichheld & Markey, 2011) and to discover “brand evangelists” (Kawasaki, 2004). WOM has been identified as a consequence of customer loyalty (Eelen et al., 2017 by Dick and Basu, 1994).

The previous research emphasizes two dimensions of brand loyalty – behavioral and attitudinal loyalty (Bianchi et al., 2014). Behavioral brand loyalty refers to frequent purchases of the brand (Bianchi et al., 2014; Bianchi, 2015). Attitudinal brand loyalty is the dispositional commitment or attitude toward the brand that is measured by the visit intention and positive word-of-mouth (WOM) recommendations (Chaudhuri & Holbrook, 2001 by Bianchi, 2015). Despite the different opinions about what constitutes brand loyalty (Pan, Shen and Xie, 2012 by Ong et al., 2018), it’s important to measure the brand loyalty by using a multi-dimensional method (Jacoby and Kyner, 1973 by Ong et al., 2018). Using both attitudinal and behavioral brand loyalty to measure brand loyalty will give a better insight regarding this indicator (Pan el al., 2012 by Ong et al., 2018), for that reason in this study will be approached the two dimensions and the respective measurement indicators. There are three components that are used to measure brand loyalty – willingness to pay more (WPM), word-of-mouth (WOM) and repurchase intentions (RI), (Chaudhuri & Holbrook, 2001 by Ong et al., 2018; Fullerton, 2003 by Ong et al., 2018; Lin, 2010; Zhang & Bloemer, 2008). As mentioned before, WPM and WOM are related to the attitudinal brand loyalty and the RI and connected to the behavioral brand loyalty (Ong et al., 2018). This study will stress about each of this components in order to enrich its results.

2.6 Hypotheses development and Framework

This study will be based on the theoretical framework of Thanh and Kirova (2018) where the impact of each type of experiences – entertainment, educational, esthetic and escapist; in the brand loyalty will be tested. In order to measure the brand loyalty the three components mention before will be used – WPM, WOM and RI. Brand experience affects brand loyalty (Brakus et al., 2009). There are some studies relating the influence of brand experience in the brand loyalty (Brakus et al., 2009) and in the three components of brand loyalty (Ong et al., 2015a; Ong et al., 2018; Nysveen et al., 2013 by Ong et al., 2018). Some research stress about the positive influence of sensory, affective, behavioral and intellectual experience on WPM, WOM and RI (Ong et al., 2015a; Ong et al., 2018). On this study was not found research about the influence of educational, entertainment, esthetic and escapist experiences in brand loyalty or in WPM, WOM and RI mainly in wine industry.

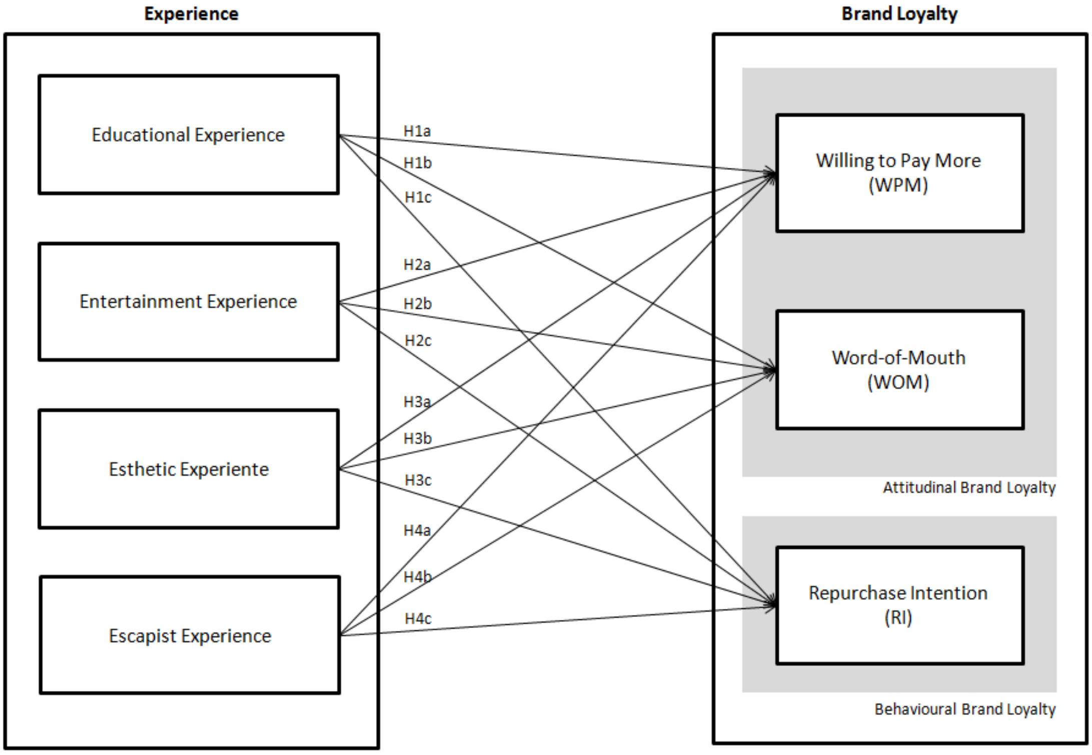

Experience
Brand Loyalty
Educational Experience
Entertainment Experience
Esthetic Experiente
Escapist Experience
H1a
H1b
H1c
H2a
H2b
H2c
H3a
H3b
H3c
H4a
H4b
H4c
Willing to Pay More (WPM)
Word-of-Mouth (WOM)
Attitudinal Brand Loyalty
Repurchase Intention (RI)
Behavioural Brand Loyalty

Figure 2: Proposed framework.

The framework above suggested on this research (Figure 2), came from the combination of the different types of experiences in the wine industry, suggested by theoretical framework of Thanh and Kirova (2018), with a previous studies relating positively the brand experience with WPM, WOM and RI as indicators of brand loyalty

(Ong et al., 2018; Chaudhuri & Holbrook, 2001 by Ong et al., 2018; Fullerton, 2003 by Ong et al., 2018; Lin, 2010; Zhang & Bloemer, 2008). Thus, the study hypotheses are:

H1a: Wine Educational Experience is positively related with WPM
H1b: Wine Educational Experience is positively related with wine WOM
H1c: Wine Educational Experience is positively related with wine RI

H2a: Wine Entertainment Experience is positively related with wine WPM
H2b: Wine Entertainment Experience is positively related with wine WOM
H2c: Wine Entertainment Experience is positively related with wine RI

H3a: Wine Esthetic Experience is positively related with wine WPM
H3b: Wine Esthetic Experience is positively related with wine WOM
H3c: Wine Esthetic Experience is positively related with wine RI

H4a: Wine Escapist Experience is positively related with wine WPM
H4b: Wine Escapist Experience is positively related with wine WOM
H4c: Wine Escapist Experience is positively related with wine RI

3. METHOD

In this chapter is specified the research method used. First the research approach is explained, then the research method is presented and at the end the sampling techniques used are identified.

3.1 Primary and Secondary Data

In order to conduct this study both primary and secondary data was used. Like Churchill and Lacobucci (2010) defended, secondary data should be considered first in a good marketing research. Secondary data is the less time-consuming data and gives us a background about all the studies that have been conducted around the areas of interest that we consider on this study. Additionally, this kind of data gives some models, concepts and correlations, already confirmed that can be considered as a strong foundation for the study and defines the key variables of this research. This secondary research is contemplated already on the literature review chapter, and helped to define the research hypotheses that will be tested using primary data.

3.2 Research Approach

Considering the goal of the current study – analyze the impact of the different types of wine experiences in brand loyalty of the wine brands that are associated to that experiences, some primary research was developed in order to build and test the study hypotheses.

Primary research integrates an explanatory research, one of the three different categories that can define research according to Richey and Klein (2007) – exploratory, descriptive and explanatory.

3.2.1 Methods for Data Analysis

The explanatory research was conducted through a questionnaire and gave quantitative data, as usual in this kind of research (Ghauri and Gronhaug, 2005). Through the analysis of the data collected, it was possible to test the proposed hypotheses, draw relevant conclusions and achieve the objective of this study.

3.2.1.1. Questionnaire design and measurement scales

This type of research allows us to test the framework proposed. By taking some insights from the different studies we can adopt the more relevant items to build the questionnaire for the research (Annex B). The items collected and chosen were modified to be aligned with the scope of the study and ensure validity and reliability to the research (Aaker, 2004).

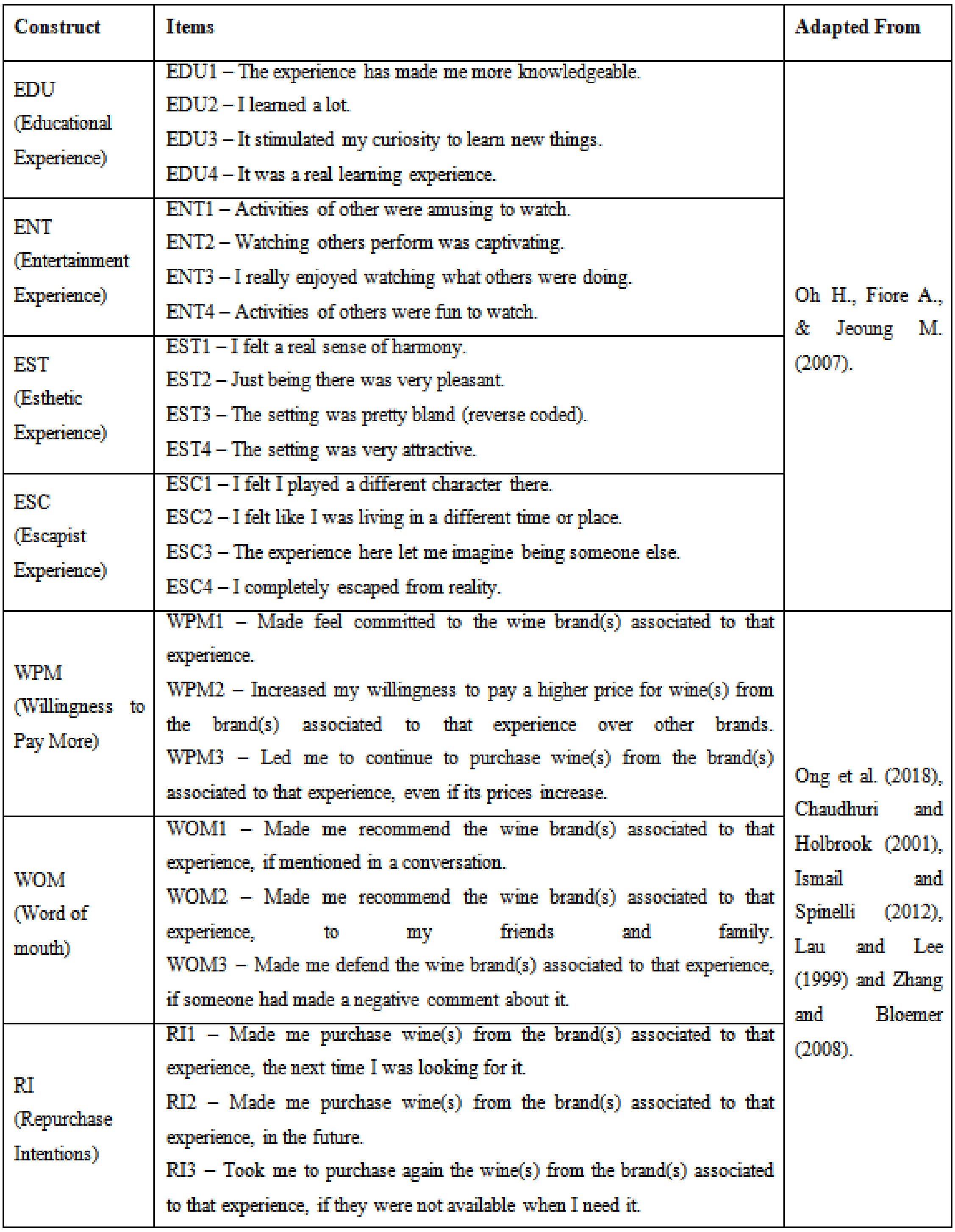
The questionnaire design follows the usual structure: from more general questions to the most specific ones. The questionnaire was available just in Portuguese version and was applied simple wording to avoid misunderstandings. To have a higher number of responses, closed ended questions were applied (Mooi and Sarstedt, 2011).

The questionnaire starts with an explanation of the study and after the demographical measurements for screening appear (gender, age, monthly individual income and professional status).

In order to measure the different types of experiences, the scales items from Oh H., Fiore A., & Jeoung M. (2007) were used. The relation of the different types of experience with the three indicators of brand loyalty – WPM, WOM and RI, were adopted the scales of Ong et al. (2018) improved from studies of Chaudhuri and Holbrook (2001), Ismail and Spinelli (2012), Lau and Lee (1999) and Zhang and Bloemer (2008). The items and constructs can be found in the Table 1.

All items were measured by using a balanced scale, with the same number of positive and negative answers. One of the most common scale (Mooi and Sarstedt, 2011; Peterson, 1997 by Mooi and Sarstedt, 2011) was used – a 7-point Likert Scale. This scale was chosen to give the option of a neutral response to the respondents and make the process easier when compared with 10-point scales (Mooi and Sarstedt, 2011). According with Mooi and Sarstedt (2011), many respondents feel more comfortable answering to questionnaires where they are not forced to assume a positive or a negative answer.

Table 1: Constructs and items of the research. **Source**: Adapted from Oh H., Fiore A. & Jeoung M. (2007) and Ong et al. (2018), Chaudhuri and Holbrook (2001), Ismail and Spinelli (2012), Lau and Lee (1999) and Zhang and Bloemer (2008).



Construct	**Items**	**Adapted From**
EDU (Educational Experience)	EDU1 – The experience has made me more knowledgeable. EDU2 – I learned a lot. EDU3 – It stimulated my curiosity to learn new things. EDU4 – It was a real learning experience.	Oh H., Fiore A., & Jeoung M. (2007).
ENT (Entertainment Experience)	ENT1 – Activities of other were amusing to watch. ENT2 – Watching others perform was captivating. ENT3 – I really enjoyed watching what others were doing. ENT4 – Activities of others were fun to watch.	
EST (Esthetic Experience)	EST1 – I felt a real sense of harmony. EST2 – Just being there was very pleasant. EST3 – The setting was pretty bland (reverse coded). EST4 – The setting was very attractive.	
ESC (Escapist Experience)	ESC1 – I felt I played a different character there. ESC2 – I felt like I was living in a different time or place. ESC3 – The experience here let me imagine being someone else. ESC4 – I completely escaped from reality.	
WPM (Willingness to Pay More)	WPM1 – Made feel committed to the wine brand(s) associated to that experience. WPM2 – Increased my willingness to pay a higher price for wine(s) from the brand(s) associated to that experience over other brands. WPM3 – Led me to continue to purchase wine(s) from the brand(s) associated to that experience, even if its prices increase.	Ong et al. (2018), Chaudhuri and Holbrook (2001), Ismail and Spinelli (2012), Lau and Lee (1999) and Zhang and Bloemer (2008).
WOM (Word of mouth)	WOM1 – Made me recommend the wine brand(s) associated to that experience, if mentioned in a conversation. WOM2 – Made me recommend the wine brand(s) associated to that experience, to my friends and family. WOM3 – Made me defend the wine brand(s) associated to that experience, if someone had made a negative comment about it.	
RI (Repurchase Intentions)	RI1 – Made me purchase wine(s) from the brand(s) associated to that experience, the next time I was looking for it. RI2 – Made me purchase wine(s) from the brand(s) associated to that experience, in the future. RI3 – Took me to purchase again the wine(s) from the brand(s) associated to that experience, if they were not available when I need it.	

4 DATA ANALYSIS AND RESULTS

Data collection

The survey was submitted in Google Forms, for 6 days, and shared in social media channels. At the end, 363 answers were valid.

To describe the respondent's profile, descriptive statistics were used.

To analyze the research hypotheses, simple regressions were used, after confirming the assumptions, as can be seen in the Annex C.

4.2. Sample Characterization

A sample of 363 valid responses was collected, of which 56% are women. The higher percentage of females could be supported by the fact that they tend to cooperate more in surveys (Gannon et al.,1971; Green, 1996 by Ong et al., 2018). The age of individuals varies between 18 and 81 years, with an average of 41.9 years (SD=13.4). The majority of the respondents has between 31 and 58 years (around 60%). Just 10% of the sample has more than 58 years.

With regard the professional status, the predominance of the employed is notorious, representing 72.4% of the respondents. Students represent 4.7% of the sample, self-employed 12.4%, and student-worker, retired and unemployed represent 10.5%. Regarding the level of monthly net income, about 25% of the respondents have an income of up to €1000, 35.3% are in the range €1000-€1499€, 21.2% receive between €1500 and €2500; and 19% €2500 or more (Table 2).

Table 2: Sample Characterization - Income level and Professional Status.

		n	%
Income	< €500	25	6.9
	€500 – €999	64	17.6
	€1.000 - €1.499	128	35.3
	€1.500 - €2.500	77	21.2
	€2.500 - €3.999	45	12.4
	>€4.000	24	6.6
	Total	363	100.0
Professional Status	Unemployed	13	3.6
	Employed	263	72.5
	Self-employed	45	12.4
	Student	17	4.7
	Retired	12	3.3
	Student-worker	13	3.6
	Total	363	100.0

The first behavioral variable analyzed was the frequency of wine consumption. As can be seen on the figure 3, 36.6% of the respondents drink wine occasionally, 32.2% several times per week, 11.3% once per week. There are 28 respondents who said that they never drink wine (7.7%), so we can suppose that they don’t buy wine for their own consumption but they can buy it for other purposes, for example to offer to guests in their own home (dinners, lunches, parties, among others), to serve to other family members that live in the same house, to give as an offer, among others.

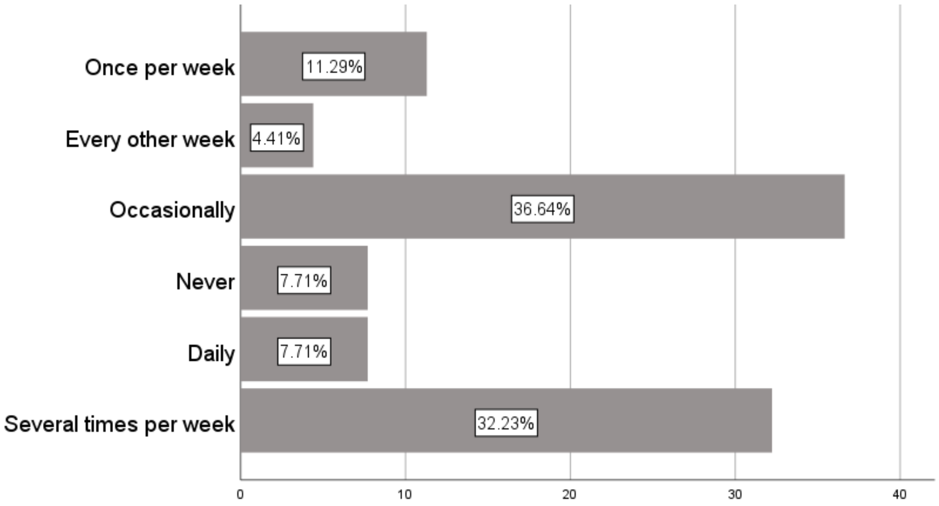


Figure 3: Frequency of Wine Consumption.

4.3. Reliability of the Scales

The main goal is to study the impact of the four different types of experiences – Educational (EDU), Entertainment (ENT), Esthetic (EST) and Escapist (ESC), in the three dimensions of brand loyalty (WPM, WOM and RI), so we will study the different experiences separately.

In order to evaluate the validity of the instrument, it is necessary to check the reliability (or internal consistency) of the Likert-type items used on the survey (from 1 – totally disagree to 7 – totally agree). For this purpose, Cronbach's Alpha was computed.

Cronbach's Alpha can vary between 0 and 1 (the higher the better), being commonly accepted 0.7 as the minimum value to consider the scale reliable (Hair et al., 2014; Marôco and Garcia, 2006). Since the Cronbach's alpha value for the different types of experiences, vary between 0.700 and 0.968, can be concluded that the instrument is reliable across all dimensions for the purpose of this study.

Table 3: Reliability Results – Cronbach's Alpha results.

Constructs	**Cronbach's Alpha**
Educational Experience (EDU)	0.948
Entertainment Experience (ENT)	0.952
Esthetic Experience (EST)	0.700
Escapist Experience (ESC)	0.924
Educational Experience - Willingness to Pay More (EDU_WPM)	0.890
Educational Experience - Word Of Mouth (EDU_WOM)	0.925
Educational Experience - Repurchase Intention (EDU_RI)	0.925
Entertainment Experience - Willingness to Pay More (ENT_WPM)	0.890
Entertainment Experience - Word Of Mouth (ENT_WOM)	0.953
Entertainment Experience - Repurchase Intention (ENT_RI)	0.936
Esthetic Experience - Willingness to Pay More (EST_WPM)	0.934
Esthetic Experience - Word Of Mouth (EST_WOM)	0.961
Esthetic Experience - Repurchase Intention (EST_RI)	0.960
Escapist Experience - Willingness to Pay More (ESC_WPM)	0.945
Escapist Experience - Word Of Mouth (ESC_WOM)	0.968
Escapist Experience - Repurchase Intention (ESC_RI)	0.968

After verifying the reliability of the constructs, and having calculated the corresponding composite variables, the research hypotheses were tested using linear regressions.

4.4. Descriptive Analysis

In the questionnaire, respondents were asked whether they had already lived each type of experiences or not. The question was made for each of the four types of experience and all the subsequent analyzes were made only for those who responded that they had already lived that kind of experience.

From the 363 respondents of the sample, 51.5% already lived the educational experience, 48.2% lived the educational experience, 44.1% lived the esthetic experience and just 2 lived the escapist experience. Based on these answers the hypothesis were tested for each type of experience separately.

In order to describe and analyze more clearly the impact of each wine experience, the mean and standard deviation were calculated as well as the responses percentage distribution of the indicators of the different constructs (from 1 – Totally Disagree to 7 – Totally Agree). The presentation of the results will be made by type of experience (13 items per experience) to enhance the clarity of the explanation and the ease of understanding.

4.4.1 Wine Educational Experience

In accordance with the data presented in the table below (Table 4), it's possible to take some considerations. The means of the items vary between 5.0 and 3.5. Since 4 is the central or neutral point of the Likert-type scale we can easily see that not all the items were evaluated positively.

Educational Experience is the one with the highest means, varying between 4.7 and 5.0, being the item EDU1 "The experience has made me more knowledgeable" the one with the highest score. The values of the means show that respondents in general terms had a wine educational experience defined by the items.

In this kind of experience, Willingness to Pay More (WPM) is the brand loyalty dimension that presents the lowest results, with values between 3.5 and 3.9, that is, lower than the central point of the scale, which reveals a negative position of the respondents in this dimension. The item WPM1 "Made me feel committed to the wine brand(s) associated to that experience." is the one with the lowest average and simultaneously the largest standard deviation, which shows a great heterogeneity of answers in this question.

Table 4: Wine Educational Experience (mean, standard deviation and percentage distribution of the responses).

				ESCALA						
		Mean	Standard Deviation	1	2	3	4	5	6	7
	EDUCATIONAL EXPERIENCE (EDU)	4.9	1.7	(%)	(%)	(%)	(%)	(%)	(%)	(%)
EDU1	The experience has made me more knowledgeable.	5.0	1.8	1.7	5.2	3.6	8.8	7.2	11.6	13.5
EDU2	I learned a lot.	4.7	1.8	1.7	6.9	5.0	9.4	8.3	8.5	11.8
EDU3	It stimulated my curiosity to learn new things.	5.0	1.8	2.2	4.4	4.1	7.2	9.9	11.0	12.7
EDU4	It was a real learning experience.	4.9	1.8	1.9	4.7	5.2	7.4	10.7	8.5	12.9
	WILLINGNESS TO PAY MORE (WPM)	3.7	1.7							
WPM1	Made feel committed to the wine brand(s) associated to that experience.	3.5	2.0	12.7	6.9	6.1	8.5	6.6	5.0	5.8
WPM2	Increased my willingness to pay a higher price for wine(s) from the brand(s) associated to that experience over other brands.	3.9	1.9	7.7	6.1	5.2	10.7	10.5	6.9	4.4
WPM3	Led me to continue to purchase wine(s) from the brand(s) associated to that experience, even if its prices increase.	3.6	1.8	9.1	6.6	7.4	10.7	10.2	3.6	3.9
	WORD OF MOUTH (WOM)	4.6	1.7							
WOM1	Made me recommend the wine brand(s) associated to that experience, if mentioned in a conversation.	4.8	1.9	2.5	6.3	5.5	5.8	8.5	11.6	11.3
WOM2	Made me recommend the wine brand(s) associated to that experience, to my friends and family.	4.8	1.9	2.8	6.1	4.7	6.9	10.5	8.0	12.7
WOM3	Made me defend the wine brand(s) associated to that experience, if someone had made a negative comment about it.	4.2	1.8	3.6	8.3	5.5	9.9	9.1	9.4	5.8
	REPURCHASE INTENTION (RI)	4.4	1.8							
RI1	Made me purchase wine(s) from the brand(s) associated to that experience, the next time I was looking for it.	4.5	2.0	5.2	5.8	4.4	8.3	8.5	9.1	10.2
RI2	Made me purchase wine(s) from the brand(s) associated to that experience, in the future.	4.4	1.9	5.5	6.9	4.1	7.2	9.4	11.6	6.9
RI3	Took me to purchase again the wine(s) from the brand(s) associated to that experience, if they were not available when I need it.	4.2	1.9	5.8	6.3	6.9	8.0	9.1	8.5	6.9

On the other hand, all the items of Word Of Mouth (WOM) and Repurchase Intention (RI) dimensions have means higher than 4. The item WOM1 “Made me recommend the wine brand(s) associated to that experience, if mentioned in a conversation.” has the highest value (4.8). The lower mean is 4.2 in item RI3 “Took me to purchase again the wine(s) from the brand(s) associated to that experience, if they were not available when I need it.”. Nevertheless, although not very high, on WOM and RI the results are positive since they are all higher than the central point of the Likert-type scale.

4.4.2 Wine Entertainment Experience

The results for the Wine Entertainment Experience are similar to the ones of the Wine Educational Experience (Table 5). The values of the several items of Entertainment Experience are high (between 5.1 and 4.9), and WPM is, in average, the brand loyalty dimension with the lowest values (between 3.6 and 3.7), being the item WPM3 "Led me to continue to purchase wine(s) from the brand(s) associated to that experience, even if its prices increase." the one with the lowest average (3.6).

The averages of the WOM and RI items are all above 4.1, which means a position of agreement of the respondents in relation to these aspects, although not very high. In WOM the means vary between 4.2 and 4.5. In RI the values are positive but a little bit lower, between 4.1 and 4.4.

Table 5: Wine Educational Experience (mean, standard deviation and percentage distribution of the responses).

				ESCALA						
		Mean	Standard Deviation	1	2	3	4	5	6	7
	ENTERTAINMENT EXPERIENCE (ENT)	5.0	1.6	(%)	(%)	(%)	(%)	(%)	(%)	(%)
ENT1	Activities of other were amusing to watch.	5.1	1.6	0.6	3.9	4.7	6.6	9.4	12.7	10.5
ENT2	Watching others perform was captivating.	4.9	1.7	1.4	4.1	6.1	5.2	9.1	12.9	9.4
ENT3	I really enjoyed watching what others were doing.	5.0	1.7	0.8	5.0	4.7	6.1	9.1	12.7	9.9
ENT4	Activities of others were fun to watch	5.1	1.7	0.8	3.9	5.5	5.2	10.5	11.3	11.0
	WILLINGNESS TO PAY MORE (WPM)	3.7	1.7							
WPM1	Made feel committed to the wine brand(s) associated to that experience.	3.7	1.9	8.0	9.1	6.1	6.6	7.4	7.7	3.3
WPM2	Increased my willingness to pay a higher price for wine(s) from the brand(s) associated to that experience over other brands.	3.7	1.8	6.1	9.1	8.0	7.2	7.7	7.2	3.0
WPM3	Led me to continue to purchase wine(s) from the brand(s) associated to that experience, even if its prices increase.	3.6	1.8	8.3	7.2	8.3	7.7	7.4	6.6	2.8
	WORD OF MOUTH (WOM)	4.4	1.7							
WOM1	Made me recommend the wine brand(s) associated to that experience, if mentioned in a conversation.	4.5	1.8	2.8	5.8	7.2	5.8	9.1	10.7	6.9
WOM2	Made me recommend the wine brand(s) associated to that experience, to my friends and family.	4.5	1.8	3.3	4.1	8.3	5.0	8.8	12.4	6.3
WOM3	Made me defend the wine brand(s) associated to that experience, if someone had made a negative comment about it.	4.2	1.8	4.1	6.3	7.7	6.9	9.9	8.8	4.4
	REPURCHASE INTENTION (RI)	4.2	1.8							
RI1	Made me purchase wine(s) from the brand(s) associated to that experience, the next time I was looking for it.	4.4	1.9	3.3	8.0	4.4	7.4	8.3	9.9	6.9
RI2	Made me purchase wine(s) from the brand(s) associated to that experience, in the future.	4.1	1.9	4.4	8.5	6.1	5.8	8.8	9.6	5.0
RI3	Took me to purchase again the wine(s) from the brand(s) associated to that experience, if they were not available when I need it.	4.2	1.8	3.9	8.5	5.5	7.2	8.8	10.2	4.1

4.4.3 Wine Esthetic Experience

On the Wine Esthetic Experience all the items show a mean higher than 4, which means a positive result.

The Esthetic Experience presents the highest averages among the four types of experience, with values between 5.6 and 5.2, with the item EST1 “I felt a real sense of harmony”, having the lowest value.

The Word of Mouth is the dimension of the brand loyalty that has the highest means in this kind of experience, with means between 4.980 and 4.6. Repurchase Intention items vary between 4.7 and 4.5.

Willingness to Purchase is the construct with the lower values of means and the higher values of standard deviation like in the previous experiences. However, WPM in Esthetic Experience present values above 4 in contrast with the previous experiences.

Table 6: Wine Educational Experience (mean, standard deviation and percentage distribution of the responses).

				ESCALA						
		Mean	Standard Deviation	1.0	2.0	3.0	4.0	5.0	6.0	7.0
	ESTHETIC EXPERIENCE (EST)	5.5	1.3	(%)	(%)	(%)	(%)	(%)	(%)	(%)
EST1	I felt a real sense of harmony.	5.2	1.7	1.1	3.6	4.4	5.2	6.6	10.2	12.9
EST2	Just being there was very pleasant.	5.6	1.6	0.6	1.9	5.0	2.2	7.2	8.5	18.7
EST3	The setting was pretty bland (reverse coded).	5.6	1.9	1.9	3.6	3.6	2.5	3.3	6.1	23.1
EST4	The setting was very attractive.	5.6	1.6	0.3	2.5	4.4	3.0	5.5	11.3	17.1
	WILLINGNESS TO PAY MORE (WPM)	4.2	1.8							
WPM1	Made feel committed to the wine brand(s) associated to that experience.	4.3	2.1	6.9	4.4	4.7	4.7	6.9	9.9	6.6
WPM2	Increased my willingness to pay a higher price for wine(s) from the brand(s) associated to that experience over other brands.	4.2	1.8	4.7	5.0	5.2	6.3	9.6	9.4	3.9
WPM3	Led me to continue to purchase wine(s) from the brand(s) associated to that experience, even if its prices increase.	4.1	1.9	5.8	6.1	5.0	5.0	10.5	9.1	2.8
	WORD OF MOUTH (WOM)	4.7	1.8							
WOM1	Made me recommend the wine brand(s) associated to that experience, if mentioned in a conversation.	4.8	1.8	1.9	4.4	6.3	3.6	10.5	7.4	9.9
WOM2	Made me recommend the wine brand(s) associated to that experience, to my friends and family.	4.9	1.8	1.9	3.6	5.8	4.4	9.1	9.4	9.9
WOM3	Made me defend the wine brand(s) associated to that experience, if someone had made a negative comment about it.	4.6	1.9	3.0	4.4	7.4	3.3	10.2	7.7	8.0
	REPURCHASE INTENTION (RI)	4.6	1.9							
RI1	Made me purchase wine(s) from the brand(s) associated to that experience, the next time I was looking for it.	4.7	1.9	3.0	4.7	4.7	6.6	6.6	8.0	10.5
RI2	Made me purchase wine(s) from the brand(s) associated to that experience, in the future.	4.6	2.0	4.1	5.5	4.4	3.9	8.8	8.5	8.8
RI3	Took me to purchase again the wine(s) from the brand(s) associated to that experience, if they were not available when I need it.	4.5	1.9	3.3	5.0	5.2	5.5	9.4	8.3	7.4

4.4.4 Wine Escapist Experience

On Escapist Experience the values of standard deviations in the several constructs are, in general, higher than in the other types of experience, which reveals a bigger heterogeneity of the respondents in this kind of experience. This is also the type of experience with the lower evaluation, although positive. The items of the Escapist Experience presented, in average, moderate values (between 4.0 and 4.9), as can be seen in table 7. The exception is the ESC1 item “I felt I played a different character there”, that has a score under the central point of the scale (3.9).

As in the experiences presented before, in Escapist Experience the brand loyalty dimension with the highest values is the Word of Mouth with scores around 4.7. This construct also presents the lowest values of dispersion.

Repurchase Intention has mean values higher that 4, varying from 4.2 and 4.5. In Willingness to Pay More one of the items has the mean lower than 4, the item WPM3 “Led me to continue to purchase wine(s) from the brand(s) associated to that experience, even if its prices increase”. In the other two items the mean values are greater than 4.

Table 7: Wine Educational Experience (mean, standard deviation and percentage distribution of the responses).

				ESCALA						
		Mean	Standard Deviation	1	2	3	4	5	6	7
	ESCAPIST EXPERIENCE (ESC)	4.4	1.8	(%)	(%)	(%)	(%)	(%)	(%)	(%)
ESC1	I felt I played a different character there.	3.9	1.9	3.6	1.7	3.9	2.5	3.6	4.1	1.1
ESC2	I felt like I was living in a different time or place.	4.9	1.9	1.4	1.7	2.5	2.2	2.8	4.4	5.5
ESC3	The experience here let me imagine being someone else.	4.0	2.1	4.1	1.7	2.8	2.2	3.0	4.1	2.5
ESC4	I completely escaped from reality.	4.7	2.0	1.7	1.7	3.3	1.9	2.8	3.6	5.5
	WILLINGNESS TO PAY MORE (WPM)	4.0	2.0							
WPM1	Made feel committed to the wine brand(s) associated to that experience.	4.2	2.1	2.5	3.0	3.3	2.2	2.8	2.8	3.9
WPM2	Increased my willingness to pay a higher price for wine(s) from the brand(s) associated to that experience over other brands.	4.0	2.0	2.8	3.3	2.8	2.5	3.0	3.0	3.0
WPM3	Led me to continue to purchase wine(s) from the brand(s) associated to that experience, even if its prices increase.	3.9	2.1	2.8	3.9	3.3	2.2	1.9	3.0	3.3
	WORD OF MOUTH (WOM)	4.7	1.8							
WOM1	Made me recommend the wine brand(s) associated to that experience, if mentioned in a conversation.	4.7	1.9	0.8	2.5	2.8	2.8	3.0	3.9	4.7
WOM2	Made me recommend the wine brand(s) associated to that experience, to my friends and family.	4.7	1.8	0.8	1.9	3.3	3.3	2.5	4.1	4.4
WOM3	Made me defend the wine brand(s) associated to that experience, if someone had made a negative comment about it.	4.7	1.9	1.1	2.2	2.8	3.3	2.2	3.9	5.0
	REPURCHASE INTENTION (RI)	4.4	2.0							
RI1	Made me purchase wine(s) from the brand(s) associated to that experience, the next time I was looking for it.	4.5	2.0	1.9	1.9	3.3	3.3	2.2	2.8	5.0
RI2	Made me purchase wine(s) from the brand(s) associated to that experience, in the future.	4.5	2.1	1.9	1.9	4.1	2.5	1.9	2.8	5.2
RI3	Took me to purchase again the wine(s) from the brand(s) associated to that experience, if they were not available when I need it.	4.2	2.1	2.2	3.6	3.3	1.9	2.2	3.3	3.9

4.5. Research Hypotheses Testing

After checking the reliability of the scales, linear regressions were used to test the research hypothesis, after validating their underlying assumptions (Annex C).

Different regression models were developed. For each type of experience, three models were created; in each of them, the WPM, WOM and IR is the outcome result and the evaluation of the experience the predictor.

Table 8 shows the results of the linear regressions.

Table 8: Regression Results – B, Standardized Beta and R²

	WPM			WOM			RI		
	B	Standardized Beta	R2	B	Standardized Beta	R2	B	Standardized Beta	R2
EDU	0.690*	0.663	0.439	0.862*	0.830	0.686	0.824*	0.757	0.572
	EDU_WPM = 0.320 + 0.690(EDU)			EDU_WOM = 0.371 + 0.862(EDU)			EDU_RI = 0.311 + 0.824(EDU)		
ENT	0.699*	0.643	0.414	0.880*	0.792	0.628	0.805*	0.711	0.506
	ENT_WPM = 0.172 + 0.699 (ENT)			ENT_WOM = -0.004 + 0.880 (ENT)			ENT_RI = 0.192 + 0.805 (ENT)		
EST	0.687*	0.479	0.229	0.902*	0.647	0.419	0.886*	0.603	0.363
	EST_WPM = 0.437 + 0.687 (EST)			EST_WOM = -0.193 + 0.902 (EST)			EST_RI = -0.249 + 0.886 (EST)		
ESC	0.912*	0.835	0.698	0.834*	0.824	0.679	0.895	0.806	0.649
	ESC_WPM = 0.045 + 0.912 (ESC)			ESC_WOM = 1.057 + 0.834 (ESC)			ESC_RI = 0.451 + 0.895 (ESC)		

* $p<0.001$

From the F tests results, can be concluded that in all cases the model predicts the outcome variable ($p < 0.05$).

It was also concluded that the relationship between the predictor and the outcome in all the experiences is positive. Therefore, the better the evaluation of each type of experience, the higher the estimated value of WPM, WOM and RI associated to that kind of experience. In other words, each type of experience is positively related with each brand loyalty dimension (WPM, WOM and RI) associated to that experience. For that reason, the validity of the study hypotheses for the several types of experiences is confirmed:

H1a: Wine Educational Experience is positively related with WPM
H1b: Wine Educational Experience is positively related with wine WOM
H1c: Wine Educational Experience is positively related with wine RI

H2a: Wine Entertainment Experience is positively related with wine WPM
H2b: Wine Entertainment Experience is positively related with wine WOM
H2c: Wine Entertainment Experience is positively related with wine RI
H3a: Wine Esthetic Experience is positively related with wine WPM
H3b: Wine Esthetic Experience is positively related with wine WOM
H3c: Wine Esthetic Experience is positively related with wine RI

H4a: Wine Escapist Experience is positively related with wine WPM

H4b: Wine Escapist Experience is positively related with wine WOM

H4c: Wine Escapist Experience is positively related with wine RI

The R² indicates how much of the total variation in the dependent variable (WPM, WOM, RI) can be explained by the independent or predictor variable (EDU, ENT, EST, ESC).

In EDU, the experience evaluation explains 43.9% of the WPM, 68.6% of the WOM and 57.2% of the RI, which means that WOM is the most influenced dimension by EDU. It is worth to note that we are in presence, in all cases, of large size effects (Cohen, 1992).

The same with ENT experience, where the model explains 41.4% of WPM, 62.8% of WOM and 50.6% of RI. Again, the WOM is the most influenced dimension. All large and positive effects, as seen before.

The predictive capacity of EST is a little bit lower than the former ones, but nevertheless it is able to explain 22.9% of WPM, 41.9% of WOM and 36.3% of RI.

In ESC experience the positive effects are also a fact and we are in presence of the highest values of R² regarding WPM and RI. On this experience the models explain 69.8% of WPM, 67.9% of WOM and 64.9% of RI. Again, large size effects, but, in contrast with the other experiences, the most influenced dimension is WPM.

So, comparing the four types of experience, ESC is the one that influences more dimensions of the brand loyalty (WPM and RI) and EST is the experience that has the weakest impact.

It is also important to highlight that for two types of experience (EDU and ENT,), WOM is the dimension where the effect of the evaluation of the experience is more relevant, and, in other hand, WPM is the less affected by all types of experiences.

5. CONCLUSIONS, IMPLICATIONS, LIMITATIONS AND FURTHER RESEARCH

5.1 Conclusions

The wine industry is increasing is importance in the Portuguese market. For that reason, the companies in this industry need to stand out from the crowd in order to gain advantage from their competitors and to differentiate themselves by increasing their customers brand loyalty.

Some research shows that brand loyalty it's influenced by experience (Brakus et al., 2009). The main goal of this study is to discover if different type of experiences affect the brand loyalty of a brand in a specific context – wine industry in Portugal.

As mentioned, it was not considered the experience in general but four types of experiences based on the research of Thanh and Kirova (2018) – Educational, Entertainment, Esthetic and Escapist Experience. Therefore, this study analyzed the impact of these experiences in the three dimensions of brand loyalty – Willingness to Pay More, Word of Mouth and Repurchase Intention.

After the analysis of the results, the entire proposed hypotheses were validated. This means that all the different types of experiences (Educational, Entertainment, Esthetic and Escapist) influence positively, and strongly the indicators of brand loyalty considered - Willingness to Pay More, Word of Mouth and Repurchase Intention.

From all the experiences studied, the one who presents higher levels of correlation with WOM is the Educational Experience. This means that experiences like wine tastings & seminars, home wine making seminars, culinary-wine pairing events and cooking & craft making classes influence the brand loyalty indicator WOM, more than the other types of experience.

In contrast, the experience who influences more the WPM and RI is the Escapist Experience. In general terms, ESC experiences like hot air ballooning over vineyards, vineyard hiking, cycling tours, vineyard tour by horse or carriage and harvesting grapes and riding a grape picker is the one who has a larger size effect regarding the three dimensions of the brand loyalty (WPM, WPM and RI).

In other hand, the Esthetic Experience is the one that least affects the three dimensions of brand loyalty. So, the experiences that affects less the brand loyalty dimensions are experiences like consuming the "winescape", enjoying typical restaurants, bars and cafes, enjoying unique lodging and wines, driving rural roads lined with vineyards, and by going to art & craft fairs at wineries.

Finally, from all the brand loyalty dimensions – WPM, WOM and RI, in general terms (except from ESC), the one that suffers the greatest impact from all the experiences, or in other words, the one that is most affected by EDU, ENT and EST experiences is the Word of Mouth. On contrary, Willingness to Pay More is the dimension that is less affected by these types of experiences. In ESC Experiences the stronger relationship is with WPM and the weakest is the RI.

5.2 Theoretical Implications

Many researches stressed about the experience marketing and its influence on brand loyalty. However, there were no studies relating these concepts on wine industry context based on the four types of experience – educational, entertainment, esthetic and escapist. For that reason, this research brings new findings that are relevant and can be a starting point to further investigation around this topic.

5.3 Managerial Implications

This study offers managerial directions in order to develop customer's brand loyalty strategies through experience, in the Portuguese wine industry. It is worth taking into account that escapist experiences such as hot air ballooning over vineyards, vineyard hiking, cycling tours, vineyard tour by horse or carriage and harvesting grapes and riding a grape picker, in general terms, are the ones that influence more brand loyalty, particularly in the willingness to pay more and repurchase intention.

The educational experiences like wine tastings and seminars, home wine making seminars, culinary-wine pairing events and cooking and craft making classes, , are the ones that affect more the word of mouth; also, this type of experiences the second most important in the other dimensions of brand loyalty .

The impact of the entertainment experiences such as wine museum visits, wine shop, wine blending, farm and food demonstrations, wine festivals and galleries, cellar concerts and music in vineyard, although important, is less than that of escapist experiences or educational.

The esthetic experience, including experiences like consuming the "winescape", enjoying typical restaurants, bars and cafes, enjoying unique lodging and wines, driving rural roads lined with vineyards, and by going to art & craft fairs at wineries is the type of experience with the lower impact in the three brand loyalty dimensions. Nevertheless, it has a positive relation with them.

For this reason, the managers and marketers who want to increase brand loyalty to their wine brand, by increasing the customers' willingness to pay more, word of mouth and repurchase intention, can develop strategies including or increasing these various types of experiences, since they all have a large impact; however, it is advisable to pay special attention to escapist experiences. This will positively affect the brand loyalty and, consequently, the business.

5.4 Limitations of Research and Further Research

After concluding the research, it is important to take a step back, to look critically at the path taken and to emphasize the limitations of the study and make some recommendations for further research.

Firstly, it's important to highlight the reduced sample size with just 363 respondents. Despite that, it was possible to develop this exploratory study and take some conclusions that could lead to further research. Regarding the sample, other topic should be point out. The respondents answer was based on the experiences that each of them lived. Since they lived completely different experiences, the results are not so accurate as if they have lived the same experiences. One recommendation in order to enhance this research is to apply the questionnaire to people who lived the same experiences. For example, a good option is to focus on a wine brand that already uses these different types of experiences and apply the questionnaire to their customers who already lived them. That way, we will have more accurate results.

Would be also interesting to see if the impacts of these types of experiences in brand loyalty are affected by age. Maybe the impact in brand loyalty varies with the age of the respondents and would be interesting to see how these factors are correlated.

Additionally, it could be interesting to study, not just the impact of the different types of experiences separately but also the impacts combined. In other words, to analyze the impact of two, three or four types of experiences together in order to see if the combination between two or more variables is stronger than the impact of just one of them.

Considering the evolution of the technology and innovation, it would also be important to start including not just the physical and traditional experiences but also the digital/technological experiences, in order to see if the results would be the same results using a digital experience.

This research focused on the impact of three different types of experiences (educational, entertainment, esthetic and escapist) in brand loyalty of a wine brand in Portugal, considering the WPM, WOM and RI and brand loyalty indicators. It would be also interesting to analyze other variables that can also influence brand loyalty of a wine company. Thus. more complete and detailed managerial implications could be delivered to managers and marketers.

Lastly, the study in based on the wine industry in Portugal and the conclusions might not be valid to other countries and industries. Although the globalization, the population of the countries has different profiles depending, for instance, on their weather, social, political and economic environment.

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ANNEXES

ANNEX A: The Four Realms of an Experience

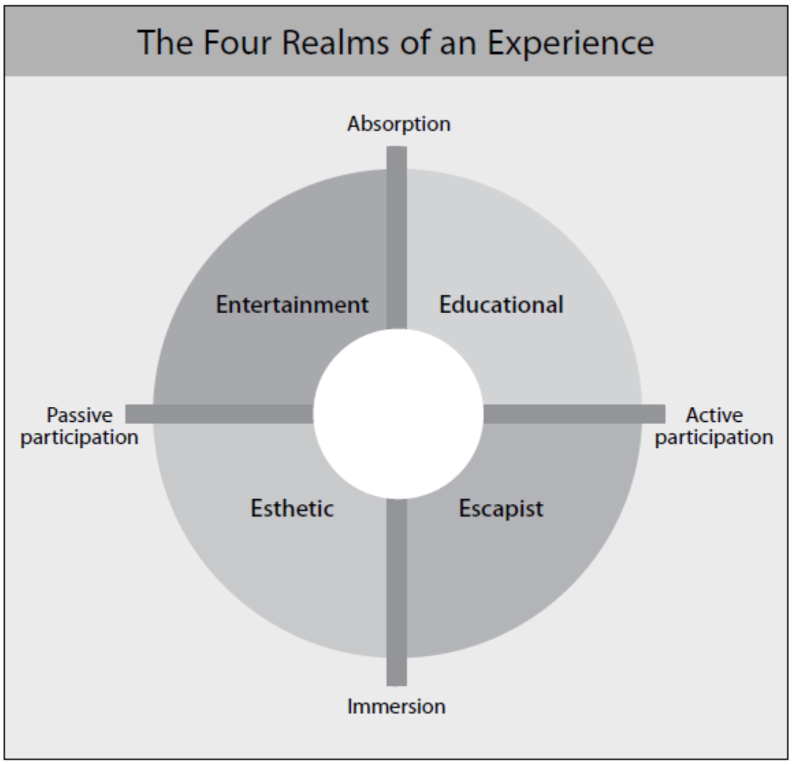
The Four Realms of an Experience
Absorption
Entertainment
Educational
Passive participation
Active participation
Esthetic
Escapist
Immersion

Figure 1. "The Four Realms of an Experience"

Source: From Pine and Gilmore (1999, p.102)

ANNEX B: Questionnaire

Note: Here is presented the English version. Portuguese version was the one distributed among the respondents.

The Impact of Experience in Wine Industry

This survey is done by Msc in Marketing student at ISCTE Business School, for her dissertation project about the impact of the experience in the brand loyalty of wine brands.

The questionnaire takes 7 minutes, approximately, and all the info gather will be treated as confidential and will be used just for academic purposes.

Thank you for your time!

1. Gender *

Select just one of the options.

☐ Female

☐ Male

2. Age*

---

3. Monthly Income Level

Select just one of the options.

☐ < 500€

☐ 500€ - 999€

☐ 1000€ - 1499€

☐ 1500€ - 2499€

☐ 2500€ - 3.999€

☐ > 4000€

4. Professional Status

Select just one of the options.

☐ Unemployed

☐ Employee

☐ Self-Employed

☐ Student

☐ Student-Worker

☐ Retired

5. Do you drink wine? *

Select just one of the options.

☐ Yes

☐ No *(Go to question 7)*

6. How frequently do you drink wine? *

Select just one of the options.

☐ Daily

☐ Several times per week

☐ Once per week

☐ Every other week

☐ Occasionally

☐ Never

7. Educational Experience

7.1 Did you already lived one of the following experiences: Wine tastings & seminars, home wine making seminars, Culinary-wine pairing events and cooking & craft making classes. *

Select just one of the options.

☐ Yes

☐ No (*Go to question 8*.)

7.2 Based on the experience the experiences that you lived, please classify from 1 (totally disagree) to 7 (totally agree), the following sentences.*

Select just one of the options per line.

	1	**2**	**3**	**4**	**5**	**6**	**7**
The experience has made me more knowledgeable.	○	○	○	○	○	○	○
I learned a lot.	○	○	○	○	○	○	○
It stimulated my curiosity to learn new things.	○	○	○	○	○	○	○
It was a real learning experience.	○	○	○	○	○	○	○
Made feel committed to the wine brand(s) associated to that experience.	○	○	○	○	○	○	○
Increased my willingness to pay a higher price for wine(s) from the brand(s) associated to that experience over other brands.	○	○	○	○	○	○	○
Led me to continue to purchase wine(s) from the brand(s) associated to that experience, even if its prices increase.	○	○	○	○	○	○	○
Made me recommend the wine brand(s) associated to that experience, if mentioned in a conversation.	○	○	○	○	○	○	○
Made me recommend the wine brand(s) associated to that experience, to my friends and family.	○	○	○	○	○	○	○
Made me defend the wine brand(s) associated to that experience, if someone had made a negative comment about it.	○	○	○	○	○	○	○
Made me purchase wine(s) from the brand(s) associated to that experience, the next time I was looking for it.	○	○	○	○	○	○	○
Made me purchase wine(s) from the brand(s) associated to that experience, in the future.	○	○	○	○	○	○	○
Took me to purchase again the wine(s) from the brand(s) associated to that experience, if they were not available when I need it.	○	○	○	○	○	○	○

8. Entertainment Experience

8.1 Did you already lived one of the following experiences: Wine museum visit, in a wine shop, in wine blending, farm and food demonstrations, in wine festivals and galleries and in cellar concerts, music in vineyard.*

Select just one of the options.

☐ Yes

☐ No (*Go to question 9.*)

8.2 Based on the experience the experiences that you lived, please classify from 1 (totally disagree) to 7 (totally agree), the following sentences.

Select just one of the options per line.

	1	**2**	**3**	**4**	**5**	**6**	**7**
Activities of other were amusing to watch.	○	○	○	○	○	○	○
Watching others perform was captivating.	○	○	○	○	○	○	○
I really enjoyed watching what others were doing.	○	○	○	○	○	○	○
Activities of others were fun to watch	○	○	○	○	○	○	○
Made feel committed to the wine brand(s) associated to that experience.	○	○	○	○	○	○	○
Increased my willingness to pay a higher price for wine(s) from the brand(s) associated to that experience over other brands.	○	○	○	○	○	○	○
Led me to continue to purchase wine(s) from the brand(s) associated to that experience, even if its prices increase.	○	○	○	○	○	○	○
Made me recommend the wine brand(s) associated to that experience, if mentioned in a conversation.	○	○	○	○	○	○	○
Made me recommend the wine brand(s) associated to that experience, to my friends and family.	○	○	○	○	○	○	○
Made me defend the wine brand(s) associated to that experience, if someone had made a negative comment about it.	○	○	○	○	○	○	○
Made me purchase wine(s) from the brand(s) associated to that experience, the next time I was looking for it.	○	○	○	○	○	○	○
Made me purchase wine(s) from the brand(s) associated to that experience, in the future.	○	○	○	○	○	○	○
Took me to purchase again the wine(s) from the brand(s) associated to that experience, if they were not available when I need it.	○	○	○	○	○	○	○

9. Esthetic Experience

9.1 Did you already lived one of the following experiences: Consuming the “winescape”, enjoying typical restaurants, bars and cafes, enjoying unique lodging and wines, driving rural roads lined with vineyards, and by going to art & craft fairs at wineries.*

Select just one of the options.

☐ Yes

☐ No (*Go to question 10.*)

9.2 Based on the experience the experiences that you lived, please classify from 1 (totally disagree) to 7 (totally agree), the following sentences.

Select just one of the options per line.

	1	**2**	**3**	**4**	**5**	**6**	**7**
I felt a real sense of harmony.	○	○	○	○	○	○	○
Just being there was very pleasant.	○	○	○	○	○	○	○
The setting was pretty bland (reverse coded).	○	○	○	○	○	○	○
The setting was very attractive.	○	○	○	○	○	○	○
Made feel committed to the wine brand(s) associated to that experience.	○	○	○	○	○	○	○
Increased my willingness to pay a higher price for wine(s) from the brand(s) associated to that experience over other brands.	○	○	○	○	○	○	○
Led me to continue to purchase wine(s) from the brand(s) associated to that experience, even if its prices increase.	○	○	○	○	○	○	○
Made me recommend the wine brand(s) associated to that experience, if mentioned in a conversation.	○	○	○	○	○	○	○
Made me recommend the wine brand(s) associated to that experience, to my friends and family.	○	○	○	○	○	○	○
Made me defend the wine brand(s) associated to that experience, if someone had made a negative comment about it.	○	○	○	○	○	○	○
Made me purchase wine(s) from the brand(s) associated to that experience, the next time I was looking for it.	○	○	○	○	○	○	○
Made me purchase wine(s) from the brand(s) associated to that experience, in the future.	○	○	○	○	○	○	○
Took me to purchase again the wine(s) from the brand(s) associated to that experience, if they were not available when I need it.	○	○	○	○	○	○	○

10. Escapist Experience

10.1 Did you already lived one of the following experiences: Hot air ballooning over vineyards, vineyard hiking, cycling tours, vineyard tour by horse & carriage and harvesting grapes, riding a grape picker. *

Select just one of the options.

☐ Yes

☐ No (*Go to question 10.*)

10.2 Based on the experience the experiences that you lived, please classify from 1 (totally disagree) to 7 (totally agree), the following sentences.

Select just one of the options per line.

	1	**2**	**3**	**4**	**5**	**6**	**7**
I felt I played a different character there.	○	○	○	○	○	○	○
I felt like I was living in a different time or place.	○	○	○	○	○	○	○
The experience here let me imagine being someone else.	○	○	○	○	○	○	○
I completely escaped from reality.	○	○	○	○	○	○	○
Made feel committed to the wine brand(s) associated to that experience.	○	○	○	○	○	○	○
Increased my willingness to pay a higher price for wine(s) from the brand(s) associated to that experience over other brands.	○	○	○	○	○	○	○
Led me to continue to purchase wine(s) from the brand(s) associated to that experience, even if its prices increase.	○	○	○	○	○	○	○
Made me recommend the wine brand(s) associated to that experience, if mentioned in a conversation.	○	○	○	○	○	○	○
Made me recommend the wine brand(s) associated to that experience, to my friends and family.	○	○	○	○	○	○	○
Made me defend the wine brand(s) associated to that experience, if someone had made a negative comment about it.	○	○	○	○	○	○	○
Made me purchase wine(s) from the brand(s) associated to that experience, the next time I was looking for it.	○	○	○	○	○	○	○
Made me purchase wine(s) from the brand(s) associated to that experience, in the future.	○	○	○	○	○	○	○
Took me to purchase again the wine(s) from the brand(s) associated to that experience, if they were not available when I need it.	○	○	○	○	○	○	○

Thank you so much for your time!

ANNEX C: Validation of the linear regression assumptions.

In order to guarantee the quality of the results, the linear regression assumptions were validated. The scatterplot were used to check the normality, linearity and homoscedasticity.

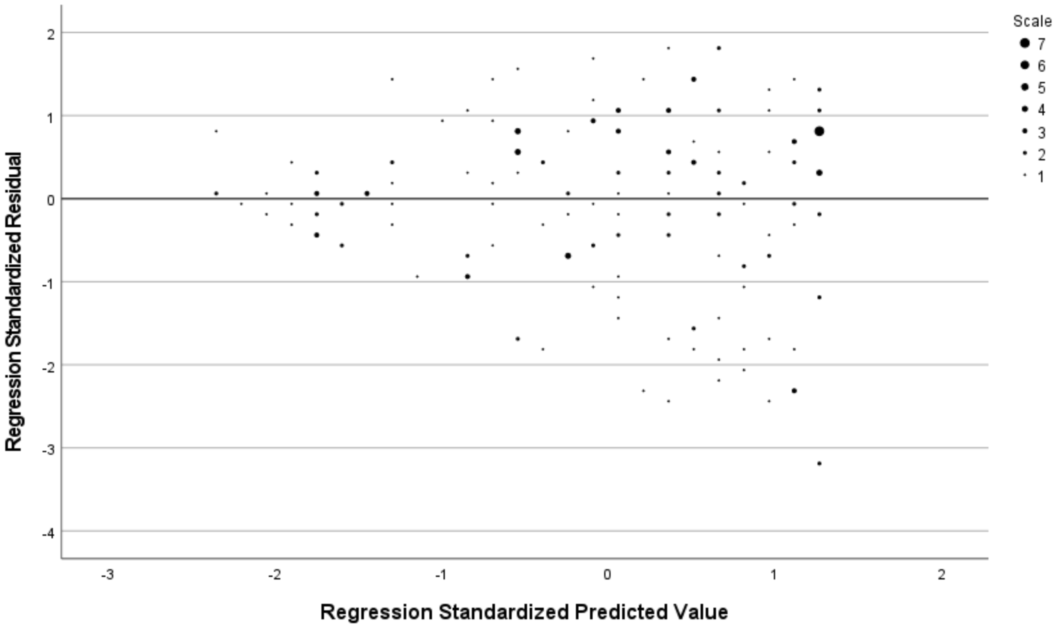

Gráfico 1: Scatterplot – EDU_WPM

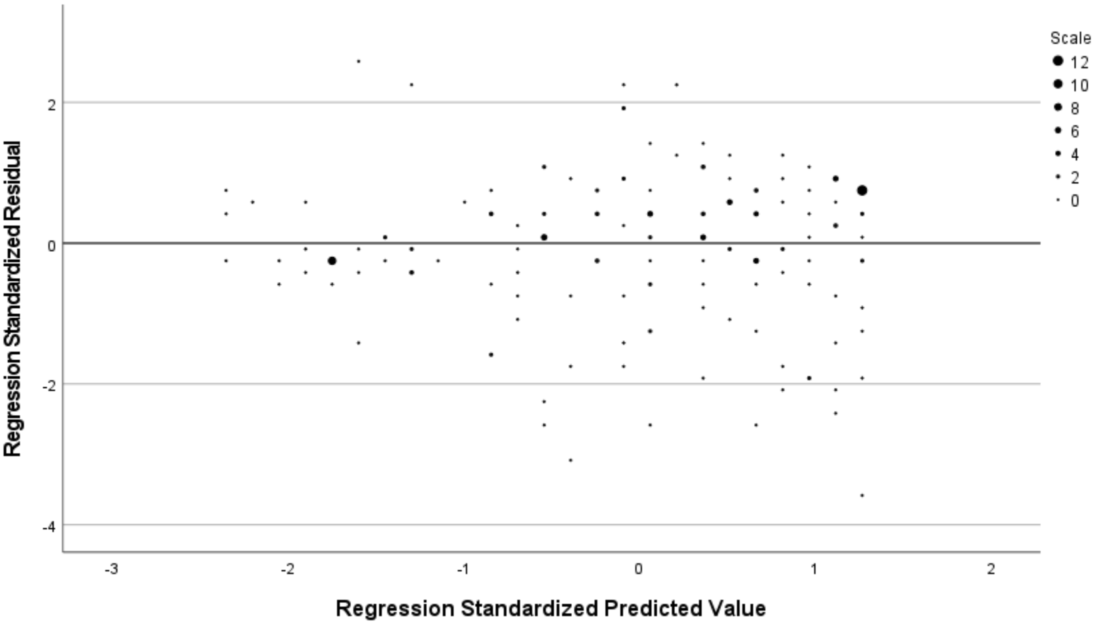

Gráfico 2: Scatterplot – EDU_WOM

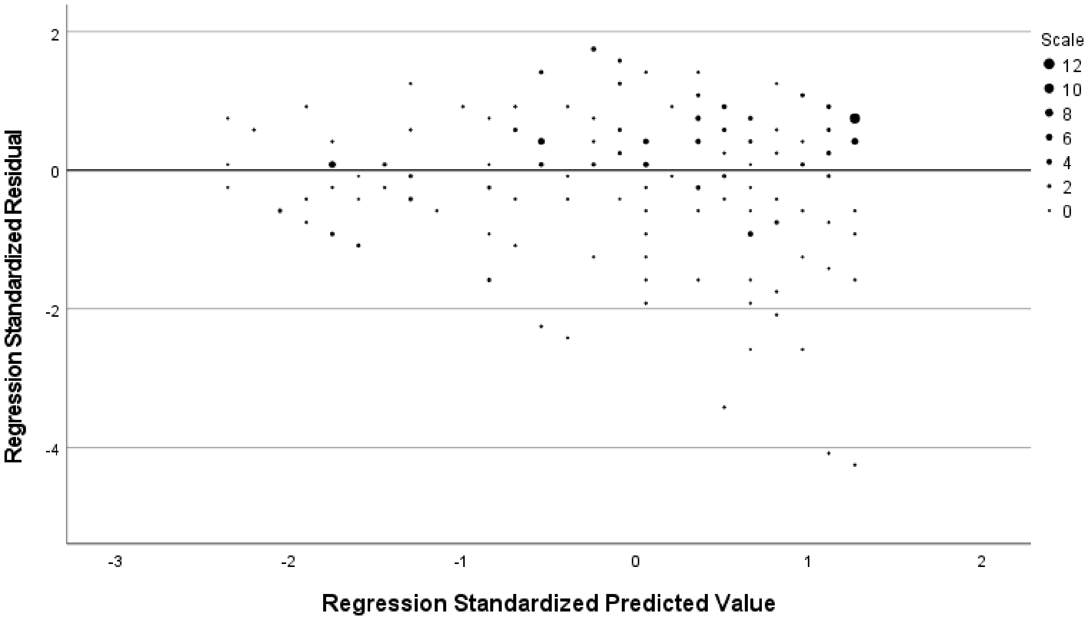

Gráfico 3: Scatterplot – EDU_RI

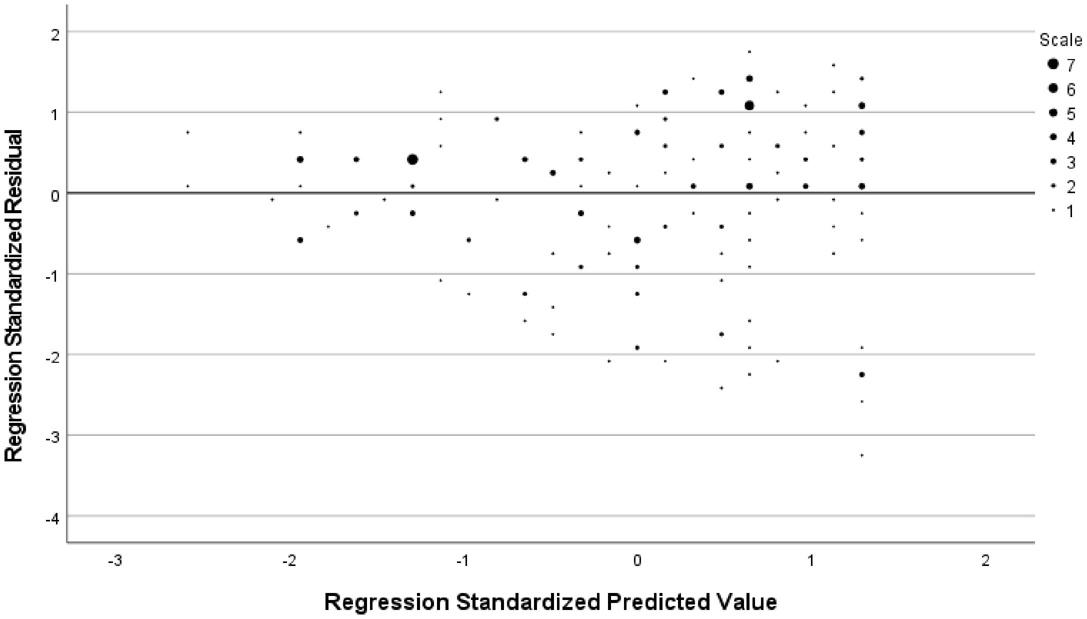

Gráfico 4: Scatterplot – ENT_WPM

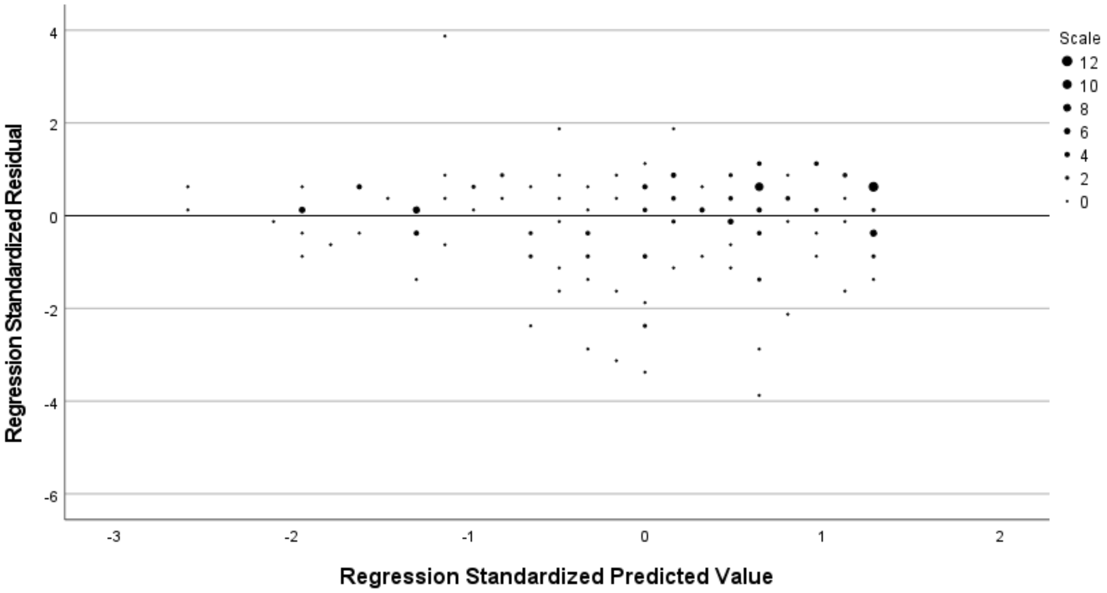

Gráfico 5: Scatterplot – ENT_WOM

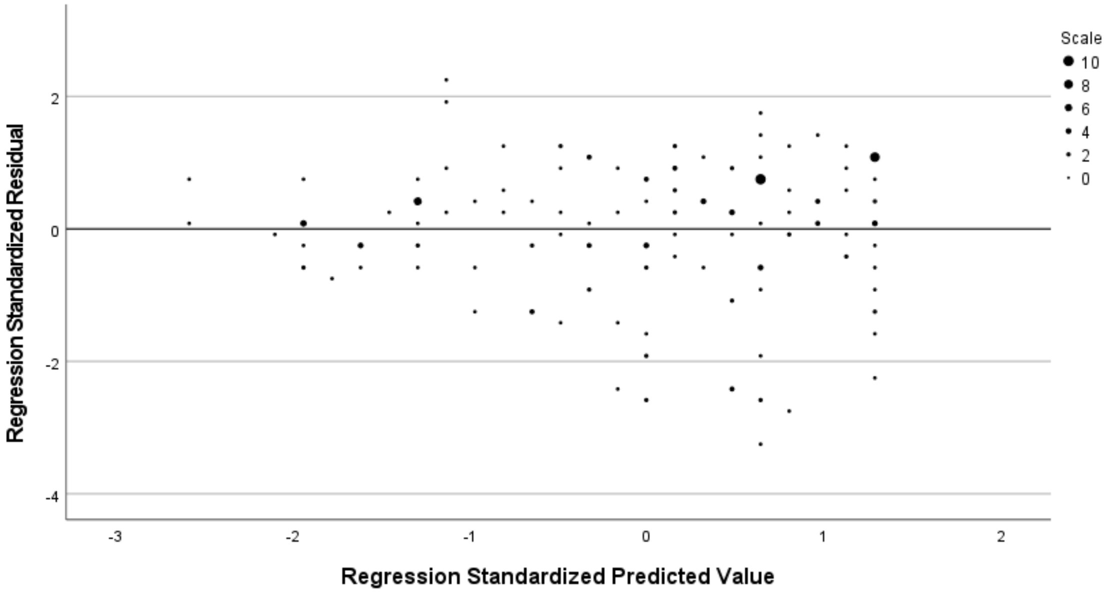

Gráfico 6: Scatterplot – ENT_RI

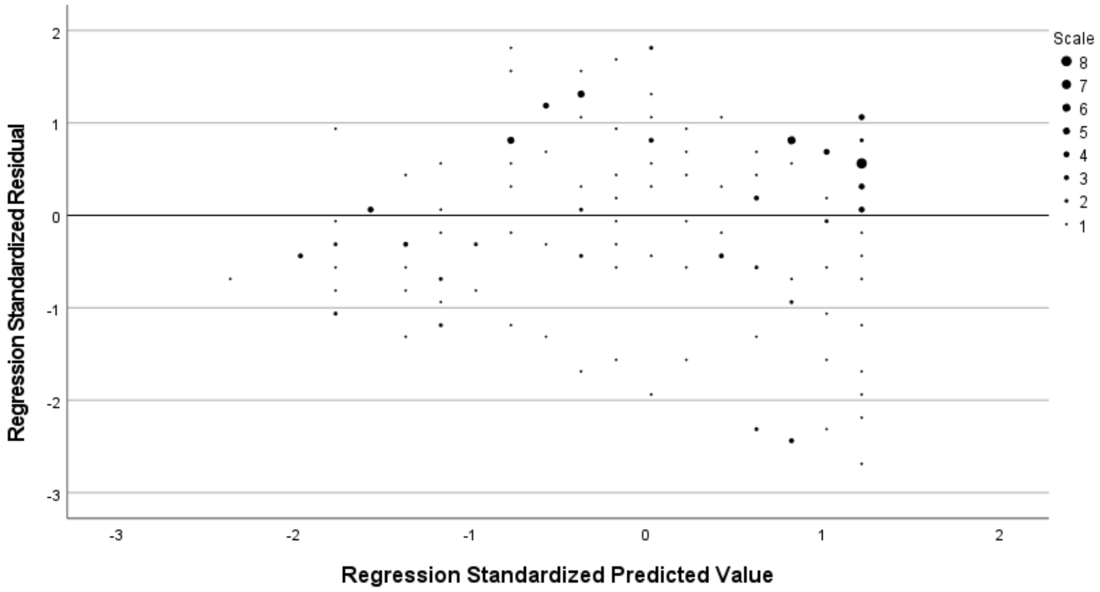

Gráfico 7: Scatterplot – EST_WPM

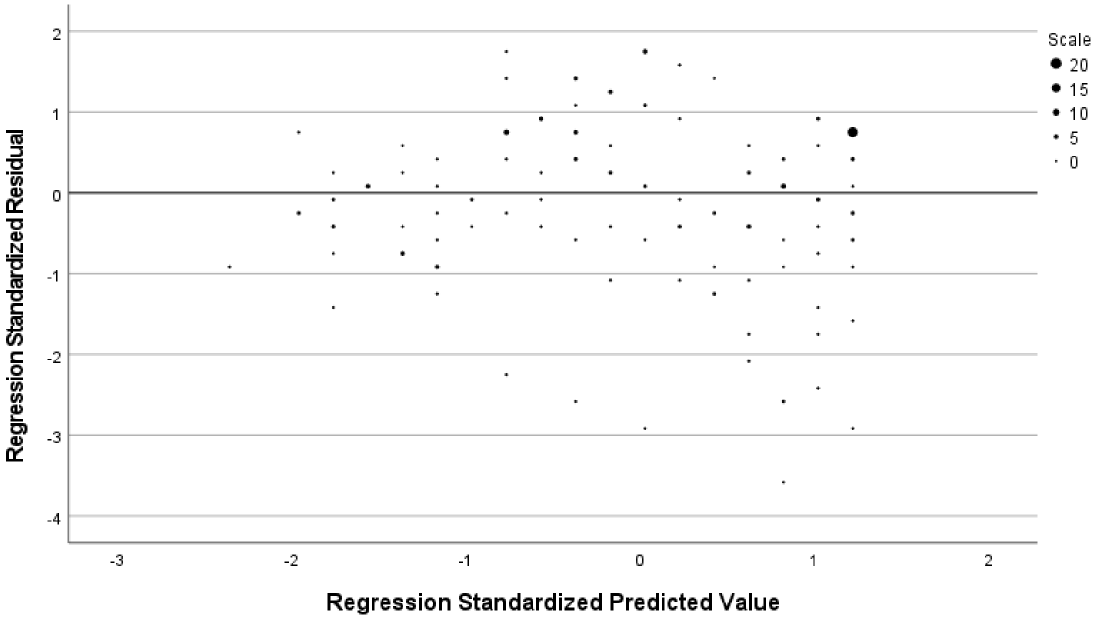

Gráfico 8: Scatterplot – EST_WOM

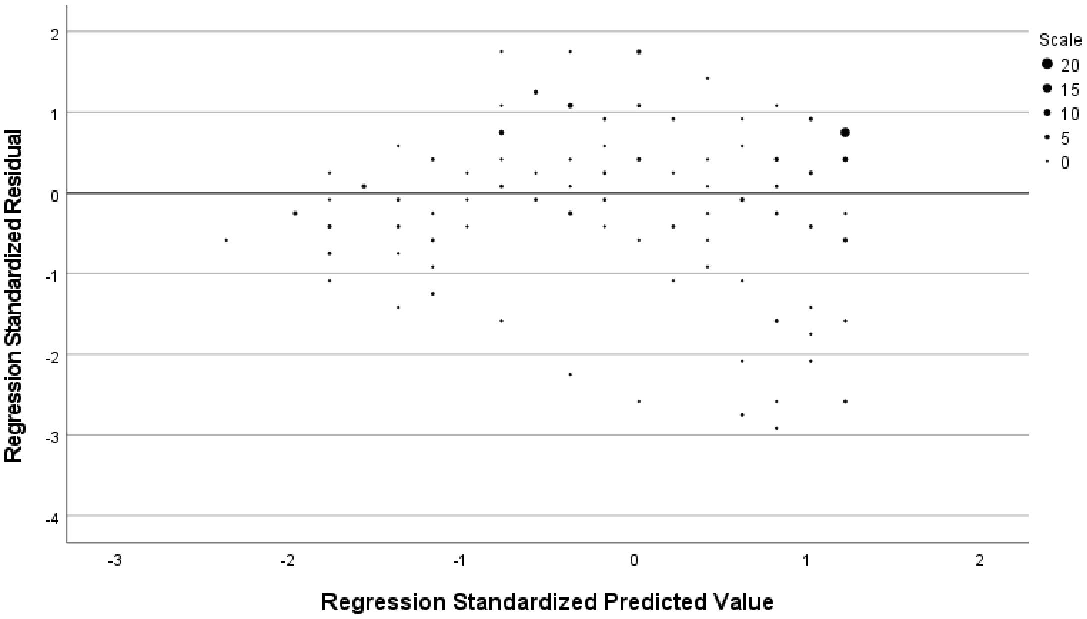

Gráfico 9: Scatterplot – EST_RI

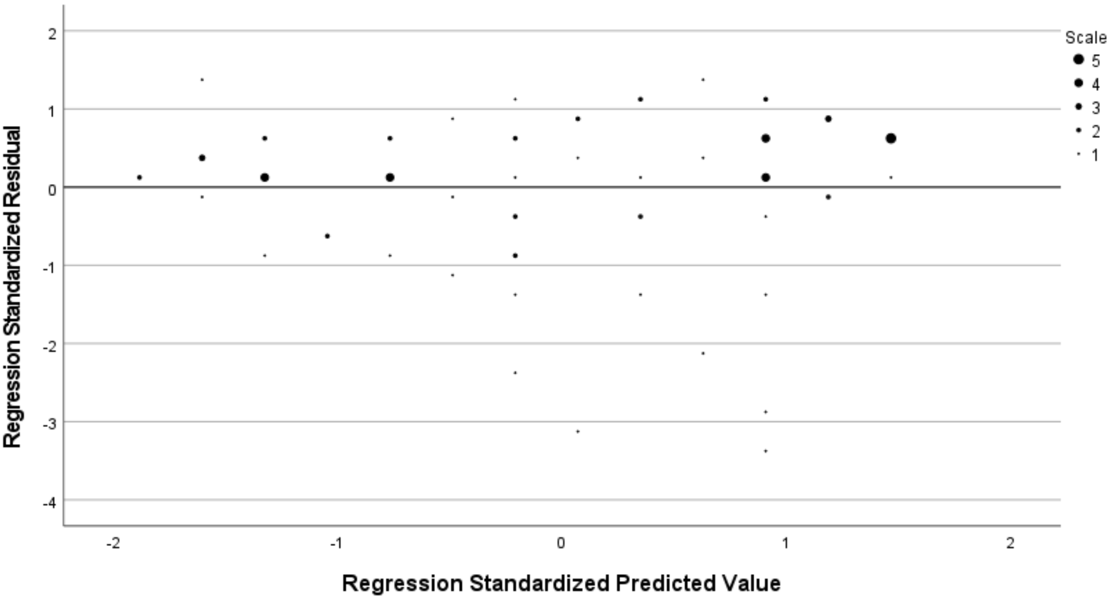

Gráfico 10: Scatterplot – ESC_WPM

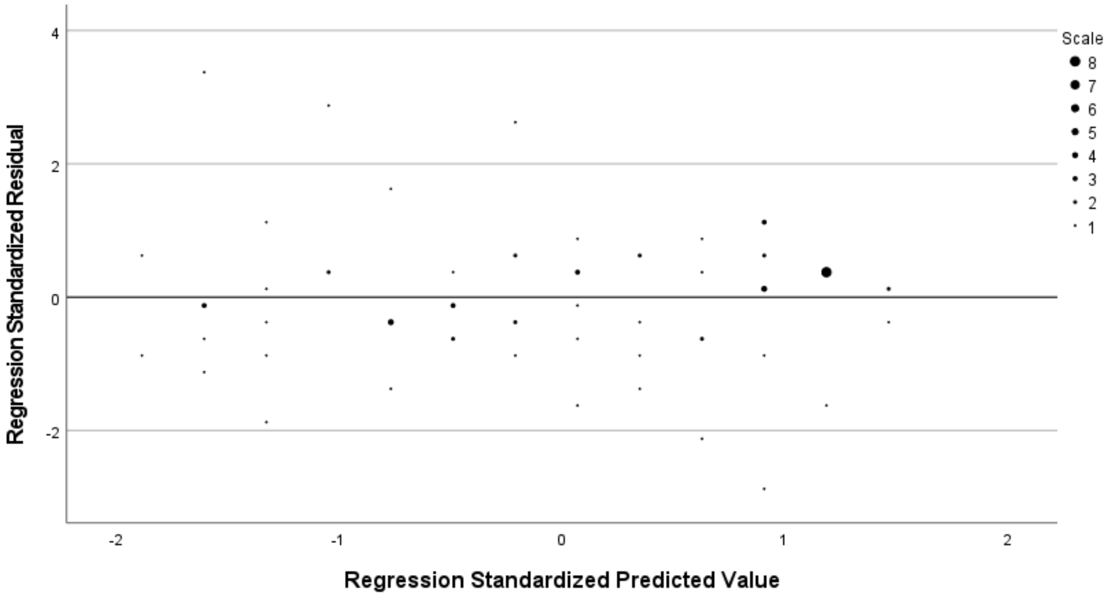

Gráfico 11: Scatterplot – ESC_WOM

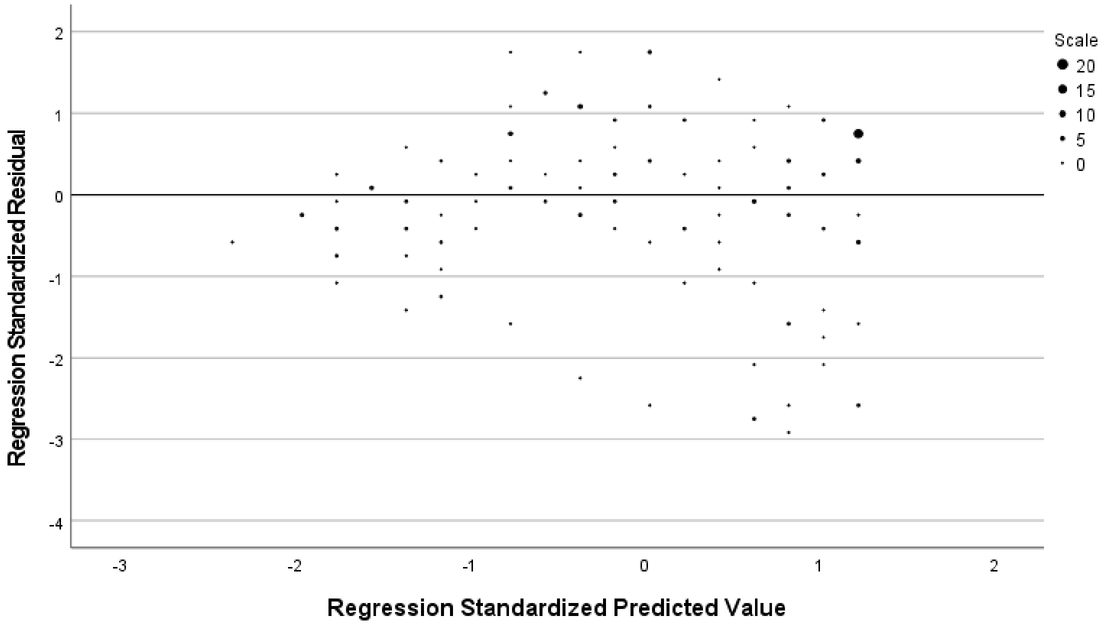

Gráfico 12: Scatterplot – ESC_RI