

VASCO RIBEIRO DOS SANTOS

**CONSUMER BEHAVIOUR IN WINE TOURISM: INVOLVEMENT,
DESTINATION EMOTIONS AND PLACE ATTACHMENT IN THE WINE
TOURIST BEHAVIOUR DURING THE PORTO WINE CELLARS VISITS
CONTEXT**

**FERNANDO PESSOA UNIVERSITY
PORTO 2015**

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“TODOS OS DIREITOS RESERVADOS”

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DESTINATION EMOTIONS AND PLACE ATTACHMENT IN THE WINE
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CONTEXT**

I attest the originality of the work,

Thesis submitted to Fernando Pessoa University as a part of the requirements for the doctor degree in Business Sciences in the Marketing field, in Consumer Behaviour knowledge area, under the supervision of Prof. Dr. Paulo Ramos and co-supervision of Prof. Dr. Nuno Almeida.

Consumer Behaviour in Wine Tourism: involvement, destination emotions and place attachment in the wine tourist behaviour during the Porto wine cellars visits context

Participation in conferences and proceedings publications associated with this thesis

International Tourism Congress (ITC 13) – 27 to 29 November

Polytechnic Institute of Leiria – School of Tourism and Maritime Technology of Peniche

Theme: “The Image and Sustainability of Tourist Destinations”

Area: Consumer Behaviour in Tourism

Category of the paper: PhD research paper

Title: Tourist Consumer Behaviour - Relationship between emotion in leisure marketing, involvement and image of the tourism destinations on tourist purchase decision: A research agenda

(Abstract published in the conference proceedings)

Consumer Behaviour in Tourism Symposium 2013 (CBTS 2013) – Italy – 4 to 6 December

Free University of Bozen/ Bolzano – Competence Centre in Tourism Management and Tourism Economics (TOMTE) – Bruneck/Brunico – Italy

Theme: “Competitiveness, Innovation and Markets: The Multifaceted Tourists’ Role”

Area: Consumer Behaviour in Tourism – Workshop – PhD Students Session

Category of the paper: PhD research paper

Title: Consumer Behaviour in Tourism – the involvement and emotions on purchase decision process tourist

(Abstract published in the conference proceedings)

4th International Conference on Tourism and Hospitality Management (2014) – Athens, Greece – 19 and 20 June

Tourism Research Institute

Area: Tourism Marketing

Category of the paper: PhD content analysis

Title: Consumer Behaviour in Tourism: A Content Analysis Between Involvement and Emotions

(Paper published in *Journal of Tourism Research*, 9(7), 2014)

Consumer Behaviour in Wine Tourism: involvement, destination emotions and place attachment in the wine tourist behaviour during the Porto wine cellars visits context

2014 Academy of Marketing Conference – Doctoral Colloquium – England, Bournemouth – 7 July

Bournemouth University

Area: Marketing Dimensions: People, places and spaces

Conference Track: Tourism Marketing

Category of the paper: PhD research proposal (early stage) Title: Consumer Behaviour in Tourism – the involvement and emotions on travel behaviour in tourist activity – Case of Tourists in Leisure Tourism Destinations

Note: I was been awarded a bursary of £250 to cover the AM2014 Doctoral Colloquium registration fee

(Abstract published in the conference proceedings)

6th EMAC Regional Conference – Doctoral Seminar – Vienna – 16 September, 2015

Vienna University

Area: Marketing Theory Challenges in Emerging Markets

Conference Track: Consumer Behaviour

Category of the paper: PhD conceptual model (intermediate/advanced stage) Title: Consumer Behaviour in Wine Tourism – destination emotions, involvement and place attachment on wine tourist behaviour : an empirical structural model

(Abstract published in the conference proceedings)

Consumer Behaviour in Tourism Symposium 2015 (CBTS 2015) – Munich, Bavaria, Germany – 2 to 4 December

Department of Tourism, Munich University of Applied Sciences

Theme: “Current Issues in Decision Making and Travel Behavior”

Area: Consumer Behaviour in Tourism

Title: Consumer Behaviour in Wine Tourism: the relationship between destination emotions, involvement and place attachment

(abstract accepted but not attendent)

Consumer Behaviour in Wine Tourism: involvement, destination emotions and place attachment in the wine tourist behaviour during the Porto wine cellars visits context

8th International Wine Tourism Conference – Barcelona, Spain – 7 and 6 April, 2016

Barcelona Golf Hotel

Topic: Research: Trends and predictions on aspects of wine tourism

Title: An empirical structural model of consumer behaviour in wine tourism: processing the relationship between involvement, destination emotions and place attachment in the Porto wine cellars predicting behavioural intentions

(paper accepted to presentation)

ABSTRACT

VASCO RIBEIRO DOS SANTOS: Consumer Behaviour in Wine Tourism: involvement, destination emotions and place attachment in the wine tourist behaviour during the Porto wine cellars visits context

(Under the supervision of Prof. Dr. Paulo Ramos and co-supervision of Prof. Dr. Nuno Almeida)

This study aims to contribute to the conceptual development of consumer behaviour in wine tourism area by bringing new discussion and empirical evidences. For this, a literature review of the main concepts was conducted in order to develop and support a conceptual model. This model was subsequently validated and empirically tested, and a hypothetical relationship between constructs was established: involvement (personal involvement and wine product involvement), destination emotions and place attachment (place identity and place dependence). This is, so far, the first study that analyses the combined interaction of all these constructs. This research was undertaken in the framework of wine tourism, namely the measurement of the wine tourist behavior after visiting the Porto wine cellars.

Methodologically, the first chapter is a qualitative exploratory study that performed a content analysis on the key constructs (involvement and emotions), allowing a better understanding of how they can be defined, and the main dimensions underlying each one of them. The second chapter consisted of a conceptual approach, which focused on the clarification of the definition of wine tourism, and the wine tourist behaviour in particular. It also explored the possible relations between constructs (involvement, destination emotions, place attachment and behavioural intentions), postulating the key

preposition that stems from their interaction. In the third chapter, a quantitative research was used, using a personal intercept survey in the Porto wine cellars to validate and to give empirical evidences about the behaviour of the Porto wine cellar visitor. The multilevel analysis of the proposed structural model was made using the SmartPLS software, allowing the confirmation of all the proposed hypotheses.

In the first chapter, the findings provided a theoretical support of the relevance of involvement and emotions constructs in the field of tourism. The content analysis produced insights based on concepts and definitions of these two constructs on a more holistic perspective. In the second chapter, the findings sustain the special interest in consumer behaviour in wine tourism, and it stated a set of five prepositions, where the main constructs are interlinked. In the third chapter, the empirical results indicated that wine tourists' personal involvement and their wine product involvement have a significant influence (and a direct effect) on destination emotions and place attachment, driving their behavioural intentions.

The study had direct implications (analysis and evaluation of the wine tourist travel behaviour and wine tourist profile) for the Porto wine cellars. The results led to practical implications and suggestions for wine tourism managers.

KEYWORDS

Involvement, Content analysis, Destination emotions, Place attachment, Wine tourist behaviour, Behavioural intentions, SEM, PLS, Porto wine cellars

RESUMO

VASCO RIBEIRO DOS SANTOS: Comportamento do Consumidor no Enoturismo: envolvimento, emoções do destino e apego ao lugar no comportamento do enoturista durante as visitas no contexto das caves do vinho do Porto

(Sob a orientação do Prof. Dr. Paulo Ramos e co-orientação do Prof. Dr. Nuno Almeida)

Este estudo tem como propósito contribuir para o desenvolvimento conceptual do comportamento do consumidor na área do enoturismo, contribuindo com uma nova discussão e evidências empíricas. Foi realizada uma revisão da literatura sobre os principais construtos, a fim de desenvolver e apoiar um modelo conceptual. Este modelo foi posteriormente validado e testado empiricamente, e foi estabelecida uma relação hipotética entre os construtos: envolvimento (envolvimento pessoal e envolvimento com o produto vinho), as emoções do destino e apego ao lugar (identidade do lugar e dependência do lugar). Até agora, este é o primeiro estudo que analisa a interação combinada de todos estes construtos. Esta pesquisa foi realizada no âmbito do enoturismo, ou seja, a medição do comportamento do enoturista após visitar as caves do vinho do Porto.

Relativamente à metodologia aplicada, o primeiro capítulo é um estudo qualitativo exploratório que resultou numa análise de conteúdo sobre os construtos chave (envolvimento e emoções), permitindo uma melhor compreensão de como eles podem ser definidos, e as principais dimensões subjacentes a cada um deles. O segundo capítulo consistiu numa abordagem conceptual que incidiu sobre a clarificação da definição de enoturismo, e o comportamento do enoturista em particular. Este capítulo também explorou as possíveis relações entre os construtos (envolvimento, emoções do destino, apego ao lugar e intenções comportamentais), que determinam a preposição

chave que decorre de sua interação. No terceiro capítulo, uma pesquisa quantitativa, foi utilizado um questionário estruturado nas caves do vinho do Porto, para validar e dar evidências empíricas sobre o comportamento do visitante nas caves do vinho do Porto. Foi realizada a análise multivariada do modelo estrutural proposto, utilizando o software SmartPLS, que permitiu a confirmação de todas as hipóteses propostas.

No primeiro capítulo, os resultados forneceram um suporte teórico da relevância dos construtos do envolvimento e das emoções na área do turismo. A análise de conteúdo produziu percepções com base em conceitos e definições destes dois construtos, numa perspectiva mais holística. No segundo capítulo, os resultados sustentam o especial interesse no comportamento do consumidor no enoturismo, e foi apresentado um conjunto de 5 preposições, onde os principais construtos são interligados. No terceiro capítulo, os resultados empíricos indicam que o envolvimento pessoal dos enoturistas e o seu envolvimento com o produto vinho têm uma influência significativa (e um efeito direto) sobre as emoções do destino e o apego ao lugar, impulsionando as suas intenções comportamentais.

O estudo teve implicações diretas (análise e avaliação do comportamento de viagem do enoturista e perfil do enoturista) para as caves do vinho do Porto. Os resultados levaram a implicações práticas e sugestões para os gestores de enoturismo.

PALAVRAS-CHAVE

Envolvimento, Análise de conteúdo, Emoções do destino, Apego ao lugar, Comportamento do enoturista, Intenções comportamentais, SEM, PLS, Caves do vinho do Porto

RÉSUMÉ

VASCO RIBEIRO DOS SANTOS: Comportement du Consommateur dans l'Oenotourisme: Engagement, émotions du destin et attachement à l'endroit dans le comportement de l'oenotouriste pendant ses visites aux caves du vin Porto

(Sous la conduite du Prof. Dr. Paulo Ramos et co-orientation on du Prof. Dr. Nuno Almeida)

Cette étude a pour but contribuer pour le développement conceptuel du comportement du consommateur en oenotourisme, apportant une nouvelle discussion et des évidences empiriques. Il a été faite une révision de la littérature à propos des principaux concepts, a fin de développer et soutenir un modèle conceptuel. Ce modèle a été ensuite validé et testé empiriquement, et il a été établi un rapport hypothétique entre les concepts : engagement (engagement personnel et engagement avec le produit vin), émotions du destin, attachement à l'endroit (identité et dépendance de l'endroit). Celle-ci c'est, jusqu'à présent, la première étude qui analyse l'interaction combinée des tous ces concepts. Cette recherche a été réalisée dans le cadre de l'oenotourisme, ça veut dire le mesurage du comportement de l'oenotouriste après visiter les caves du vin Porto.

Méthodologiquement le premier chapitre c'est une étude qualitative exploratoire qui a réalisé une analyse du contenu sur les concepts clé (engagement et émotions), en permettant une meilleure compréhension de la façon dont ils peuvent être définis, ainsi que les dimensions principales inhérentes à chacun d'eux. Le second chapitre a consisté dans une approche conceptuelle qui portait sur la précision de la définition de l'oenotourisme, et le comportement de l'oenotouriste en particulier. Ce chapitre a aussi exploité les éventuels rapports entre les concepts (engagement, émotions du destin, attachement à l'endroit et intentions comportementales) qui postulent la préposition clé

qui découle de son interaction. Dans le troisième chapitre, une recherche quantitative, il a été utilisé un questionnaire structuré dans les caves du vin Porto, a fin de valider et de donner des évidences empiriques sur le comportement du visiteur dans les caves du vin Porto. Il a été réalisé l'analyse multifactorielle du modèle structurel proposé, en utilisant le software SmartPLS qui a permis la confirmation de toutes les hypothèses proposées.

Dans le premier article, les résultats ont fourni un soutien théorique de la pertinence des concepts de l'engagement et des émotions dans le domaine du tourisme. L'analyse du contenu a produit des perceptions ayant comme base des conceptions et définitions de ces deux concepts, dans un point de vue plus holistique. Dans le second article, les résultats soutiennent le spécial intérêt dans le comportement du consommateur dans l'oenotourisme, et il a été présenté un ensemble de 5 prépositions, où les principales constructions sont interconnectées. Dans le troisième article, les résultats empiriques indiquent que l'engagement avec le produit vin ont une influence significative (et un effet direct) sur les émotions du destin et l'attachement à l'endroit, en poussant ses intentions comportementales.

L'étude a eu des implications directes (analyse et évaluation du comportement de voyage de l'oenotouriste et profil de l'oenotouriste) pour les caves du vin Porto. Les résultats ont amené à des implications pratiques et suggestions pour les gestionnaires de l'oenotourisme.

MOTS-CLÉS

Engagement, Analyse du contenu, Émotions du destin, Attachement à l'endroit, Comportement de l'oenotouriste, Intentions comportementales, SEM, PLS, Caves du vin Porto

DEDICATION

To my parents and brother.

To my supervisors.

To my colleagues and friends.

To my students.

To wine tourism.

To Porto, one of the great wine capitals of the world and unique in Portugal.

To flagship, majestic and iconic Porto wine cellars throughout history, culture and
heritage representing abroad.

And to Porto wine.

ACKNOWLEDGEMENTS

“What peculiar privilege has to be little agitation of the brain which we call thought.”

(David Hume)

There are three words which govern my life and they are “believe”, “fight” and “win”. They are the cornerstone in everything that I do on a personal and professional level.

First of all, I wish to thank all the unconditional support and encouragement, given by my parents, Manuel Santos and Francelina Ribeiro, and brother, Romeu Santos, because they are an essential pillar in my education and academic life forever. It is they to whom I owe part of who I am today, including human values, fighting spirit, sacrifice and confidence in what we truly believe.

I would like to make a very special and deserved acknowledgement to my supervisor, Prof. Dr. Paulo Ramos, and co-supervisor, Prof. Dr. Nuno Almeida, by the constant and high motivation, patience and persistence that they had with me throughout this process and academic path, highlighting the values, rigor and constant requirement that graciously convey me through their mastery. They always believed in me and I have learned to investigate with them, and not stop wanting to investigate... This work is also yours and simultaneously ours! Scientific research needs our contribution and together we will go further!

I also could not help to specially thank the teachers of this course, PhD, who contributed in full, each in their area of expertise, with the transmission of knowledge and essential

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tools so I could get to this stage, for me, the most important in the academic and professional career.

I wish to thank all my colleagues and friends, with whom I had the pleasure of sharing experiences and knowledge, which helped me to evolve as a person and professional.

I am also grateful to the Chancellor of the Fernando Pessoa University, Prof. Dr. Salvato Trigo and the Prof. Dr. Inês Gomes, Director of the Faculty of Social and Human Sciences, by the high quality of teaching.

Finally, I am grateful to Marketing Directors, Public Relations, Communication Directors and Managers of Wine Tourism of the emblematic Porto wine cellars for the courteous manner in which they received and supported me, namely: Dr. Ana Cordeiro Rodrigues, Marketing Director of the Graham's cellars; Dr. Ana Margarida Morgado, Public Relations of The Fladgate Partnership Group, which owns the Taylor's and Croft cellars; the Wine Tourism Managers, Daniel Cardoso and Filipe Carvalho, of Croft and Taylor's cellars, respectively, and also to Dr. Ana Filipa Correia, Director of Communication of the Ramos Pinto cellars, for the speedy authorization to collect data through the application the questionnaires inside the cellars. These contacts were made possible with the help, support and willingness of the journalist and wine critic, Maria João de Almeida, author of the Wine Tourism Guide in Portugal, who kindly gave me all contacts of those responsible for the referenced wine tourism cellars.

Thank you so much!

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LIST OF ABBREVIATIONS

- A – Arousal
BI – Behavioural Intentions
CES – Consumption Emotion Scale
CIP – Consumer Involvement Profile
D - Dominance
DE – Destination Emotions
DES – Destination Emotion Scale
IPMA – Importance-Performance Matrix Analysis
NA – Negative Affect
NE – Negative Emotions
P – Pleasure
PAD – Pleasure Arousal Dominance
PA – Place Attachment
PA – Positive Affect
PANAS – Positive Affect and Negative Affect Scale
PAS – Place Attachment Scale
PD – Place Dependence
PE – Positive Emotions
PI – Personal Involvement
PII – Personal Involvement Inventory
PI – Place Identity
PLS – Partial Least Square
WPI – Wine Product Involvement
WIS – Wine Involvement Scale
WTA – Wine Tourism Activity
WTD – Wine Tourism Destination
SEM – Structural Equation Model

INTRODUCTION

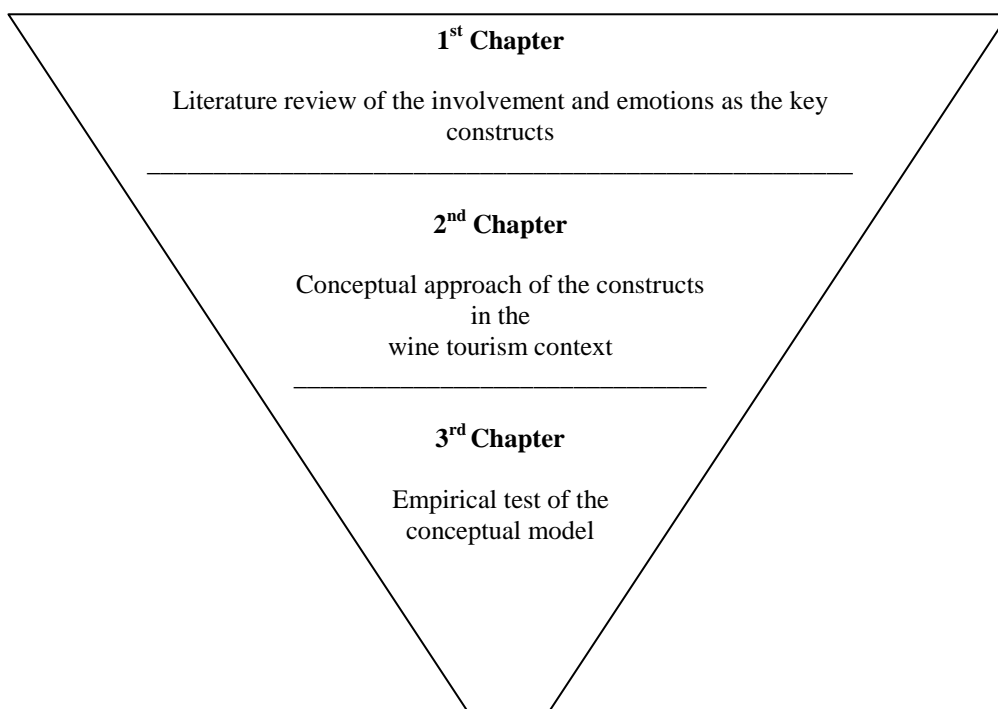
i. Theme and study object

This PhD thesis is structured in three chapters which are interrelated, starting from a more global approach, funneling towards a conceptual model to test the main hypotheses that arise from the literature review.

The theme of this thesis is *Consumer Behaviour in Wine Tourism: involvement, destination emotions and place attachment in the wine tourist behaviour during the Porto wine cellars visits context*. The relevance of the theme derives from the historical and cultural heritage of the cellars, where the Porto wine is an iconic and widely known wine category. The cellars are a strong and growing wine touristic product, much visited by national and international wine tourists. The object of study underlying this research focuses, particularly, in the role of the involvement (personal involvement and wine product involvement) on the destination emotions and place attachment (place identity and place dependence) in the wine tourist behavioural intentions when visiting the Porto wine cellars. This research required an integrated approach, consisting of three papers (corresponding to chapter I, II and III, respectively) with a logical and evolutionary sequence. The first two papers (chapter I and II) provided the support for an empirical research for the third paper (chapter III). The first paper is based on a content analysis of the relationship between involvement and emotions, seen as the key constructs of the research, framed in the tourism consumer behaviour field. The second paper develops an approach to better define wine tourism and the wine tourist behaviour, as well as establish the main constructs that explain them. That was conducted through a literature review of the relationship between involvement, destination emotions and place attachment, which allowed to come up with a set of five main prepositions. The third

paper consists on an empirical conceptual model built on the prepositions of the second paper, applied to the wine tourist behaviour in their visits to the Porto wine cellars. Considering the synergetic effect of involvement (personal involvement and wine product involvement), destination emotions and place attachment in a single model, this approach extends the scope in the wine tourism context due to the combination of these four constructs in the wine tourism destination field. Figure 1 represents the construction of the research process, enabling a more schematic analysis.

Figure 1. Construction of the research process



ii. Research questions

An initial set of research prepositions were formulated contributing to the analysis and understanding of the wine tourist behaviour. Hence, the four research questions are the following: (1) How does the wine tourist involve with the Porto wine cellars?; (2) What are the main destination emotions that the wine tourist feels when visiting the Porto wine cellars?; (3) What do wine tourists look for when contemplating and visiting the Porto wine cellars, place identity and/or place dependence?; (4) Can the Porto wine cellars stimulate more appeal for the wine tourism success and the Porto wine activity?

iii. Aim and objectives of the research

The aim of this research is to contribute to a better and more advanced knowledge about the wine tourist consumer behaviour when visiting the Porto wine cellars, determining its main constructs and their relationships.

Thus, the objectives of this research are listed as follows:

- i. Analyze the first two main constructs underlying consumer behaviour in tourism, through content analysis;
- ii. Define an approach to understand the wine tourist behaviour, relating the involvement, destination emotions, place attachment and behavioural intentions, and the respective prepositions development that relates to them;
- iii. Explain the relationship between the constructs that comprise the conceptual model, bridging the gaps identified from the literature review prepositions;
- iv. Analyze the combined effect through the developed conceptual model that tested the hypotheses;
- v. Validate the proposed conceptual model and its underlying structure and measurement scales, revealing in its conclusions, new developments and progress in the vinous marketing and wine tourism industries;
- vi. Develop a tool to analyze and evaluate the wine tourist behaviour in the Porto wine cellars, predicting their BI to visit this wine tourism destination;

Consumer Behaviour in Wine Tourism: involvement, destination emotions and place attachment in the wine tourist behaviour during the Porto wine cellars visits context

- vii. Provide contributions in terms of the implications for a more competitive strategic management and planning of the wine tourism destination, contributing to a better definition, integrated and sustainable marketing of the wine tourism cellars.

iv. Research prepositions hypotheses

Based on the literature review, it was possible to formulate and support a set of hypotheses that combine constructs in this investigation that had not been considered simultaneously in previous published studies. Hypotheses are based on chapter III, and it will test the validity, usefulness and scientific importance of the proposed conceptual model. Hypotheses also have the valence contribute to a deeper knowledge about the wine tourist behaviour in wine tourism activity in the Porto wine cellars during their visits, where the model will be tested.

Therefore, the set of hypotheses supported by the literature are shown below:

P1: There is a significant and positive relationship between involvement and destination emotions;

H1: Personal involvement has a positive and significant effect on destination emotions in the Porto wine cellars;

H4: Wine product involvement has a positive and significant effect on destination emotions in the Porto wine cellars;

P2: The involvement helps to predict behavioural intentions;

H2: Personal involvement has a positive and significant effect on behavioural intentions to visit the Porto wine cellars;

P3: The destination emotions help to predict behavioural intentions;

H7: Destination emotions have a positive and significant effect on behavioural intentions to visit the Porto wine cellars;

P4: The involvement has a significant effect on place attachment;

H3: Personal involvement has a positive and significant effect on place attachment in the Porto wine cellars;

H5: Wine product involvement has a positive and significant effect on place attachment in the Porto wine cellars;

P5: The place attachment influences significantly the behavioural intentions to visit a wine tourism destination;

H8: Place attachment has a positive and significant effect on behavioural intentions to visit the Porto wine cellars;

H6: Destination emotions are a positive and significant antecedent of place attachment in the Porto wine cellars;

v. Methodology

To achieve the proposed objectives and in line with the literature review, the use of a pluralistic methodology throughout the research work was adopted. Thus, a qualitative analysis using a content analysis of the first two main constructs (involvement and emotions) in tourism consumer behaviour was conducted. Following this, a conceptual approach was defined in order to analyze the possible relationships between involvement, destination emotions, place attachment and behavioural intentions in the wine tourist context. Therefore, a structural model of the wine tourist behaviour, encompassing personal involvement, wine product involvement, destination emotions, place attachment and behavioural intentions in the Porto wine cellars visits context, was developed. A survey adopting a personal intercept questionnaire was applied to collect the primary data. The set of cellars was chosen on the basis of certification, years in existence, historical documentation, and variety of wine touristic activities. In light of the availability, four Porto wine cellars were selected, in the total of the seven most important cellars. The initial intent was to apply the study to the seven Porto wine

cellars referenced in the recent book named “Guia de Enoturismo em Portugal”. These cellars are the ones with the best structure, operation and offer for wine tourists, according to several criteria by Almeida (2014) in which all cellars offer various types of visits, multilingual visits, with different types of wine tasting. However, there was only availability to carry out the survey in four cellars within the time frame constraints, namely Taylor’s, Croft, Ramos Pinto and Graham’s. The surveyed subjects were the national and international wine tourists that visited the Porto wine cellars in late August and early September 2015, as it coincides with the holiday period and, at the same time, with the period that exhibits a greater flow of tourists to this destination. The data collection resulted in a non-probabilistic convenience sample with 918 respondents. Most wine tourists came from England, France, Germany, Spain, Italy, the USA and Portugal.

The questionnaire was designed according to the constructs and measuring scales dimensions, and the respective items were identified and selected. The scales used in the questionnaire to measure personal involvement, wine product involvement, destination emotions, place attachment and behavioural intentions, were adapted to the sector. The adopted scales were chosen according to criteria such as number of citations, reliability and validation (Brown, Havitz & Getz, 2006; Gross & Brown, 2006; Gursoy & Gavcar, 2003; Hosany & Gilbert, 2010; Kyle *et al.*, 2004; Laurent & Kapferer, 1985; Mehrabian & Russel, 1974; Richins, 1997; Watson, Clark & Tellegen, 1998; Williams & Vaske, 2003; Yuksel, Yuksel & Bilim, 2010; Zaichkowsky, 1985). This quantitative survey was conducted using a Likert scale format (adapted to 7 points). Adding to this, nominal and ordinal scales were used to identify the travel behaviour and information about the visits to the Porto wine cellars.

The structure of the questionnaire consisted of 3 parts.

Part 1 – visiting the Porto wine cellars, represented by three sections:

First section: measure the destination emotions;

Second section: measure the involvement (personal involvement and wine product involvement) of the wine tourist;

Third section: measure the place attachment of the wine tourist and,

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Fourth section: measure the behavioural intentions of the wine tourist to visit the Porto wine cellars;

Part 2 – general information about the visits to Porto wine cellars and,

Part 3 – general socio-demographic wine tourist information.

Data collection was performed using the interceptive self-administered questionnaire, all personally conducted by the researcher, directly on tablets (using the QuestionPro interface) as a way to have more field-control over the collection and to improve response reliability. This allowed the researcher to emphasize the relevance of the study to the wine tourists and to clear any doubts. The questionnaire was made available in five languages: Portuguese, English, German, Spanish and French. First, a pre-test was conducted to 40 respondents, to analyze and verify the consistency and reliability of the data collection instrument. Regarding the statistical analysis for descriptive statistics, the SPSS statistics (vs.22) software was used. The analysis of multilevel statistics of the Structural Equation Model (SEM) was conducted via Smart PLS software (vs.3).

vi. Structure of the thesis

This thesis is composed of a general introduction, three chapters and final conclusions, briefly presented as follows:

Introduction. The general introduction gives a brief presentation of the theme and the object of study, the identification of the goals and research hypotheses and also explains the methodology used to achieve the outlined goals. This section concludes with a presentation of the structure and organization of this thesis.

Chapter I – Consumer behaviour in tourism: a content analysis of the relationship between involvement and emotions. The first paper consists of a preliminary content analysis of the relationship between involvement and emotions constructs, in which a methodological approach and conceptual framework of these constructs was applied. Followed was an analysis of the involvement, which includes the main involvement

concepts, conceptualization of the involvement construct, involvement measurement dimensions and variables analysis, summary studies of involvement in leisure, tourism and marketing context, and the involvement dimensions in leisure activities. The chapter continues with the content analysis of emotions which includes the main emotions concepts, hierarchy of consumer emotions, emotions dimensions in consumer research, and also the main past studies of emotions in global tourism context. At the end of the methodological approach and conceptual framework, a summary table of content analysis of the constructs is presented. The chapter ends with the discussion and implications, and conclusions.

Chapter II – Defining an approach to measure consumer behaviour in wine tourism: the relationship between involvement, destination emotions, place attachment and behavioural intentions. This chapter consists of a conceptual paper devoted to consumer behaviour in wine tourism based on a definition of approach to measure the relationship between involvement, destination emotions and place attachment, predicting behavioural intentions. This chapter started with an introduction where the gaps and the need for research were identified. A literature review was performed with depth that addressed the special interest in wine tourism, wine tourist behaviour, destination emotions, involvement in marketing, tourism and wine tourism context, and finally the place attachment. The chapter ends with the conclusions and suggestions for future research.

Chapter III – An empirical structural model of consumer behaviour in wine tourism: processing the relationship between involvement, destination emotions and place attachment in the Porto wine cellars predicting behavioural intentions. This chapter consists of a research paper and the research process is defined, from literature review and research hypotheses, methodology, design/methodology approach, study location, sample design and data collection, methods and scales selected, destination emotions measure, personal involvement measure, wine product involvement measure, place attachment measure, behavioural intentions measure, coding and data analysis, and the results analysis. The chapter ends with findings and conclusions, research limitations, practical implications, and the suggestions for future research.

Final conclusions. The thesis finishes with the final conclusions that stemmed from the theoretical and empirical evidences of this study, taking into account the initially proposed goals. Contributions of the research, methodological and practical contributions to the scientific community, and implications to management for managers and marketers of wine tourism destinations and wine tourism activities are also presented. Likewise, the research limitations of the study and developed suggestions for future research subject for future development are presented.

vii. Introduction references

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CHAPTER I – CONSUMER BEHAVIOUR IN TOURISM: A CONTENT ANALYSIS OF THE RELATIONSHIP BETWEEN INVOLVEMENT AND EMOTIONS¹

ABSTRACT

This paper performs a content analysis on the literature focused on the emotions and involvement in tourism consumer behaviour. The scope of this research is to cover two of the most critical aspects of consumer behaviour: involvement and emotions that are the two biggest elements that drive tourist consumer behaviour in tourist activity. We aim to define the concepts and understand its relevance in the behaviour of tourists in tourist activity in leisure tourism destinations. The methodological approach used is a content analysis to show definitions, mixed results, frameworks, different theoretical and practical approaches, comparisons and blend of various scales of involvement scales and emotions with the confrontation of authors. These results show that constructs are increasingly prominent on travel behaviour and are increasingly being explored and investigated in leisure sciences. The findings provide theoretical support bringing together a consensus on definitions. The content analysis produces insights on how the concepts and definitions of involvement and emotions were clarified and defined in a more holistic way.

Keywords: involvement, emotions, tourists' behaviour, content analysis

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1. Introduction

A review of involvement and emotions to the level of tourist behaviour has been under progress and conceptualizations, with different approaches from different authors. To Isaac (2008) the consumer behaviour area is the key to explain and understand all marketing activities applied to develop, promote and sell tourism products. The involvement and emotions are crucial concepts of the research in consumer behaviour (Soscia, 2013). However, there are still some critical gaps in the knowledge about tourists' emotions and involvement linked to their touristic experience that have to be overcome. The involvement construct has grown and attracted more and more interest by researchers, because of its theoretical and practical value (Alexandris *et al.*, 2012). Although studies have been developed on the role of emotions in consumer behaviour those have only been empirical applied in the tourism field studies to a very limited extent (Hosany & Gilbert, 2010). However, the majority focuses primarily on the role and impact of emotions in consumer behaviour in general, with some exceptions (e.g., Zins, 2002). To our knowledge to this date, no studies have been undertaken in order to understand the synergetic role of involvement and emotions of tourists in their tourist activity on leisure vacations. Although the study by Sparks (2007) addresses the factors that help to predict tourist behavioural intentions when planning a wine tourism vacation, it is limited because it focuses on wine tourism and it needs to check its assumptions into a broader context.

Leisure marketing is emerging as new area of research, it is, therefore, crucial to understand the principles of marketing and also understand the leisure activity (Shank 2009). In their results, Prayag, Osany & Odeh (2013) found a direct link between tourists' emotional responses and behavioural intentions. According to Martín & Rodríguez del Bosque (2008), cultural values could play a significant role in tourism through important effects on the behaviour of tourists in general. In this context, there are more and more studies that explore the influence of culture on tourism behaviour and preferences (Litvin, Crofts & Hefner, 2004). The examination of theoretical and

practical implications of involvement and emotions definitions in tourism consumer behaviour and the reasons for this examination are threefold:

First, as an emergent approach, the consumer behaviour in tourism represents a growing study domain, to develop and understand the tourists' performance on the leisure sciences (Gross & Brown, 2008), and the involvement construct has received a great deal of attention in recent years in tourism and leisure domain (Gursoy & Gavcar, 2003). Second, to explore and provide some insights of the connection between involvement and emotions that will help to predict tourist behavioural intentions. Third, contribute to the development of scientific knowledge about a clarification of the concepts of involvement and emotions and their relationship on consumer behaviour in tourism.

Most conceptualizations and operations of emotions and involvement that have appeared in the leisure literature (i.e., Sparks, 2007; Gross & Brown, 2008; Kyle *et al.* 2003; Huang, Chou & Lin, 2010; Alexandris *et al.*, 2012; Lee & Shen, 2013) suggest a holistic approach, as they all adapted work and concepts from psychology, marketing and consumer behaviour.

The purpose of this investigation is to examine the conceptual definition and the relationship between the two constructs within a vacation leisure context. This is crucial to better understand the definitions of the involvement and emotions in consumer behaviour in tourism, to better define the boundaries and overlaps between these two concepts. A content analysis of key conceptualizations of travel behaviour in terms of specific research would be beneficial for the following four objectives:

First, it would promote the clarification and articulation of the main constructs (involvement and emotions) in a deeper semantic perspective. Second, it would integrate different perspectives and methodological approaches (scales and frameworks). Third, it analyses the evolution over time of the leisure involvement dimensions and emotions that have been introduced. Finally, it would complement and advance this knowledge about the impacts on travel behaviour. This paper is divided

into two sections. The first section was based on the involvement construct. The second section consists on emotion construct. Nevertheless, it is hoped that by linking some key concepts and approaches in the leisure studies field, this article will encourage further research that will improve our knowledge of tourist behaviour in area of leisure studies. The main contribute of this work is to enrich the body of knowledge on tourist behaviour by examining in depth the multidimensional nature of involvement and emotions concepts, as well as its value on tourist activity.

2. Paper format

2.1. Methodological approach and conceptual framework

In consumer research, the use of content analysis on the texts must be scientific, objective, systematic, quantitative and generalizable description of communications (...) (Kassarjian, 1977), used in a particular item of the text (Silverman, 1977). This methodology – content analysis – is applied in this research as a tool for consumer research, as shown in Sayre (1992). It represents a major topic on the role of content analysis in consumer behaviour research that's based on definitions and detailed studies (Kassarjian, 1977). This paper uses the systematic content analysis from the body of research literature mentioned before. The content analysis methodology to consumer research has been introduced by Kassarjian since 1977. According to Kassarjian (1977), this methodology integrates the set of studies in terms of themes, in order to describe current knowledge and practice, evaluate theoretical progress, identify gaps and weak points that remain, and also plot a course for future research. Since ever, content analysis has been described as an essential and common technique in the consumer researcher's toolkit (Mulvey & Stern, 2004). Methodological papers have demonstrated the effective use of this content analysis through the differentiation of various types of scientific studies.

2.2. Involvement analysis

Involvement is a construct originated from social psychology, specifically in the 1940's. The history of involvement started very early. Zaichkowsky (1986) pioneered the conceptualization of involvement and its theoretical and empirical explanation and described three main application areas of involvement. In light of this, the first area of involvement research was advertising, measuring if advertisements were truly relevant to the receivers. The second area of involvement research is the relationship between consumer and product and the product category perceived by the consumer. The third area is in the broad field of consumer behaviour and marketing, specifically its contribution to purchase decisions (Zaichkowsky, 1986).

Some of the major researchers use the construct of “involvement” to better understand how and why consumers form particular attachments with product classes (Kapferer & Laurent, 1985a; Slama & Tashchian, 1985; Zaichkowsky, 1985; Richins & Bloch, 1986), such as cars, music or advertising. Involvement is a multifaceted concept because it can be used to describe the personal importance, for individuals, of a broad range of objects, such as products/services, brands, activities, advertising and decisions (e.g., Kim, 2005). Based on the dominant literature, involvement is conceptualized in two ways: unidimensional concept (e.g., Zaichkowsky, 1985) and multidimensional construct (Kapferer & Laurent, 1993). Therefore, there is a contrast between these authors, due to different conceptualizations that are widely cited in a growing of studies. In their empirical, the authors contend that the impact of different facets of involvement in the research results are not always equal (Carneiro & Crompton, 2010).

Involvement knowledge has also progressed through the application of theories developed in other disciplines as tourism and leisure marketing, and some research streams have been developed, tested and widely reported in journals. Thus, the area of tourism has contributed much to the development of the concept of involvement. Involvement was developed in consumer behaviour and the involvement has aroused interest by a great number of scholars that analyzed these constructs in their researches, thus they considered this construct valuable (e.g., Sherif & Cantril, 1947; Bloch, 1981; Bloch & Richins, 1983; Zaichkowsky, 1985; Kapferer & Laurent, 1985 a,b; Mittal 1995; Dholakia, 1997; Gabbott & Hogg, 1999). Bloch & Richins (1983), they

introduced the term “self-involvement” in order to explain engagement which exists only in cases where the consumer is identified with the brand choice or decision.

The involvement is a special importance construct due to its potential effect on peoples’ attitudes, because of its interaction with several elements such as the tendency to a certain activity or object, and its behaviour related or towards some activity or product (Beatty & Smith, 1987; Slama & Tashian, 1985). Douglas (2006), states that involvement can be seen on the interest an individual shows for some product and on the importance given to the purchase decision. The involvement of consumer behaviour is based on the causes or sources, which are described as antecedents and consequences (Zaichkowsky, 1985; Bloch & Richins, 1983) presented in Table 1.2. As argued by Zaichkowsky (1985) and Bloch & Richins (1983) there are three factors that can influence involvement, i.e., (1) person’s variables, (2) product variables and (3) situational variables. The first factor is related to the characteristics of the person individual, where the needs, importance, motivation, interest and values motivate the consumer to a particular object or product, thus creating involvement. The second factor is associated with the component and the physical characteristics of the object, causing differentiation and are associated with further stimulating factors because they increase interest. The third and final factor is situational depending on the benefit and value in terms of purchase and use at a given time.

Iwasaki & Havitz (1998) suggested that the antecedents of involvement can be classified in two types of characteristics: individual (values, attitudes and needs, for example) and social (situational factors, social and cultural rules, for example). However, Laurent & Kapferer (1985) postulated on the existence of four antecedents, which are: (1) the perceived importance of the product, as well as, its personal significance (interest), (2) the associated risk the purchase of the product, which turn the background into two segments: the perceived importance through the negative consequences when you make a wrong choice (importance of the risk) and perceived importance of making a wrong choice (risk probability). (3) The remaining antecedent is the symbolic or sign value that consumers attach to a product, its purchase or consumption (nominal value). (4) The

final antecedent is the hedonic value that consumers attach to the product, their emotional involvement and autonomy to promote pleasure and also affection (pleasure).

Andrews, Durvasula & Akhter (1990) grouped the previous antecedents differently, and in three different groups: (1) personal needs (personal goals and consequences, cultural values, the degree to which the subject has significance ego-related, personal value of the object, purpose and importance of personality factors) and (2) situation and decision factors (purchase occasion, object usage, perceived risk of the decision, magnitude of the consequences of the decision, the imminent decision, degree of irrevocability of the decision and the degree of responsibility).

About the antecedents' context, the above authors have inspired interest from a discussion of the involvement of the theoretical issues and implications for consumer behaviour. In general, Zaichkowsky (1985) is the author that presents a more integrated and detailed conceptualization, because she segments the antecedents of involvement, in situations and the same occur with advertisements, with products or with purchase decisions. Laurent & Kapferer (1985) also suggested an integrated set of involvement antecedents, where the antecedent of risk associated the purchase of the product was further explored, for their double significant. However, Iwasaki & Havitz (1998) and Andrews, Durvasula & Akhter (1990) classify the antecedents of involvement in a more simple and general approach, only two types of antecedents in the same line of thought. As well as the antecedents, the consequences also have a role in this process depending on the involvement. In the perspective of Zaichkowsky (1986), there's a set of possible consequences of involvement, which derive from involvement with advertisements, involvement with products and involvement with purchasing decisions, as shown in Table 1.2.

For Andrews, Durvasula & Akhter (1990), the consequences are due to the engagement intensity, direction and duration of the effects engagement and divided into three components: the first component refers to (1) Research behaviour: increasing demand and buying behaviour, the increasing complexity of decision, the largest layoff of time

evaluating alternatives and greater perception of differences in product attributes. (2) The second component is processing of information: the total growth in activity and targeted response cognition: the largest number of personal calls, the more sophisticated coding strategies and increased memory and understanding. (3) And the third component is the persuasion, that's based in convincing arguments, where attitude change is greater. Laurent & Kapferer (1985) also enunciated five behavioural consequences of origin from the involvement: (1) demand maximization of satisfaction on brand choice according to a selection process (buy many brands, waiver of time and analyze various products), (2) the active search for information through alternative sources, (3) likely to be influenced by reference groups, (4) the probability to express your lifestyle and personal characteristics on brand choice and (5) cognitive processing in communication, through the stages of awareness, understanding, attitude and behaviour. There are still various perspectives and approaches of the involvement consequences in literature. Conceptual consequences of involvement have differed with different issues and contexts of marketing. Researchers and much research concentrate on the role of multiple dimensions of antecedents and consequences of the involvement on generic consumer of products and services marketing literature. From this perspectives, the involvement construct has earned attention not only in the field of consumer behaviour, but also recently in leisure marketing research, specifically the leisure consumer (Horner & Swarbrooke, 2005).

This paper is used to summarize and guide a content analysis of principals differences between the conceptualization of the involvement construct by the most contributive authors. In marketing, the involvement concept appears in two different contexts or meanings: involvement with the product and involvement with the purchase of a product (Kapferer & Laurent, 1985a). Therefore the lasting involvement establishes a connection with the situational involvement, but situational involvement does not connect with the lasting involvement (Kapferer & Laurent, 1985a). Thus, in situations where the purchase of a product does not cause desire, interest and pleasure, the consumer only takes the final purchase decision based on price or brand, which only implies the existence of a transient or situational involvement. Involvement is a hypothetical variable, hence it cannot be measured directly (Kapferer & Laurent,

1985b). Rothschild (1984) suggested that involvement has three forms or types: enduring, situational and response. To make a distinction between enduring and situational involvement types, the notion of duration is used to highlight these differences (Richins & Bloch, 1986). In this paper, we present the main involvement concepts used in consumer behaviour, as shown in Table 1.1.

Table 1.1. Main involvement concepts

Author	Definition
Mitchell (1979)	Internal state variable that reflects the amount of arousal, interest, or drive evoked by a particular stimuli or situation that mediates consumer behaviour.
Beatty & Smith (1983)	Degree to which a particular situation engenders involvement.
Rothschild (1984)	State of motivation, arousal, or interest with regard to a product, an activity, or an object.
Park & Mittal (1985)	Goal-directed arousal capacity' governed by two sets of motives: cognitive and affective.
Celsi & Olson (1988, p. 211)	"Perceived personal relevance".
Johnson & Eagly (1989, p. 293)	"Motivational state induced by an association between an activated attitude and some aspect of the self-concept".
Dimanche, Havitz & Howard (1993)	Degree to which consumers engage in different factors of the consumption process: product, advertising, information search, information processing, decision making and the act of purchase.
Laaksonen (1994)	Cognitive based, individual state and response based.
Mowen & Minor (1998)	Perceived personal importance and the importance consumers give to the purchase, consumption and disposal of a good, service or idea.
Blackwell, Miniard & Engel (2001)	Relationship between a person and a product.
Kim (2005)	Multifaceted concept because it can be used to describe the personal importance, for individuals, of a broad range of objects, such as products/services, brands, activities, advertising and decisions.
Douglas (2006)	The interest an individual shows for some product and on the importance given to the purchase decision.
Michaelidou & Dibb (2008)	Individual difference variable found to influence consumers' decision making and communication behaviours; relationship between an individual, an object and a situation.

According to Table 1.1, there is no single precise definition of involvement and it is derived because of the different applications. Involvement in consumer behaviour is classified by conceptualization, classifications and types. To Laaksonen (1994), there are three groups to define the involvement: cognitive based, individual state and

response based. The main differences of the concept of involvement have to do with the different areas and multiple contexts including involvement such as advertising (Andrews *et al.*, 1990; Zaichkowsky, 1994); product class (e.g., Kapferer & Laurent, 1985a; Kapferer & Laurent, 1993; Michaelidou & Dibb, 2006); purchase decision (e.g. Mittal, 1989; Slama & Tashchian, 1985; Huang, Chou & Lin, 2010) and leisure (e.g., Havitz *et al.*, 1994; Gursoy & Gavcar, 2003; Iwasaki & Havitz, 2004; Kyle & Mowen, 2005).

However, it is clear that there is some overlap in the wrapping concept. The construction involved is connected with the nature of the motivational state consumers. When consumers are involved, pay enough attention, realize the importance and behave differently than when they are not involved (Zaichkowsky, 1986). In essence, this analysis posits that various definitions are required to conceptualize and complement the involvement in consumer research.

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Table 1.2. Summary of main differences between the conceptualization of the involvement construct by the most contributive authors

Authors	
Laurent & Kapferer (1985)	
Antecedents	Consequences
<ol style="list-style-type: none"> 1. Perceived importance of the product (interest); 2. Risk associated with the purchase of the product: the importance of risk and probability of the risk; 3. Symbolic value; 4. Pleasure. 	<ol style="list-style-type: none"> 1. Demand maximization of satisfaction on brand choice through an extensive selection process; 2. Active search for information through alternative sources; 3. Likely to be influenced by reference groups; 4. Likely to express their lifestyle and personal characteristics in brand choice; 5. Cognitive process of communication: stages of awareness, understanding, attitude and behaviour.
Zaichkowsky (1986b)	
Antecedents	Consequences
<ol style="list-style-type: none"> 1. Person factors with advertisements and with products: needs; importance; interest and values; 2. Object or Stimulus Factors with advertisements and with products: differentiation of alternatives; source of communication; content of communications; 3. Situational Factors with advertisements and with purchase decisions: purchase/issue and occasion. 	<ol style="list-style-type: none"> 1. Elicitation of counter arguments to ads and effectiveness of as to induce purchase with advertisements; 2. Relative importance of the product class, perceived differences in product attributes and perceived differences in product brand with products; 3. Influence of price on brand choice, amount of information search, time spent deliberating alternatives and type of decision rule used in choice with purchase decisions.
Andrews, Durvasula & Akhter (1990)	
Antecedents	Consequences
<ol style="list-style-type: none"> 1. Personal needs (personal goals and consequences, cultural values, the degree to which the subject has significance ego-related, personal value of the object, purpose and importance of personality factors); 2. Situation and decision factors (purchase occasion, object usage, perceived risk of the decision, magnitude of the consequences of the decision, the decision imminent, degree of irrevocability of the decision and the degree of responsibility). 	<ol style="list-style-type: none"> 1. Research behaviour: increasing demand and buying behaviour, the increasing complexity of decision, the largest layoff of time evaluating alternatives and greater perception of differences in product attributes; 2. Processing of information: the total growth in activity and targeted response cognition: the largest number of personal calls, the more sophisticated coding strategies and increased memory and understanding. 3. Persuasion, that is based in convincing arguments, in that attitude change is greater.

There are different perspectives to analyse the measurement dimensions and variables of the involvement. Methods for measuring involvement in consumer research were introduced in Table 1.3.

Table 1.3. Involvement measurement dimensions and variables analysis

Methods for measuring involvement in consumer research	
Authors	Object of study/dimensions
Laurent & Kapferer's CIP	Risk, symbol, interest and pleasure.
Zaichkowsky's PII	Advertising, products and purchase situations.
Zaichkowsky's PIIA	Personal, rational and emotional relevance and high and low involvement guy with advertising.
Mittal's PDI	Understand the differences of the brands, the importance of the product, the notion of risk that arises through the purchase of a product and the importance it holds to purchase in a person's life.
Bloch's IPCA	Interest in cars, the ease with which you talk about the topic, list of cars with the most important values or needs and use the car as an expression of the person.
Tigert <i>et al.</i> 's FII & FIF	Time of purchase and innovativeness in fashion, fashion as interpersonal communication, interest in fashion, the level of information for fashion and fashion awareness and reaction to changes in trends.
Marshall & Bell's FIS	Represents a general measure of involvement in the process of provisioning of food and not just for a specific food product or brand.

Levels of consumer involvement were discovered and investigated early in the literature based on product's pleasure value, sign value, risk importance, probability of purchase error, attitude, perception, commitment, familiarity, brand importance, optimum stimulus level, for example (Hupfer & Gardner, 1971; Traylor, 1981).

There are two central aspects in the leisure involvement research, their dimensions and the behavioural manifestations of the consumer (Hing, Breen & Gordon, 2012). Most studies have focused on the dimensions of leisure involvement, since Laurent & Kapferer (1985) have advanced the application of Consumer Involvement Profile (CIP).

Laurent & Kapferer (1985) suggest the involvement should not be measured by the antecedents (product's pleasure value, sign or symbolic value, risk importance and probability of purchase error) isolated from each other, but with the antecedents grouped to measure consumer involvement. Thus, this set of antecedents gives rise to the CIP. There has been general consensus with regard to the multidimensional nature of leisure involvement (Kyle *et al.*, 2007; Lee & Scott, 2009). However, there is still disagreement over the nature and definition of these dimensions and which ones are more salient to understand the nature of leisure involvement (Hing, Breen & Gordon, 2012). With the introduction of CIP and other new changes emerged based on this, the level of factor structures (Havitz & Dimanche, 1997), in which some dimensions remained, others were excluded and others added. In leisure tourism, the applications of involvement consists of three dimensions: *attraction* (Funk, Ridinger & Moorman, 2004), *self-expression* (Selin & Howard, 1988) and *centrality to lifestyle* (Havitz, Dimanche & Bogle, 1994). The principals and most dimensions of leisure involvement are introduced in Table 1.4.

Table 1.4. Involvement dimensions in leisure activities

Authors' scales	Dimensions
Havitz & Dimanche (1997)	Perceived interest/importance, perceived pleasure, and sign or symbolic value.
Scott & Shafer (2001)	Centrality to lifestyle.
Hwang, Lee & Chen (2005)	Place attachment and interpretation satisfaction.
Gross & Brown (2006, 2008)	Lifestyle and place attachment into tourism.
Lee & Scott (2009)	Interest/importance and pleasure dimensions have been combined into an attraction dimension.
Lee & Chen (2013)	Leisure involvement and place attachment on destination loyalty.

The construct of involvement in tourism research applies to a wide variety of consumer behaviours and marketing contexts. On field of leisure and tourism literature, most research chooses to use the multidimensional construct of involvement, with three facets as attraction/pleasure, centrality, and sign (Beaton, Funk & Alexandris, 2009; Havitz & Dimanche, 1997). Involvement has a central impact on comprehension of the experience of leisure and tourist behaviour (Reid & Crompton, 1993), largely due to its effectiveness as a predictor of consumer behaviour in leisure (Gross & Brown, 2006) . It

is for this reason that the engagement has been widely examined in the leisure and tourism area (Gursoy & Gavcar, 2003; Havitz & Dimanche, 1997; McGehee *et al.*, 2003). Most studies of leisure and tourism apply in contexts of activity (Havitz & Dimanche, 1999; Lee, Scott & Kim, 2008), but also some additional research has been applied in the decision of travelling (e.g., Cai, Breiter & Feng, 2004).

The involvement has been explored extensively within multiple contexts and meanings on marketing and consumer behaviour disciplines. For an overall view, the Table 1.5 summarizes a set of studies about involvement in leisure, tourism and marketing context.

Table 1.5. Summary studies of involvement in leisure, tourism and marketing context

Author	Object of study
Stone (1984)	Leisure involvement has been found to influence time and/or intensity of effort expended.
Havitz & Howard (1995); Kim <i>et al.</i> (1997); Venkatraman (1988)	Leisure involvement has been found to influence frequency and length of participation.
Park (1996)	Relationship between involvement and attitudinal loyalty.
Jamrozy, Backman & Backman (1996)	Involvement and opinion leadership in tourism.
Bloch (1993); Kim <i>et al.</i> (1997); Siegenthaler & Lam (1992)	Leisure involvement has been found to influence money spent.
Iwasaky & Havitz, (1998)	Relationship between involvement, commitment and loyalty.
Kim <i>et al.</i> (1997)	Leisure involvement has been found to influence miles travelled and ability or skill.
Bloch <i>et al.</i> (1989); Kim <i>et al.</i> (1997)	Leisure involvement has been found to influence ownership of equipment/books and number of memberships.
Watkins (1987)	Leisure involvement has been found to influence information search behaviour.
Gahwiler & Havitz (1998); Havitz <i>et al.</i> (1994); Iwasaki & Havitz (2004); Kyle & Mowen (2005)	Leisure involvement has been found to influence preferences and evaluation of activity components such as facilities and providers.
Kyle & Chick (2002)	The social nature of leisure involvement.
Gursoy & Gavcar (2003)	International leisure tourists' involvement profile.
Michaelidou & Dibb (2006)	Product involvement: an application in clothing.
Kyle <i>et al.</i> (2006)	Relationship between motivation and enduring involvement.

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Sparks (2007)	Wine tourism vacation: factors that help to predict tourist behavioural intentions.
Gross & Brown (2008); Kyle <i>et al.</i> (2003)	Relationship between involvement and place attachment.
Huang, Chou & Lin (2010)	Involvement theory in constructing bloggers' intention to purchase travel products.
Ritchie, Tkaczynski & Faulks (2010)	Motivation and travel behaviour of cycle tourists using involvement profiles.
Alexandris <i>et al.</i> (2012)	Involvement with active leisure participation.
Ferns & Walls (2012)	Enduring travel involvement, destination brand equity, and travelers' visit intentions: A structural model analysis.
Hing <i>et al.</i> (2012)	A case study of gambling involvement and its consequences.
Filo <i>et al.</i> (2013)	Sport tourists' involvement with a destination.
Yeh (2013)	Tourism involvement, work engagement and job satisfaction among frontline hotel employees.
Lee & Shen (2013)	The influence of leisure involvement and place attachment on destination loyalty: Evidence from recreationists walking their dogs in urban parks.

2.3. Emotions analysis

In the literature of psychology, emotions have been extensively investigated by the rich body of researchers in different fields of knowledge. In past years, after Descartes, most important studios on the emotions have been Darwin, Ekman, Damásio and Goleman (Consoli, 2010). The role of emotion in tourism has received unprecedented recognition in the field of tourism and marketing. The emotions establish a strong importance in the comprehension of consumer behaviour and even the definition of experiences and also enhance consumer reactions and on tourist (Prayag, Hasany & Odeh, 2013; p.119).

The effort to define the term “emotion” has a long history in the discipline of psychology and marketing. There are many definitions of emotions as the authors investigate, and each focusing on different manifestations or components of the emotion, but all reflect the theoretical basis of psychology. Several authors' present definitions and each of these definitions have their origins in several theories (psychology and sociology). In the field of emotion, there are a great variety of definitions that have been proposed for many authors that diverged in the literature of psychology. Izard (1977), whose emotion scale has been applied in a number of studies

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to consumer behaviour research, presents three definitions of emotions as shown in Table 1.6, in the cast of the main concepts of emotions. The emotions are a valence affective reaction to perception of situations (Richins, 1997).

Table 1.6. Main emotions concepts

Author	Definition
Descartes (1649)	Emotions were a series of automatisms and human behaviours different than cognitive processes.
Izard (1977)	1. The experience or conscious feeling of emotion; 2. The processes that occur in the brain and nervous system; 3. The observable expressive patterns of emotions (particularly on the face).
Cohen & Areni (1990)	Emotions are described as episodes of intense feelings that are associated with a specific referent and instigate specific response behaviours.
Bagozzi <i>et al.</i> (1999, p. 184)	"...mental states of readiness that arise from cognitive appraisals of events or thoughts; has a phenomenological tone; is accompanied by physiological processes; is often expressed physically (e.g., in gestures, posture, facial features); and may result in specific actions to affirm or cope with the emotion, depending on its nature and meaning for the person having it".
Fridja (2007)	Short-lived, are short-lived in the field of consciousness, require immediate attention and motivate behaviour.

Laros & Steenkamp (2005) in their study about emotions in consumer behaviour: a hierarchical approach, the hierarchy of consumer emotions supporting the different emotion structures, i.e., positive and negative effect. The final result can be seen in Table 1.7.

Table 1.7. Hierarchy of consumer emotions

Negative affect			
Anger	Fear	Sadness	Shame
Angry	Scared	Depressed	Embarrassed
Frustrated	Afraid	Sad	Ashamed
Irritated	Panicky	Miserable	Humiliated
Unfulfilled	Nervous	Helpless	
Discontent	Worried	Nostalgic	
Envious	Tense	Guilty	
Jealous			

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Positive affect			
Contentment	Happiness	Love	Pride
Contented	Optimistic	Sexy	Proud
Fulfilled	Encouraged	Romantic	
Peaceful	Hopeful	Passionate	
	Happy	Loving	
	Pleased	Sentimental	
	Joyful	Warm-hearted	
	Relieved		
	Thrilled		
	Enthusiastic		

Emotions have been the target of large and important research investigation in marketing literature applied consumer behaviour literature. In this area, there is a rich group of researchers who normally use and adapt the theoretical scales of emotions. Thus, there are four scales of emotions that have been widely used in marketing as the primary method of research as follows: Mehrabian & Russell (1974) *Pleasure, Arousal and Dominance (PAD)*; Izard (1977) *Differential Emotion Scale (DES)*; Plutchik (1980) eight primary emotion scale (PTE) and Watson, Clark & Tellegen (1988) *Positive Affect and Negative Affect Scales (PANAS)*. However, Richins (1997) developed the *Consumption Emotion Set (CES)*, therefore considered that the scales which had been developed presented limitations to assess the range of emotions during the consumption experience. The CES comprises of 16 dimensions and the difference of this scale compared to the previous ones is that it consists in the exception of envy, loneliness, peacefulness and contentment, and to Richins (1997) and Bagozzi *et al.* (1999), its measures achieved satisfactory reliability.

Hosany & Gilbert (2009) argue that these scales have limitations when you want to capture emotions associated consumption, although useful for situations to which they were originally developed. In addition to these, there are Baumgartner, Pieters & Bagozzi (2008) with anticipated and anticipatory emotions, i.e., future oriented emotions. More recently, Hosany & Gilbert (2009) contributed with the development of *Destination Emotion Scale (DES)*. The following emotions scales analysis are different methods for measuring emotions on consumer context and this content analysis examines different authors' perspectives. Different methods and scales have been used by several authors throughout time to measure emotions, for several empirical

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investigations in consumer research, as shown in Table 1.8. In summary, the different scales analyzed to measure the emotional states developed by scholars prove that there are wide variations in content. This content analysis of measures of emotions shows several differences between their content depends on the study subject.

Table 1.8. Emotions analysis

Emotions dimensions in consumer research	
Authors	Dimensions
Izard's DES	Interest, joy, anger, disgust, contempt, sadness, fear, shame, guilt, surprise.
Plutchik's primary emotions (PTE)	Fear, anger, joy, sadness, acceptance, disgust, expectancy and surprise.
Mehrabian & Russell (PAD)	Pleasure, arousal and dominance.
Watson, Clark & Tellegen (PANAS)	<u>Positive affect</u> : enthusiastic, active and alert. <u>Negative affect</u> : anger, contempt, disgust, guilt, fear, nervousness.
Richins's CES	<u>Positive</u> : romantic love, love, peacefulness, content, optimism, joy, excitement. <u>Negative</u> : anger, discontent, worry, sadness, fear, shame, envy, loneliness.
Baumgartner <i>et al.</i> 's anticipated and anticipatory emotions	Anticipated <u>Positive</u> : relieved, satisfied, happy, proud. <u>Negative</u> : disappointed, annoyed, regretful, stupid, guilty, angry at self.
	Anticipatory <u>Positive</u> : optimistic, confident. <u>Negative</u> : worried, anxious, uncomfortable.
Hosany & Gilbert (DES)	Joy, love, positive surprise, satisfaction.

Different scales on consumer research context have been originally developed in various field studies and different forms in marketing and consumer behaviour. As the scales are designed for a behavioural amalgam studies, Table 1.9 presents their applications in field study.

Table 1.9. Emotions and field study

Emotions	Field study
Izard's DES	Across various consumption settings, variety of consumer research contexts.
Plutchik's primary emotions (PTE)	Advertising research.
Mehrabian & Russell (PAD)	Environmental psychology.
Watson, Clark & Tellegen (PANAS)	Consumption emotions.
Richins's CES	Diversified consumer contexts.
Baumgartner <i>et al.</i> 's anticipated and anticipatory emotions	Decision-making.
Hosany & Gilbert (DES)	Measuring consumers' reactive emotions.

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A rich body of studies has examined the influence of emotions on leisure marketing, hospitality and tourism. The main studies are presented in Table 1.10, for a straightforward query.

Table 1.10. Main past studies of emotions in global tourism context

Author	Object of study
Floyd (1997); Zins (2002); de Rojas & Camarero (2008); del Bosque & San Martin (2008)	The relationship between emotions and overall satisfaction.
Barsky & Nash (2002)	The relationship between emotions and customer loyalty.
Bigné & Andreu (2004)	The emotions as a segmentation variable for leisure and tourism services.
Bigné, Andreu & Gnoth (2005)	The relationship between emotions, cognition, satisfaction and behavioural intentions in the context of theme parks.
Jang & Namkung (2009)	The relationship between emotions and behavioural intentions.
Chuang (2007); Kwortnik & Ross (2007)	Influence of emotions on decisions to purchase tourism and leisure services.
Yuksel & Yuksel (2007); Grappi & Montanari (2011)	Examine emotions as antecedent of satisfaction and behavioural intentions.
Hosany (2012)	Appraisal determinants of tourist emotional responses.
Hosany & Gilbert (2009)	Dimensions of tourists' emotional experiences towards hedonic holiday destinations.
Hosany & Gilbert (2010)	Measuring tourists' emotional experiences toward hedonic holiday destinations.
Hosany & Prayag (2013)	Patterns of tourists' emotional responses, satisfaction, and intention to recommend.
Moreno, Molina & Moreno (2012)	Tourists' satisfaction, image or emotions?
Prayag, Honay & Odeh (2013)	The role of tourists' emotional experiences and satisfaction in understanding behavioural intentions.
Lin <i>et al.</i> (2014)	Changes in emotions and their interactions with personality in a vacation context.

In summary, this overview shows that studies in the global tourism focus on studying behavioural intentions, cognition, satisfaction, purchase decision and decision-making, customer loyalty, emotions as a segmentation variable for leisure and tourism services, its relationship with overall satisfaction, tourists' emotional experiences and intention to recommend, emotional responses towards tourist destinations, tourists' emotional experiences and satisfaction and emotions and their interactions with personality in a vacation context. Previous research advance that there is a positive correlation between positive emotions, satisfaction and behavioural intentions (Bigné *et al.* (2005); Yuksel & Yuksel (2007); Grappi & Montanari (2011); Han & Jeong (2013)). Yet, there is a

dichotomy between positive and negative emotions in this context, because when negative emotions are introduced as antecedents of satisfaction and/or behavioural intentions, the contradictory results emerge (Prayag, 2013).

Generally, tourism potentiates a positive experience with satisfying and pleasurable emotions (Mannell, 1980) and the tourism experience offers unique moments with a high personal value and an emotional charge for the consumers (McIntosh & Sigs, 2005). To Hirschman & Holbrook (1982), field study of emotions in the consumption experience is mostly associated with product categories with high hedonic charge. In this perspective, leisure travel may be included in this type of product, according to their hedonic character. The experiences provided by touristic destinations are emotionally attractive and, the most important are, without a doubt, the emotional “promises” of touristic destinations that increase the tourist’s involvement in the process of decision making and his perception of the unique characteristics of the destination (Goossens, 2000). Emotions are always part of the touristic involvement, in fact, the tourist’s decision usually involves rationality but also emotion, and, although they seem hardly connected, they both participate, as executable factors, in a good decision process (Damásio, 1994). Emotions also influence the choice of a brand, because they identify what is more important for the consumer (Damásio, 1994). Emotions are the most important aspect of consumer behaviour. Emotional factors are particularly powerful in the process of purchase decision on vacation. Sometimes, tourists make their vacation decisions according to their personal emotions (White & Scandale, 2005).

Therefore, tourism is no exception; on the contrary, holidays in touristic destinations provide tourists a great deal of experiences (Gnoth, 1997). Following the previously exposed ideas, the experience given by tourism is, by itself, a complex amount of factors (Buhalis, 2000; Swarbrooke & Horner, 2002), namely social, emotional, economical and psychological (Bowen, 2001). The role of emotions and the type of emotional response are, due to its essence, delicate and somewhat complex, because emotions can play different roles, meaning, of cause, mediation, effect, consequence and moderation depending on the involvement (Bagozzi, Gopinath & Nyer, 1999). In recent years, emotions and feelings have been of attention by researchers in recent

consumer behaviour literature. They concluded that emotions and feelings play an important role in processing information (Sirakaya & Woodside, 2005). In the same way, the tourist's satisfaction comes from the emotional experiences provided by a destination or event (Lee & Jeong, 2009).

Overall, the experience is rich in tourist emotions and tourists are constantly engaged in their own experiences they produce (Hosany & Gilbert, 2009). Goossens (2000) also assigns a very important role to the emotions because they increase the involvement of tourists in decision process and also increase the perception of the uniqueness of the destination, so the emotions are a predictor in the selection and consumer behaviour. As previously mentioned, tourist's emotions are an extremely important element when it comes to choose to travel; in fact, a leisure trip means an opportunity to be happier and more fulfilled. The more negative aspects of our existence are related to our daily life (Krippendorf, 1987). For tourists, leisure vacations are an escape from daily routine, a way to experience feelings of freedom, escape to a world of new and different feelings and experiences that, consequently, produce higher levels of happiness and improve, as a reward, their well-being (Gilbert & Abdullah, 2004).

Accordingly, emotions and satisfaction influence behavioural intentions (Baker & Crompton, 2000; Bigné *et al.*, 2005; Soscia, 2007; Faullant *et al.*, 2011; Walsh *et al.*, 2011). Goossens (2000) highlights the emotions and feelings as strong predictors in motivating tourists to plan a trip and postulates that these two factors have a prominent role in the selection and consumer behaviour. In this sense, Peter & Oslon (2009, p. 309) also extol that emotions and feelings in consumers' decision, as well as, its impact on changing consumer behaviour. Gnoth (1997) and Chuang (2007) express that emotions also affect decisions to purchase tourism and leisure services. In the line of that, the emotions have different effects on behavioural intentions (Zeelenberg & Pieters, 2004; Soscia, 2007).

2.4. Content analysis of emotions and involvement

Within the psychology literature, there are two fundamental approaches to studying emotions: dimensional (valence based) and categorical (emotion specificity), (Prayag, Hosany & Odeh, 2013). The contributions in social psychology literature demonstrate that individuals are closely connected to their societies (Litvin, Crofts & Hefner, 2004). In fact of this, there is a cultural approach to the concept of emotions. But according to Fridja (2007) the emotions motivate behaviour, have a short duration, are short-lived in the field of consciousness and require immediate attention. There is also a behavioural versus cultural approach (Fridja, 2007; Litvin, Crofts & Hefner, 2004). Cultural norms play a predominant role and impact on nature and constitution of emotions in how they are expressed and managed (Keltner, 2003; Mesquita, 2001).

Then it is considered that the concept of emotions encompasses the management of multidimensionality. For the content analysis of the concepts of emotions, it is possible to consider that in literature of emotion the major problem has been the growing set of different definitions that have been proposed and some definitions are relatively precise, while others are quite vague, in various contexts and approaches (Kleinginna & Kleinginna, 1981).

Although the involvement is quite comprehensive in psychology and consumer behaviour literature, the current definitions of psychological involvement and leisure involvement developed and evolved from Rothschild's definition are actually equally instructive (Funk, Ridinger & Moorman, 2004). The adaptation of the engagement construct has emerged, while the areas of forward applied to study the involvement. Many studies have conceptualized the involvement as a multidimensional construct (Havitz & Dimanche, 1997; Havitz & Howard, 1995; Laurent & Kapferer, 1985; McIntyre, 1989; Wiley, Shaw & Havitz, 2000). Although the characteristics of multidimensionality of engagement remain the subject of much discussion and attention, initial conceptual framework argued by Laurent & Kapferer remains widely prevalent. Consistent with previous leisure literature, we treat the involvement concept

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as a multidimensional construct. But agreement is not full, some researchers have approached involvement from a unidimensional perspective (e.g., Kim *et al.*, 1997; Reid & Crompton, 1993), although a vast majority of empirical evidence supports and treats its multidimensionality (Havitz & Dimanche, 1997, 1999; Iwasaki & Havitz, 1998; Wiley *et al.*, 2000).

A critical content analysis of involvement and emotions constructs produces insights for a critical assessment of the literature. Table 1.11 shows the content analysis of involvement and emotions constructs most cited by the contributive scholars and researchers, specifically the principal and frequent conceptual categories. These two constructs are extensively used in a large number of studies in consumer behaviour, marketing, tourism and hospitality literature.

Table 1.11. Content analysis of constructs

Principal and frequent conceptual categories	
Involvement	Emotions
Psychology and sociology	Psychology and sociology
Particular situation	Satisfaction
Individual state	Mental states
Cognitive state	Cognitive process
Affective state	Valence affective reaction
Motivation state	Feelings
Response based	Consumer reactions
Personal importance	Personal value
Product variables	Consumption
Consumption process	Purchase decision
Antecedents and consequences	Behavioural intentions and satisfaction
Interest	Motivation

The dimensions of each of the concepts presented are those that have a higher frequency and the table attests that dimensions and categories of both concepts are related. This content analysis attests that involvement and emotions are linked and connected. In light of the content analysis there is a consistent and valid relationship between involvement and emotions in consumer behaviour in tourism.

The Table 1.12. groups the list of words of the main conceptual common dimensions of two constructs. Again, some common dimensions between involvement and emotions are similar. The results presented in Table 1.12 seem to suggest some level of consensus on the key conceptualisations on the constructs.

Table 1.12. Main conceptual common dimensions

Involvement	Emotions
Personal relevance/importance	Mental states
Personal value	Intense feelings
Perceived pleasure	Automatisms
Motivation	Human behaviours
Sign/symbolic value	Affect
Cognitive	Expressive patterns
Affective	Feeling episodes
Individual state	Expression
Interest	Reactions

This table presents the number of times each word synonymous appears associated with two constructs. In a similar perspective to Harker (1999), in their content analysis of relationship marketing definitions, it is suggested, from this table (1.12) , that the more consistent definition of involvement and emotions constructs must have the dimensions present in it. Thus, these findings are presented in an attempt to bring a formal research methodology to will begin to establish the “agreement” of the dimensions, and to construct such a “general and uniformed” definition of the involvement and emotions.

2.5. Discussion and implications

The content analysis of constructs, methods and their relevances is quite prevalent. The study of emotions and involvement with services, products, including tourism, has been extensively explored within marketing and consumer behaviour disciplines. On a superficial level of this content analysis, the results presented show that emotions and involvement demonstrate greater progress and scientific development to the level of marketing and consumer behaviour. The combined use of emotions and involvement

has not yet been applied by marketing researchers and tourism. The use of the emotions and involvement constructs only occurred separately in marketing studies, leisure and tourism. More specifically, it is acknowledged that consumers have emotional responses to their immediate environment (Machleit & Eroglu, 2000). To Otto & Ritchie (1996), the tourist destinations are rich in terms of experiences and attributes, and contribute to potentiate an even greater emotional response.

However, to date, the relationship between involvement and emotion on tourist activity involvement has not been explored and this is another limitation on the current study. This kind of knowledge is particularly valuable for better understanding of the consumer behaviour tourist in tourism. Understanding how tourists involve in leisure tourism destinations can provide a better comprehension of the dynamics of the tourist consumer behaviour and the nature and role of tourism in society.

A number of studies must attempt to understand the influence of emotion in tourism, leisure marketing and hospitality and also the impact of involvement to understand the relationship of these two constructs, through the measurement of emotions and of involvement in tourism.

3. Conclusions

In recent years, much research include on the role of emotions in the generic marketing and consumer behaviour literature, however empirical studies in the field of tourism remain limited and require more scientific developments. The present content analysis concludes that involvement and emotions constructs has been shown to play a crucial role on tourists' behavioural intentions on leisure, marketing and tourism. To address this knowledge gap, the current content analysis follows a methodical process in exploring an explanation of emotions and involvement constructs of tourists' emotional experiences in their touristic activity. The study offers important implications for theorizing emotion in the context of tourist destinations. A key theoretical contribution of this study is the development of a content analysis about these two constructs that

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maintains the tourist behaviour to provide direction for future research on consumer behaviour in tourism. The consumer behaviour in tourism area should focus on relationship between involvement and emotions. It is clear that this field study needs more advance and scientific knowledge on the subject. This research can be an important starting point on tourist behaviour, a number of future scientific studies can be developed to explore the consumer in tourism in general and the involvement and emotions on travel behaviour in tourist activity in particular.

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CHAPTER II – DEFINING AN APPROACH TO MEASURE CONSUMER BEHAVIOUR IN WINE TOURISM: RELATIONSHIP BETWEEN INVOLVEMENT, DESTINATION EMOTIONS, PLACE ATTACHMENT AND BEHAVIOURAL INTENTIONS

ABSTRACT

Purpose - to develop a conceptual paper that allows an examination of the role of the involvement on destination emotions and place attachment (place identity and place dependence) in the wine tourist behaviour, predicting behavioural intentions.

Methodology/approach - applying a methodology based on the literature review of the key constructs to an approach based on research to measure consumer behaviour in wine tourism with prepositions development through these constructs and the research questions.

Findings - The results demonstrated that set of five prepositions presented are interlinked and help to predict wine tourist behaviour. This conceptual paper represents a sustained support leading to a continuous research in this area with new insights for future research, as development of a structural model including the development of the questionnaire to measure wine tourist travel behaviour.

Research implications - It is proposed to be developed the hypothesised conceptual model of the wine tourist behaviour based on prepositions presented and research questions. In the research process identified some limitations in terms of connecting the constructs in this area.

Practical implications - The outcome and impact of this research on the wine tourist provides new insights for further progress and developments in the future in order to better understand wine tourist behaviour in wine tourism destinations.

Originality/value - It is the first study demonstrating the usefulness combined use of involvement, destination emotions, place attachment (place dependence and place identity) and behavioural intentions in wine tourist behaviour context. This approach extends the scope into a wine tourism context because the combination of these three constructs has never been done in wine tourism destination area.

Keywords: involvement, destination emotions, place attachment, behavioural intentions, wine tourist

1. Introduction

The evolution on the study of consumer behaviour has been one of the main integrated aspects on the study of researches concerning tourism and leisure (Crouch *et al.*, 2004). The involvement and emotions are fundamental constructs for consumer behaviour and for marketing scholars (Soscia, 2013). The literature review reveals gaps in research in the field of wine tourism service oriented to wine. For most of the empirical investigations concerning the relations between involvement, place attachment and behavioural intentions to visit a wine tourism destination (WTD), there are also gaps in the understanding of the wine tourist behaviour regarding motivations to visit a WTD.

The wine tourist behaviour seems to be still very much limited to research around reference groups (Sparks, 2007). For this author, it is essential and vital for wineries and tourism industry authorities to understand and take a position in this regard on the premise that the reference groups appear to have a predictive impact on the decision to travel to wine country. In line with this, Ravenscroft & van Westering (2001) postulated that the motivations of wine tourists are complex due to difficult wine tourist consumer relationship, which proves to be a gap on the motivational forces that drive wine tourists

to consumption. Dodd & Bigotte (1997) have advocated an experiential approach to the study of wine tourism, but the involvement and development of this approach in this field is still in its infancy stage, because there is still little research in this area.

Getz & Brown (2006) and Hall *et al.* (2000) also consider the need for further research based on the consumer motivations, in particular the need to better understand the characteristics and motivations of wine tourists (Charters & Ali-Knight, 2002), directly linked to wine consumer behaviour in wine tourism (Bruwer & Reilly, 2006). In his study of market segmentation in wine tourism: a comparison of approaches, Alebaki & Iakovidou (2011) noted that there is a need for more quantitative research, particularly in Europe, including data from various wine regions, in order to investigate the factors that influence wine tourists characteristics, motivations and preferences.

Another gap is pointed out by Charters & Ali-Knight (2002, p. 311): “it is generally acknowledged that there has been little research into the nature of wine tourists, their motives and intentions and how they can be effectively segmented”. To Brown & Getz (2005) assuming that the development of wine tourism has progressed globally, the need to better understand the nature of the wine tourism and tourist has been one of the highlights expressed in the recent literature. Moreover, understanding wine-related consumer behaviour is vital and can achieve marketing benefits (Yuan *et al.*, 2006; Dodds & Butler, 2010) and understanding how valued attributes of wine tourism translate into intentions to engage in consumption behaviours’ is paramount, especially in respect of likelihood of visiting wine regions (Sparks, 2007).

Carmichael (2005) revealed research gaps in the field of experience-oriented wine tourism services, because there is yet no research done in the wine tourism experience of the field (Pikkemaat *et al.*, 2009). The reason and main research interest in leisure level involvement is that, compared to many other products and marketing services, tourism activities tend to generate higher levels of sustainable and situational involvement (Brown, Havitz & Getz, 2007; Havitz & Howard, 1995; Lockshin & Spawton, 2001; Mowen, Grafe & Virden, 1998; Sparks, 2007; Rahman & Reynolds, 2015).

This study extended the scope into a wine tourism context because the combination of these two constructs is still recent, and almost exclusively in recreation and leisure contexts (Kyle *et al.*, 2003). Sparks (2007) argues that it is essential to have a systematic approach and a theoretically oriented development in order to test the probability of visiting a wine region. Wine tourists lifestyle demonstrated several characteristics and have similar values (Simpson & Bretherton, 2004; McMillan & McInnes, 2004; Tourism Queensland, 2002; Getz, 2000) and the wine consumption in many cases is associated with the same types of experiences that tourists seek (Bruwer, 2003). The wine tourism allows participants the opportunity to engage in wine tourism activities, and fulfill values, maintaining the overall coherence of lifestyle, acquire knowledge and experience about wine in a perspective of personal interest, to socially interact with people who adhere similar lifestyles, and even create long-term relationships with the winery producer (Roberts & Sparks, 2006; Yuan, Morrison & Linton, 2005; Alant & Bruwer, 2004; Mitchell, Hall & McIntosh, 2000).

The central aim of this study is to define an approach to examine the role of the involvement on destination emotions (DE) and PA (PI and PA) in the wine tourist behavioural intentions, when he visits a wine tourism destination (WTD) for the practice of the wine tourism activity (WTA). A key theoretical contribution of this study is the development of an approach to analyze and understand the wine tourist behaviour towards WTA when visiting a WTD. The main questions of the research are:

- (1) How does the wine tourist involve with the Porto wine cellars?
- (2) What are the main destination emotions that wine tourist feels when visiting the Porto wine cellars?
- (3) What do wine tourists look for when contemplating and visiting the Porto wine cellars, place identity and/or place dependence?
- (4) Can the Porto wine cellars stimulate their appeal more for the wine tourism success and their Porto wine activity?

This paper reviews the literature relating to special interest in wine tourism, wine tourist behaviour, as well as, destination emotions, involvement and place attachment, in order to analyze the consumer behaviour in wine tourism. It then proposes an empirical conceptual model of the wine tourist behaviour for predicting wine tourism behavioural intentions. It is widely accepted that academic and scientific research increasingly follow the development of wine tourism demand in the world.

The research question underlying this study is: *What is the most appropriate conceptual approach to analyze the wine tourist behaviour?*

2. Literature review

2.1. Special interest in wine tourism

Tourists looking for historical and cultural values at iconic locations, enjoy what is truly genuine and remarkable experiences, searching for wine, the cultivation of wines, the cellars and what the landscape provide (Bruwer & Alant, 2009; Bruwer & Reilly, 2006; Hall *et al.*, 2000). The wine tourism places support and reinforce their attractiveness and enhance the tourist demand through their wine activities. The experience and practice of wine tourism can be provided in a number of ways, from events and festivals, cultural and natural heritage, gastronomy, hospitality, wine tasting, visits to wineries and vineyard tours.

Special interest in wine tourism is related to the growing role and impact that wine tourism increasingly exercises, under different perspectives, motivations and intentions that come from researchers. In light of this, some authors focused their research on the supply side: in the cellars, wine routes, festivals and/or events, as the decisive factors for the practice of wine tourism (Dodd & Beverland, 2001; O' Neill & Charters, 2006; Correia & Ascensão, 2006; Simões, 2008; Brás, Costa & Buhalis, 2010). On the demand side, other authors focused their research specifically in the field of consumer tourist profile study, their motivations, behaviours, lifestyles, segmentation and

satisfaction (Mitchell, Hall & McIntosh, 2000; Charters & Ali-Knight, 2002; Tassiopolous & Haydam, 2006; Galloway *et al.*, 2008).

Other authors have focused on the identification of three critical success factors: core wine product, core destination appeal and cultural product (Getz *et al.*, 1999; Getz & Brown, 2006). And also in the marketing area and wine tourism branding (Carlsen & Charters, 2006; Bruwer & Johnson, 2010), and the wine routes researched (Bruwer, 2003; Correia & Ascensão, 2006; Simões, 2008). The wine tourism was also investigated as a tool for regional development (Hall *et al.*, 2000; Sparks & Malady, 2006; Griffin & Loersch, 2006).

These are, so far, the main areas of research mainly addressed in wine tourism field. This article will focus on wine tourism consumer behaviour, travelling to the Porto wine cellars. In Portugal there are five touristic regions: Porto and Norte; Centre of Portugal; Lisboa; Alentejo; Algarve and there are ten wine regions: Vinho Verde; Douro and Porto; Dão; Bairrada; Beira Interior; Tejo; Lisboa; Península of Setúbal; Alentejo and Algarve.

2.2. Wine tourism

The wine tourism is a form of tourism (Olaru, 2012) and Hall *et al.* (2000, p. 3) defined wine tourism as “visitation to vineyards, wineries, wine festivals and wine shows for which grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivating factors for visitors”. Brown & Getz (2005, p. 3) presented a definition of wine tourism which means “...the development and marketing of wineries as places to visit, and of destinations based on the appeal of wine”. “Wine tourism is special-interest travel based on the desire to visit wine producing regions, or in which travellers are induced to visit wine-producing regions, and wineries in particular, while travelling for other reasons” (Getz *et al.*, 2007, p. 246). “Wine tourism is influenced by the physical, social and cultural dimensions of the winescape and its components” (Douglas *et al.*, 2001, p. 313). Therefore, Charters & Ali-Knight (2002, p. 312) outline that “wine tourism experience can be provided for in a number of ways, the most

notable being events and festivals, cultural heritage, dining, hospitality, education, tasting and cellar door sales, and winery tours". The ancient practice and the long tradition of wine and vineyard boost the wine tourist behaviour, particularly in wine tourist destinations.

The wine tourism industry comprises various forms, depending on whether the wine farms, wine hotels or greater or smaller wineries. Hall *et al.* (2000) argues that for the farm wines and wine hotels, wine tourism is their mainline core business, as cellars for the wine tourism activity focus as promotional channels and as an opportunity to educate visitors. According to Hall, *et al.* (2004), there is increasingly a greater appreciation of wine as a differentiating and specialized element, and thus making it a potential attraction for tourists visiting the wine regions. This growing appreciation of wine is in the biggest and best wine-producing countries of the old world, such as France, Italy, Spain or Germany and even in the designated new world, namely, Australia, New Zealand, Chile, Argentina, United States (California) or South Africa. Getz (2000) presents three different components in wine tourism: (1) wine producers, (2) tour operators and last, (3) consumers.

There are several motivations in wine tourism. The main motivations in wine tourism are related to intellectual motivation and directly with the product - wine-involving vineyard activities. Another motivation is the acquisition of new knowledge directly with the wine product by participating in *vinous* activities such as wine tasting (Getz, 2000). Alant & Bruwer (2004) stated that the main motivations for wine tourism are linked to the wine product and predict that wine tourists are consumers looking to achieve experiences based on wine, satisfying needs and as part of a lifestyle.

The wine regions emulate the appeal of tourists and wine and tourism experience are products that have a strong connection to the territory, constituting the critical success factors for wine tourism regions. (Getz & Brown, 2006). The core wine product, the core destination appeal and cultural product are as described the main three dimensions forming the experience of wine tourism (Getz & Brown, 2006). These three dimensions are also supported by Sparks (2007), in which destination experience and wine core

experience are defined as pull factors, while personal development is considered to be an internal motivation or push factor, with a direct impact in the desire to seek information about wine. Thus, it is assumed that these dimensions are taken into account in planning a wine tourism trip, depending on the wine tourism region or wine tourism destination. The term “tourist terroir” is used to encompass the physical, cultural and natural environment that characterizes each region and that gives it a distinctive appeal as a destination for wine tourists, according to the authors Hall & Mitchell (2002).

Highlight the number of tourists is growing at a rapid pace and according to data from Portugal Tourism’s report on the Wine Tourism in Portugal - Characterization of offer and demand in 2014 (Turismo de Portugal, 2014), reports that the demand for wine tasting activities and guided tours have a weight of about 76% in total demand.

In the wine tourism context, wine, vineyards, wineries and landscapes provide participation and tourism experience to consumers on these genuine sites that are a general wine consumer lifestyle (Shor & Mansfeld, 2010). Mitchell & Hall (2006) consider that area of wine tourism continues in global growth, which is why it is essential, more and better comprehension of consumer behaviour, in particular the probability of visiting wine regions. Following this logic, to Brown & Getz (2005), Mitchell & Hall (2006) and (Sparks, 2007), it is crucial to explore the dynamics of the key elements of the desire to engage in wine tourism.

2.3. Wine tourist behaviour

Wine tourist behaviour represents a very important study domain, because understanding his behaviour is a complex process and stimulus is the key and the engine of the behaviour, particularly in the area of wine tourism. Yuan *et al.* (2006) and Dodds & Butler (2010) argue that understanding the wine consumer behaviour is crucial and can bring marketing benefits. For Bruwer & Alant (2009, p. 3) “the wine tourist is a person with needs to relate to both wine and the location (wine region) where wine is produced”. In light of this, the wine tourism development has been increasingly

international, and the need to better understand the nature of the wine tourist has been a major plus theme in literature (Brown & Getz, 2005). It is argued that the demand for wine tourism is driven by several factors such as the desire to buy wine, networking opportunities, the interest in learning and learn more about wine and also perhaps for health reasons (Hall *et al.*, 2000; Mitchell, Hall & McIntosh, 2000).

There are several concepts and perspectives to define the concept of wine tourist. However, Croce & Perri (2010) and Galloway *et al.* (2008) define the wine tourist according to their involvement degree of interest and knowledge about wine. While for Alebaki & Iakovidou (2011), Tassiopoulos & Haydam (2006) and Getz & Brown (2006), the wine tourist is defined and segmented by the psychographic and demographic criteria, such as: age; education level; gender; income; lifestyle; personality; attitudes, interests and values. To Charters & Ali-Knight (2002), some researchers explored wine tourism as a form of consumer behaviour, in which wine lovers and wine tourists travel to destinations in wine regions they like and appreciate more, and the wine is also associated with tourists' lifestyle.

In the emerging area of wine tourism, researchers have also shown some gaps in the level of published research on the wine tourist behaviour and characteristics (Charters & Ali-Knight, 2002). For Charters & Ali-Knight (2002), tourists can be classified into five segments: wine lovers, connoisseurs (a sub-set of the wine lover), wine interested, wine novice and hangers-on that are included in a group but do not have or show any interest in wine.

Another perspective is presented by Hall & Macionis (1998), which classify the wine tourists in three segments: wine lovers, wine interested and curious tourist. Table 2.1 presents the main features of these three categories which have specific reasons to visit wineries. Some consumers believe that wine is understood as a hedonic experience that enhances a set of social experiences (Bruwer & Alant, 2009).

Table 2.1. Wine tourism market segment descriptions

Wine lovers	Extremely interested in wines and winemaking Wineries may be sole purpose of visit to destination May be employed in wine and food industry Likely to be mature with high income and high education levels Likely to be regular purchaser of wine and food magazines Will have visited other wine regions Highly likely to purchase at winery and add name to any mailing list
Wine interested	High interest in wine but not sole purpose of visit to destination Moderate to high income bracket, tend to be university educated Occasional purchaser of wine and food magazines, regular purchaser of “lifestyle” magazines “Word-of-mouth” and wine columns in newspapers may be important for arousing interest in region Likely to have visited other wine regions Familiar with winemaking procedures Likely to purchase at winery and add name to any mailing list Potential for repeat purchase of wine through having visited winery
Curious tourists	Moderately interested in wine but not familiar with winemaking Wineries seen as “just another attraction” Moderate income and education Winery tour a by-product of visit to region as visiting was for unrelated purposes May have visited other wine regions Curiosity aroused by drinking or seeing winery product or general tourism promotion Opportunity for social interaction with friends and/or family May purchase at winery but will not join mailing list

Source: adapted from Hall & Macionis (1998, p. 217)

For Brown & Getz (2005) the wine tourists are mainly consumers of wine and looking for delightful experiences (Pan *et al.*, 2008). The overall experience occurs within the context of the *winescape* (Hall *et al.*, 2000; Nowak & Newton, 2006). There are three components that constitute the *winescape*: (1) the presence of vineyards, (2) the wine production activity and (3) the wineries where the wine is produced and stored (Telfer, 2001).

Towards this direction, Getz & Brown (2006, p. 147) argue that: “wine tourism is simultaneously a form of consumer behaviour, a strategy by which destinations develop and market wine-related attractions and imagery, and a marketing opportunity for wineries to educate and to sell their products directly to consumers”. The core wine

product, core destination appeal, and cultural product are the three dimensions that Getz & Brown (2006) label as the critical characteristics of the wine tourism experiences. It is assumed for Sparks (2007) that a potential consumer will have a set of beliefs about what attributes make up the likely tourism experience within a wine region.

The wine tourism activity involves the participation of a certain group of people, called wine tourists seeking experiences with wine and wine cellars, through experiences in wine tourism destinations (Yuan *et al.*, 2008). It is widely accepted and used that there are five stages to the tourist experience, namely: pre-visit (anticipation), travel, destination/visit, travel on site and from post-visit (throwback) (Pearce, 1982). Experience with the wine tourism is not specifically limited to one place, or to a particular attraction, because the full experience has a positive and significant impact on the pre-visit, visit and post-visit to a wine region (Hall, 1996).

Therefore, the wine can be experienced in various locations (before, during and after the visit to the wine tourism destinations) (see Table 2.2). Under the experimental studies, the temporal issue plays a role and significant impact on wine tourism (Mitchell, Hall & McIntosh, 2000). As stated before, according to these authors mentioned, seasonality is a factor to be considered for regions of wine tourism. In his research in New Zealand, Mitchell & Hall (2003) concluded that visitors have a preference for late summer and early Autumn to conduct the winery visits.

Of particular relevance is the fact that into the appeal of wine regions, Charters & Ali-Knight (2002) argue that wine tourist expectations differ from region to region, depending on the set of critical success factors that are applied in places, as specific cultural and geographic differences. As stated before and according to Mitchell, Hall & McIntosh (2000), most studies only focused on the supply side of the wineries.

Table 2.2. Stage of travel experience of wine tourist

Stage of travel experience	Wine experience	Opportunities
Pré-visit (anticipation)	Wine from destination/winery at home, restaurant or wine club Previous experience at winery/wine Region	Positive on-site experiences (past)
Travel to	Wine en route	
Destination/on-site visit	Winery experience Wine at hotel or restaurant in region	Positive winery Experience
Travel from	Wine en route home	
Post-visit (reminiscence)	Wine from destination/winery at home, restaurant or wine club Previous experience at winery/wine region	Positive on-site experiences (past)

The diagram shows a bracket on the right side of the table, labeled "Future behaviour". An arrow points from the "Opportunities" column of the "Pré-visit (anticipation)" row to the "Future behaviour" label. Another arrow points from the "Opportunities" column of the "Post-visit (reminiscence)" row to the same "Future behaviour" label, indicating that both past and future opportunities influence future behavior.

Source: adapted from Mitchell, Hall & McIntosh (2000)

The wine tourists seek not only to try new wines, but also, to acquire new knowledge, sensory experiences, direct contact with rural landscapes, contact with the cellars, know the history behind the wineries and farms. Meyer (2004) and Getz & Brown (2006) have developed researches on the motivations of visitors to the wine regions and summarized the ten main motivations of these visitors: (1) wine tasting; (2) to acquire knowledge about wine; (3) to live and experience the production of wine (for example a visit to the producer, wineries and vineyards); (4) enjoy the beauty of the rural setting (vineyards, agro-tourism); (5) combining food with wine; (6) to have fun at events or wine festivals; (7) to enjoy the culture and ambience of wine (romance and elegance); (8) in assessing the architecture and the art of the wineries, the towns and villages of the regions; (9) to learn about the ecological aspects of the wine; (10) to learn the benefits of wine for health. The visit is short-lived and the motivations that mediate visitor behaviour characterized mainly by hedonic load, regardless of the analyzed visitor (Bruwer & Alant, 2009). While frequent visitors focus more on wine tourism experiences, visitors on the first time visit ever opt for enhanced holiday

experience, as their primary goal. More than the expected visitors, the first time visitors show demand, much more hedonic pleasure in their use wine tourism behaviour.

2.4. Destination emotions

Generally, the tourism potentiates a positive experience with satisfying and pleasurable emotions (Mannell, 1980) and the tourism experience offers unique moments with a high personal value and an emotional charge (McIntosh & Siggs, 2005). Sometimes, tourists make their vacation decisions according to their personal emotions (White & Scandale, 2005; Yuksel & Akgul, 2007). Therefore, tourism is no exception, holidays in touristic destinations provide tourists a great deal of experiences (Gnoth, 1997). Yet, there is a dichotomy between positive and negative emotions in this context, because when negative emotions are introduced as antecedents of satisfaction and/or behavioural intentions, the contradictory results emerge (Prayag, Hosany & Odeh, 2013). For tourists, leisure vacation are an escape from daily routine, a way to experience feelings of freedom, escape to a world of new and different feelings and experiences that, consequently, produce higher levels of happiness and improve, as a reward, their well-being (Gilbert & Abdullah, 2004).

Accordingly, emotions and satisfaction influence behavioural intentions (Baker & Crompton, 2000; Bigné *et al.*, 2005; Soscia, 2007; Faullant *et al.*, 2011; Walsh *et al.*, 2011). To Hirschman & Holbrook (1982), field study of emotions in the consumption experience is mostly associated with product categories with high hedonic value. In this perspective, leisure travel may be included in this type of product, according to their hedonic character. According to Goossens (2000), the experiences provided by touristic destinations are emotionally attractive and, the most important are, without a doubt, the emotional “promises” of touristic destinations that increase the tourist’s involvement in the process of decision making and his perception of the unique characteristics of the destination. Overall, the tourist experience is rich in emotions and tourists are constantly engaged in their own experiences (Hosany & Gilbert, 2009). Goossens (2000) also assigns a very important role for emotions because they increase the tourists’ involvement in the decision process and also increase the perception of the uniqueness of the destination. Therefore, the emotions are a predictor in the selection and consumer

behaviour. As previously mentioned, tourist's emotions are an extremely important element when it comes to choose to travel; in fact, a leisure trip means an opportunity to be happier and more fulfilled.

2.5. Involvement in marketing, tourism and wine tourism context

The involvement construct has grown and attracted more and more interest by researchers, because of its theoretical and practical value (Alexandris *et al.*, 2012). The involvement concept in consumer behaviour has been widely debated, used and associated with a large number of studies in marketing, tourism, recreation, sports, advertising, products classes, services, and others market segments (e.g., cars, music, books and football teams, perceived risk, information search, brand commitment, brand loyalty, brand similarity, opinion leadership, brand switching, diffusion process and segmentation) (Coulter, *et al.*, 2003; Dholakia, 2001; Kapferer & Laurent, 1985a; Kinley *et al.*, 1999; Quester & Lim, 2003; Richins & Bloch, 1986; Slama & Tashchian, 1985; Worrington & Shim, 2000; Zaichkowsky, 1985). A rich body of researchers from a broad literature have examined and applied the involvement in leisure travel-related contexts (golf, skiing, visits to national parks, theme parks, and dining out), wine consumption and wine tourism contexts (Brown, Havitz & Getz, 2007). Involvement is measured both as a unidimensional or multidimensional approach by different studies (e.g., Michaelidou & Dibb (2006); Park & Moon, 2003; Quester & Lim, 2003; Traylor & Joseph, 1984; Zaichkowsky, 1985). However, these authors report that there is no consensus on the operationalization of involvement in consumer research.

The construct of involvement with the wine and the wine tourism activity is relatively recent (Brown, Havitz & Getz, 2007). These authors evaluated the interest in wine would lead consumers to visit the wine region where the wine was produced, and for this purpose developed a wine involvement scale (WIS) based on the scale of Laurent & Kapferer (1985). Through this scale, these authors found three elements: expertise, enjoyment and symbolic centrality. They found four segments of wine consumers: hedonic aficionados; cautious enthusiasts, fastidious epicureans and functional differentiators. And ultimately achieved by WIS, the four elements were analyzed in

order to perceive the interest of consumers to revisit the wine region in the next three years and the conclusion was that only two groups showed interest in revisiting. d'Hauteville (2003) and Lockshin & Spawton (2001) emphasize the important role of the involvement construct to wine tourism. Other researchers, such as Getz & Brown (2006), point that the centrality of wine in consumer leisure activities can be an attraction for wine tourism, moreover, they argue for the importance of involvement in tourism experiences.

On the whole, the involvement related to the wine and food activities has a significant effect under influence intentions to choose and visit the specific wine tourism vacation (Sparks, 2007). In marketing, the involvement concept appears in two different contexts or meanings: involvement with the product and involvement with the purchase of a product (Kapferer & Laurent, 1985a). Therefore, the lasting involvement establishes a connection with the situational involvement, but situational involvement does not connect with the lasting involvement (Kapferer & Laurent, 1985a). Thus, in situations where the purchase of a product does not cause desire, interest and pleasure, the consumer only takes the final purchase decision based on price or brand, which only implies the existence of a transient or situational involvement (Kapferer & Laurent, 1985a). Rothschild (1984) suggested that there are three types of involvement: enduring, situational, and response. The involvement when applied in leisure research can consist most often in three dimensions: the first is attraction, the second is self-expression and third is centrality to lifestyle (Gross & Brown, 2008).

2.6. Place attachment

The concept of place attachment (PA) has been defined, conceptualized and applied differently by researchers and scholars. The authors focused their place attachment studies depending on the areas and emphasized settings, such as personal, environmental and/or social context of people interactions (Raymond, Brown & Weber, 2010). According to Hidalgo & Hernandez (2001), environmental psychology was the first developed area where the place attachment appeared, which consists in an affective bond or link between people and particular places. Although place attachment has several definitions, varying from authors from various disciplines and studies, according

to some studies based on Halpenny (2010), Hidalgo & Hernandez (2001), Ramkissoon & Mavondo (2015) and Scannell & Gifford (2010), it is now consensual that the place attachment is a multidimensional construct, composed by four dimensions or components: place dependence, place identity, social bond or place social bonding and affective attachment or place affect (Ram, Bjork & Weidenfeld, 2016; Ramkissoon, Smith & Weiler, 2013).

Place attachment is commonly analyzed as a multifaceted concept pointed out in several studies by a number of researchers (e.g., Bricker & Kerstetter, 2000; Gross & Brown, 2008; Gross, Brien & Brown, 2008; Kyle *et al.*, 2003; Prayag & Ryan, 2012; Vaske & Kobrin, 2001; Walker & Chapman, 2003) which also operationalized place attachment using only just the place dependence and place identity components. To Williams, Stewart & Kruger (2013), the place attachment concept reflects the intensity and bond as people feel connected to a certain place, through products and services that this place offers, as well as, the place attachment predict affective and symbolic relationships that people make at this place.

In the psychological process dimension of place attachment, this concept is characterized by three dimensions, according to Aronson *et al.* (2005), i.e., place attachment as an affect, place attachment as cognition and place attachment as a behaviour. Place dependence is described as a functional attachment and the tourists' needs regarding to a specific place (Gross & Brown, 2006, 2008; Gu & Ryan, 2008; Hwang *et al.*, 2005; Kyle *et al.*, 2003, 2004; Ramkissoon *et al.*, 2012; Tsai, 2012; Yuksel *et al.*, 2010; Stokols & Shumaker, 1981; Williams & Roggenbuck, 1989). Place identity refers to a symbolic, cognitive or affective attachment with a certain place or to develop a symbolic value or sense of identity with a place (Budruk, Thomas, & Tyrell, 2009; Gross & Brown, 2006, 2008; Gu & Ryan, 2008; Halpenny, 2010; Hwang *et al.*, 2005; Kyle *et al.*, 2003, 2004; Ramkissoon *et al.*, 2012; Tsai, 2012; Yuksel *et al.*, 2010). Social bond, or place social bonding, relates to the social relations in a specific place, how it facilitates interpersonal relationships and fosters "group belonging" (Hammit, 2000; Hammit, Kyle, & Oh, 2009; Kyle *et al.*, 2004; Ramkissoon *et al.*, 2012; Scannell & Gifford, 2010). And more recently, the affective attachment or place affect has also received somewhat attention in the literature research (Kyle *et al.*, 2004;

Ramkissoon *et al.*, 2012; Tsai, 2012; Yuksel *et al.*, 2010), it describes individuals that build their feelings about a place (Tuan, 1977) and in the context of leisure and tourism, the connection with the natural places allows sense of psychological well-being for visitors (Korpela *et al.*, 2009). Each sub-construct is different from others and reflects different dimensions in the place attachment (Brocato, 2006; Kyle *et al.*, 2005; Low & Altman, 1992; Ramkissoon *et al.*, 2012), but fewer studies have considered simultaneously the four sub-constructs. Generally, they consider two or even three sub-constructs in most cases (Ramkissoon, Weiler & Smith, 2013).

3. Research prepositions of the study

The prepositions emerged from a relevant research, based on the theoretical, practical and methodological considerations and findings in the literature review. Taking this into account, the following set of research prepositions are proposed.

The role of emotions and the type of emotional response is, due to its essence, delicate and somewhat complex, because emotions can play different roles: meaning, of cause, mediation, effect, consequence and moderation depending on the involvement (Bagozzi, Gopinath & Nyer, 1999). The role of emotion in tourism has received unprecedented recognition in the field of tourism and marketing. The emotions establish a strong importance in the comprehension of consumer behaviour and even the definition of experiences and also enhance consumer reactions and on tourist (Prayag, Hasany & Odeh, 2013, p. 119). The emotions are a valence affective reaction to perception of situations (Richins, 1997).

A review of involvement and emotions to the level of tourist behaviour has been under progress and conceptualizations, with different approaches from different authors. To Isaac (2008) the consumer behaviour area is the key to explain and understand all marketing activities applied to develop, promote and sell tourism products. The relationship between involvement and emotions is crucial to concepts of the research in consumer behaviour (Soscia, 2013). In this same way, Yeh (2013, p. 215) considers that involvement in tourism encompasses consumer attitudes in the long term. According to

the activities in tourism and consumer behaviour, it is influenced by their attitudes in the long term. In recent years, emotions and feelings have been the central attention by researchers in recent consumer behaviour literature. They concluded that emotions and feelings play an important role in processing information (Sirakaya & Woodside, 2005). In the same way, the tourist's satisfaction comes from the emotional experiences provided by a destination or event (Lee & Jeong, 2009).

Leisure marketing is emerging as new area of research. It is, therefore, crucial to understand the principles of marketing and also understand the leisure activity (Shank, 2009). Previous research point out that the predictive power of leisure and lasting involvement of data on the trip can be enhanced if they are considered the situational involvement, psychological commitment and satisfaction as mediating variables (Havitz & Mannell, 2005; Iwasaki & Havitz, 2004). According to Evans, Jamal, & Foxall (2009), the level (situational/lasting) of involvement of the consumer is implicit in his personal valorization, interests, needs and values that really motivate him towards the object of the involvement. It can also be defined by a person's level of activation in a certain moment (Cohen, 1983). The destinations should be involved to the maximum of tourists through information and experiences that they seek (Fyall *et al.*, 2003).

Emotions are generated and influenced by the assessment that visitors make of the environment in the case of festivalscapes and hotels (Lee *et al.*, 2008; Sperdin & Peters, 2009). In their content analysis of relationship between involvement and emotions, Santos, Ramos & Almeida (2014) suggested that there is a clear and reliable relationship between these constructs. Given this conceptualization, the following proposition is:

P1: There is a significant and positive relationship between involvement and destination emotions

To Sparks (2007, p. 4) the “involvement might have an impact on the emotional attitude formed about wine tourism and/or might directly impact behavioural intentions to undertake a wine tourism vacation”. The involvement is crucial in consumer buying

decision on the wine product (Barber, Ismail & Dood, 2007). In the perspective of Lockshin (2003) and Yuan, So & Chakravarty (2005), the consumer product enthusiasm can take two different types, i.e., consumers highly involved with wine and consumers that are low/medium involved with wine, then each of these types will have stimuli and different reactions to the product attributes when you choose a wine product. From the prior contributions, various authors also point out emotions as important precursors to tourist behavioural intentions (e.g. Grappi & Montanari, 2011; Jang & Namkung, 2009; Lee & Shen, 2013; Yuksel & Yuksel, 2007). White (2002, p. 2) concluded that “emotions are the strongest predictor of visitation intention for both gender and that different components of destination attributes influence both male and female feelings towards the destination”.

In the Prayag, Osany & Odeh investigation (2013), their results direct link between tourists' emotional responses and behavioural intentions. Thereby, there is a growing number of authors who also suggest that the emotions experienced by consumers have a major impact on their future behaviour (e.g. Bigné *et al.*, 2008; Cavanaugh *et al.*, 2007; Lee *et al.*, 2008; Martin *et al.*, 2008; Loureiro & Kastenholtz, 2011; Loureiro *et al.*, 2013). The wine tourism is currently assimilated as an experience of emotions associated with vinous producing regions and wineries (Zhang, 2011). Involvement can have an impact on the emotional attitude formed on tourism of wine and/or may have a direct impact on behavioural intentions for a wine tourism vacation (Sparks, 2007). Involvement leads to favourable emotions which in turn will have a positive influence on behavioural intentions, which strengthen the importance of consumer involvement in marketing the hedonic service, which is described as fundamental (Hightower, Brandy & Baker, 2002).

To Goossens (2000), emotions are an inseparable part of tourism and so the marketing has a major impact to provoke appropriate emotions to the imaginary tourist potential as it reinforces his desire to carry out a particular trip. Bigné & Andrew (2004) have studied the emotions due to the impact that they have on decision-making of the visitors, which help to understand the tourist behaviour. In their content analysis of relationship between involvement and emotions, Santos, Ramos & Almeida (2014) suggested that these constructs play a fundamental role and impact on behavioural

tourists' intentions, including leisure, marketing and tourism fields. In this way, the following prepositions are proposed:

P2: The involvement helps to predict behavioural intentions

P3: The destination emotions help to predict behavioural intentions

The relationship between involvement and place attachment has been established in the literature. Williams, Patterson & Roggenbuck (1992) consider that the involvement of the tourist and place attachment can have an important relationship, in their study about the typology of place attachment and activity involvement. According to Mowen, Graefe & Virden (1998), the activity involvement and place attachment exhibited positive and significant relationships with setting and experience evaluations. Also Warzecha & Lime (2001) reinforce the relationship between these two constructs in their study, which showed evidence of the degree to which place attachment influences travellers. To Prebensen *et al.* (2013), the involvement of consumers has a role and impact on the prediction of future behaviour. Lee & Shen (2013) argue that place attachment determines the revisiting and site survey recreation, under the theory of involvement helps to predict the commitment levels for certain activities.

Another context, Hwang, Lee & Chen (2005) conclude that tourists' involvement has a positive significant influence on place attachment. Results of their study show and confirm the existence of place attachment and tourists' involvement constructs pertaining to interpretation satisfaction, about the relationship among tourists' involvement, place attachment and interpretation satisfaction in Taiwan's national parks. Previous studies and findings examined in greater detail the relationship between involvement and place attachment for hikers along the Appalachian Trail, California boaters on the river and anglers in New England, and the results prove that relationships with activities and settings varied among these three examined groups (Kyle *et al.*, 2003).

This way, assuming that previous studies had already shown the potential of these constructs, a new test model came to suggest the involvement as an antecedent of place attachment, in which each dimension of involvement would have a positive and significant effect on the dimensions of place attachment (Gross & Brown, 2008). In their investigation about an empirical structural model of tourists and places: processing involvement and place attachment into tourism, Gross & Brown (2008) found that the combined use of involvement and place attachment has predictive relationships between them, constructs applicable in tourism. The research focused on leisure literature and lately in tourism suggests that variables such as attachment place or place bond can be an essential part of the self and evoke strong emotions that influence a person's behaviour (e.g., Gross & Brown, 2006, 2008; Gross, Brien, & Brown, 2008; Lee *et al.*, 2007; Gu & Ryan, 2008). However, the relationship between involvement and place identity and place dependence remains somewhat unclear and yet to be investigated. Hence, based on preceding arguments, the following preposition is proposed:

P4: The involvement has a significant effect on place attachment

The imaginary destination on consumer behaviour has a role and a strong impact on the decision or intention to visit the wine region or wine, depending on the degree of involvement, i.e., low involved wine tourists vs medium/high wine tourists (Pratt, 2010). Hall *et al.* (2000) points out that all facets of the wine tourism scene, from the countryside of vineyards to wineries, are the main elements, are an important factor to attract consumers. The scenery and open spaces, considered some of the attributes of a wine region, predict an incentive to visit the region (Getz, 1999). Thus, a visit to a wine region is generally enhanced by the “the attributes of a grape wine region” (Hall *et al.*, 2000, p. 4), described as *winescape* (Peters, 1997). Ali-Knight & Charters (2002) highlight the fact that “wine regions tend to be attractive places, and the vineyards themselves are aesthetically pleasing”. Williams (2001a,b) noted that the images of the wine region although emphasise on wine production and related activities and facilities, it has a stronger emphasis on aesthetic and experiential values associated with the natural, cultural, rural and leisure scenery. In this context, to Hall *et al.* (2000) the wine tourism setting, namely *winescape*, is effectively an important factor for the consumption of wine tourism. Moore & Graefe (1994) examined several variables

leading to recreationists' attachments to place and their results pointed that activity importance had a positive and significant effect on the development of place identity. To Hagger *et al.* (2007), the identity has an impact on behaviour, when an individual makes plans to act as one source of information. Likewise and following the concept of *tourist terroir* and wine, the experience gained through visits, has for some tourists, a strong influence on the behavioural intention to visit a wine region (Sparks, 2007). Wine is strongly connected and linked to many cultures, relaxation, social interaction and hospitality (Barber, Ismail & Dodd, 2007).

The wine tourist is a consumer that is characterized by the need to get involved to both wine and the place (wine region) where the wine is produced, but no cohesive theory of the wine tourist behaviour was further postulated (Bruwer & Alant, 2009), because wine tourist behaviour can vary in different regions and cultures as Hall *et al.* (2000) point out. According to Yuan *et al.* (2008), the wine is perceived as a consumer product associated with the lifestyle of the people and is described as an important element of a destination and can be a major motivating factor for visitations. The past experience and the degree of satisfaction from these experiences affect the choice of destinations and attractions visits, (Yuan *et al.*, 2008). In this way, the following proposition is therefore proposed:

P5: The place attachment significantly influences the behavioural intentions to visit a wine tourism destination

The relationships between constructs emerge from several previous studies but, as far as we know, have not been empirically tested in the wine tourism context.

4. Conclusions

According to extensive researches this study points out the use of destination emotions on involvement with PA to predict the tourist behavioural intentions to visit a WTD. In the dominant literature this has never been done. These constructs have been investigated in other areas such as marketing and leisure tourism. Following this

research, we believe that involvement, DE and PA are mandatory concepts to explain the wine tourist behaviour during their visits in a WTD, thus predicting their behavioural intentions realizing what drives them and what they most enjoy. The prepositions and research questions mean a starting point and integrated support for this research. The intent and hope for the present study is that it will initiate dialogue and more research interest in the wine tourism community around the role and impact of the involvement on DE and PA as predictors of the behavioural intentions in WTD and WTA. Conclusions of this research shed light on the very defining an approach to measure the wine tourist behaviour.

5. Suggestions for future research

Similar studies have started to investigate the wine tourist behaviour and suggest that structural model methodological approach in the wine tourism vacation and wine-related travel contexts is transferable and can be examined in similar, various and different ways, take into account the conceptualization of involvement dimensions, DE and PA in particular experiential nuances to specific wine tourism destinations. As such, the suggestion for future research provided from this research is the development of a conceptual model based on the prepositions presented which will allow a better understanding of the travel behaviour of the wine tourist consumers. A possible methodology is to analyze and explore these constructs in Porto wine cellars, including the development of the questionnaire to measure the wine tourist behaviour in the Porto wine cellars during their visits.

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CHAPTER III – AN EMPIRICAL STRUCTURAL MODEL OF CONSUMER BEHAVIOUR IN WINE TOURISM: PROCESSING THE RELATIONSHIP BETWEEN INVOLVEMENT, DESTINATION EMOTIONS AND PLACE ATTACHMENT IN THE PORTO WINE CELLARS PREDICTING BEHAVIOURAL INTENTIONS²

ABSTRACT

Purpose – the purpose of this study is to examine the role of the involvement (personal involvement and wine product involvement) on destination emotions and place attachment (place identity and place dependence) in the wine tourist behaviour predicting behavioural intentions to visit the Porto wine cellars.

Methodology/approach - A self-administrated questionnaire was conducted and distributed to wine tourists during their visits in four main Porto wine cellars in the North of Portugal. In this empirical study, a convenience sample of 918 international visitants was obtained and was employed to test the model. A SEM using partial least squares (PLS) analysis was used to test the hypothesis. Confirmatory factor analysis is used initially to ascertain the dimensions of the various constructs but also to assess the convergent and discriminant validity of the measurement items.

Findings - The set of eight hypotheses were confirmed. The empirical results indicated that wine tourists' personal involvement and their wine product involvement have a significant influence (and a direct effect) on destination emotions and place attachment in the Porto wine cellars during the visits, driving their behavioural intentions. The findings

² 8th International Wine Tourism Conference – Barcelona, Spain – 7 and 6 April, 2016 (paper accepted).

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offer important implications for wine tourism theory and practice, such as strategies of positioning branding, and formulation of sharper marketing strategies.

Research limitations - The generalisability of the results may be limited because the sample and data collection only occurred in a unique geographic point, Porto wine cellars. Future research applying the structural model in other wine tourism destinations will help to establish the generalisability consistency of the model.

Practical implications - The research has practical implications for wine tourist behaviour and wine tourism industry to achieve a competitive positioning and an important strategic issue of wine tourism regions. There is a growing potential for researchers and managers to extract benefits from the proposed model that will support the efforts of wine tourism destinations managers who will be able to deduce the importance of the dynamics of the involvement and place attachment on wine tourists travel behaviour, by incorporating the findings of this study.

Originality/value - This is the first study demonstrating the combined use of the personal involvement and wine product involvement on destination emotions and place attachment in wine tourist behaviour context. This approach extends the scope into a wine tourism context because the combination of these three constructs has never been held in the wine tourism destinations area.

Keywords: involvement, destination emotions, place attachment, behavioural intentions, wine tourist, Porto wine cellars, PLS

1. Introduction

This study mainly focuses on the role and impact of the wine tourists' personal involvement (PI) and wine product involvement (WPI) on destination emotions (DE) and place attachment (PA) in the wine tourist behaviour predicting behavioural intentions (BI) to visit the Porto wine cellars. Soscia (2013) points out that involvement and emotions are crucial

constructs for consumer behaviour and for marketing scholars. According to Hidalgo & Hernández (2001), environmental psychology was the first developed area where the place attachment, which consists in an affective bond or link between people and particular places, was developed. Santos, Ramos & Almeida (2014) suggested that these constructs play a fundamental role and impact on behavioural tourists' intentions, including leisure, marketing and tourism fields, in their content analysis of the relationship between involvement and emotions. To Charters & Ali-Knight (2002), travelers seek wine tourism experiences through various forms, highlighting the cultural heritage events and festivals, formal wine tastings, cellar door sales, and winery tours. In perspective of Liang, Illum & Cole (2008, p.15), "the benefits that (tourists) enjoy at destinations (i.e., perceived benefits) will affect behavioural intentions". More recently, wine has been used by a growing number of researchers from various disciplines such as hospitality, tourism, food science, enology, marketing, and consumer behaviour (Rahman & Reynolds, 2015).

The field study of wine tourist behaviour presents some gaps in the current literature, especially the factors and attributes that interact more in travel behaviour to visit wine tourism destinations. The wine tourist behaviour is still very much limited in the research, and it is vital to understand how attributes valued in wine tourism reflect the intentions of the wine tourist in order to engage in consumption behaviours (Sparks, 2007). There is a gap in the motivational forces that drive wine tourists to consumption, because the motivations of wine tourists are complex due to difficult wine tourist consumer relationship (Ravenscroft & van Westering, 2001). Similarly, Getz & Brown (2006) and Hall *et al.* (2000) also consider the need for further research based on the consumer motivations, specifically the need to better understand the characteristics and motivations of wine tourists in wine tourism (Bruwer & Reilly, 2006; Charters & Ali-Knight, 2002). Charters & Ali-Knight (2002) stated that, globally, there has been little research that has addressed the nature of wine tourists, as well as their motives and intentions, which reveals another gap. Moreover, the understanding of wine-related consumer behaviour is powerful and, therefore, it can achieve marketing benefits (Yuan *et al.*, 2006; Dodds & Butler, 2010). In light of this, according to Sparks (2007), it is fundamental to have a systematic approach and a theoretically oriented development, testing the probability of visiting a wine region.

However, the research question underlying this study is: *is the personal involvement, wine product involvement, destination emotions and place attachment the most appropriate constructs to analyze and measure the wine tourist behaviour when visiting the Porto wine cellars predicting behavioural intentions?* Thus, this paper aims to bridge the research question. After the introduction, the hypotheses are presented and then, the methodology, data collection, and results are described and discussed. Finally, this paper presents the findings, originality and value and contribution, research limitations and practical implications and suggestions for future research.

3.1. Literature review and research hypotheses

In the tourism context, McIntosh & Siggs (2005) stated that experience offers unique moments with a high personal value and an emotional charge. The tourist emotions increase the perception of the uniqueness of the destination (Goossens, 2000). The involvement construct has increasingly attracted the interest of researchers in scientific research, especially by its value, both theoretical and practical (Alexandris *et al.*, 2012). The emotional or affective bond between a person and a particular place is designated as place attachment, and this construct examines the significance that places represent for people (Guiliani & Feldman, 1993; Williams & Patterson, 1999).

Involvement has been interpreted as a psychological level process, which results in varying degrees of behavioural, cognitive and affective investment based on an activity, context, product or situation (e.g., Havitz & Dimanche, 1999; McIntyre, 1989, 1990; Richins & Bloch, 1986; Richins, Bloch & McQuarrie, 1992). Involvement leads to favourable emotions which in turn will have a positive influence on behavioural intentions, which strengthens the importance of consumer involvement in marketing the hedonic service, which is described (consumer involvement) as fundamental (Hightower, Brandy & Baker, 2002). The role of emotions and the type of emotional response are, due to its essence, delicate and somewhat complex, because emotions can play different roles, meaning, of cause, mediation, effect, consequence and moderation depending on the prior level of involvement (Bagozzi, Gopinath & Nyer, 1999). The relationship between involvement and emotions is, therefore, a crucial aspect of the

research in consumer behaviour (Soscia, 2013). In this line, Yeh (2013, p. 215) considers that involvement in tourism encompasses consumer attitudes in the long term, according to the tourism activities, and the consumer behaviour is influenced by their attitudes over time.

In perspective of considering the direct effect of involvement on emotions, the only study found that empirically explored the influence of food and wine involvement on emotional attitude was Sparks (2007). According to this author, Sparks (2007, p. 4), the “involvement might have an impact on the emotional attitude formed about wine tourism”. The results achieved in Sparks’ (2007) study in the wine tourism context, involvement was revealed to be a good predictor of positive emotions. In the same line of thought, Loureiro, Almeida & Rita (2013) explored the comparative influence of atmospheric cues and involvement on emotions, for the first time, in thermal Spa hotel context, and the results highlighted that atmospheric cues and involvement are important antecedents of the emotions of relaxation and pleasure. Also found was that the concept of involvement is generally discussed as an antecedent of emotions based on cognitive appraisal theory (Gao *et al.*, 2013; Nyer, 1997), so involvement will lead to favourable emotions (Hightower, Brandy & Baker, 2002). Wine tourists’ personal involvement in this study is mainly evaluated by their role to generate destination emotions in the visits to Porto wine cellars. Given this conceptualization, the first hypothesis of this research can be drawn:

H1: Personal involvement has a positive and significant effect on destination emotions in the Porto wine cellars

According to Josiam, Smeaton & Clements (1999), the concept of involvement is considered as a critical psychographic construct due to its influence on individuals’ attitudes and decision making. Involvement construct is regarded as one of the most important determinants of consumer behaviour (Broderic & Mueller, 1999), and also its central role in understanding leisure experience and behaviour (Reid & Crompton, 1993), because of its theoretical and applied value. The level of consumer involvement (situational/lasting) is implicit in his personal valorization, interests, needs and values that really motivate him towards the object of the involvement (Evans, Jamal & Foxall,

2009). The involvement is crucial in consumer buying decision on the wine product (Barber, Ismail & Dodd, 2008). In the perspective of Lockshin (2003) and Yuan, So & Chakravarty (2005), the consumer product enthusiasm can take two different types, i.e., consumers highly involved with wine and consumers that are low/medium involved with wine, then each of these types will have stimuli and different reactions to the product attributes when you choose a wine product. Havitz & Dimanche (1990, 1997) stated that personal involvement can also be used to predict attitudes and behaviours, however his stable relationship differs depending on different activities and settings (see Kyle *et al.*, 2004; Kim, Scott & Crompton, 1997).

Involvement leads to favourable emotions which in turn will have a positive influence on behavioural intentions, which strengthens the importance of consumer involvement in marketing the hedonic service, which is described as fundamental (Hightower, Brandy & Baker, 2002). In addition, the personal involvement indicates the degree to which an individual is devoted to an activity, product, or experience (Prayag & Ryan, 2012), and involvement is also described as the state of motivation and desire towards an activity or an associated item (Gursoy & Gavcar, 2003). In this sense, Prebensen *et al.* (2013) postulated that consumers' involvement helps predict their future behaviours. Likewise, Sparks (2007, p. 4) points out that "involvement might directly impact behavioural intentions to undertake a wine tourism vacation". Wine tourists' personal involvement in this study is mainly evaluated by their impact to predict behavioural intentions to visit the Porto wine cellars. In this way, the second hypothesis is proposed:

H2: Personal involvement has a positive and significant effect on behavioural intentions to visit the Porto wine cellars

The relationship between involvement and place attachment has been well established in the literature. The concept of involvement is generally discussed as an antecedent of place attachment (Chiu *et al.*, 2014; Hou, Lin & Morais, 2005). Place dependence is described as a functional attachment and the tourists' needs regarding to a specific place (Gross & Brown, 2006, 2008; Gu & Ryan, 2008; Hwang *et al.*, 2005; Kyle *et al.*, 2003, 2004; Ramkinsoon *et al.*, 2012; Tsai, 2012; Yuksel *et al.*, 2010; Stokols & Shumaker,

1981; Williams & Roggenbuck, 1989). Place identity refers to a symbolic, cognitive or affective attachment with a certain place or to develop a symbolic value or sense of identity with a place (Budruk, Thomas & Tyrell, 2009; Gross & Brown, 2006, 2008; Gu & Ryan, 2008; Halpenny, 2010; Hwang *et al.*, 2005; Kyle *et al.*, 2003, 2004; Ramkinssoon *et al.*, 2012; Tsai, 2012; Yuksel *et al.*, 2010). Williams, Patterson & Roggenbuck (1992) consider that the involvement of the tourist and place attachment can have an important relationship, in their study about the typology of place attachment and activity involvement. According to Mowen, Graefe & Virden (1998), the activity involvement and place attachment exhibited positive and significant relationships with setting and experience evaluations. Also Warzecha & Lime (2001) reinforce the relationship between these two constructs in his study.

In another context, Hwang, Lee & Chen (2005) conclude that tourists' involvement has a positive significant influence on place attachment. Moreover, results of their study showed and confirmed the existence of place attachment and tourists' involvement constructs pertaining to satisfaction interpretation, about the relationship among tourists' involvement, place attachment and satisfaction interpretation in Taiwan's national parks. Previous studies and findings examined in greater detail the relationship between involvement and place attachment for hikers along the Appalachian Trail, California boaters on the river and anglers in New England, and the results prove that relationships with activities and settings varied among these three groups examined (Kyle *et al.*, 2003). In this way, and assuming that previous studies had already shown the potential relationship of these constructs, a new model suggests involvement as an antecedent of place attachment. In their model, each dimension of involvement would have a positive and significant effect on the different dimensions of place attachment (Gross & Brown, 2008). In this way, these authors (Gross & Brown, 2008), combined for the first time, the study of the relationship between two constructs (involvement place and attachment) in contexts of tourism, through an empirical study, the tourists in five regions in South Australia, with the use of structural equation model (SEM), and they found these two constructs have predictive relationships between them that are applicable in a tourism context.

Some studies such as Prayag & Ryan (2012) also report a positive link between personal involvement and destination image. Evidence exists in the literature to suggest and support that personal involvement is an antecedent of place attachment (Hou, Lin & Morais, 2005; Hwang, Lee & Chen 2005; Kyle *et al.*, 2004). Wine tourists' personal involvement in this study is mainly evaluated by their impact on place attachment in the Porto wine cellars. Hence, based on preceding arguments, the third proposition is proposed:

H3: Personal involvement has a positive and significant effect on place attachment in the Porto wine cellars

Barber *et al.* (2008) designated wine consumers' product involvement as their personal involvement with wine. In relation to their study and research results, Barber *et al.* (2008) supported that wine purchasing and wine consumption play an important role in determining one's level of wine involvement. There is a relationship between involvement and wine consumer behaviour by many researchers, and the current literature indicates that involvement has a particular impact upon consumer behaviour in the wine market (Barber *et al.*, 2008; Lesschaeve & Bruwer, 2010; Zaichkowsky, 1985; Quester & Smart, 1998; Rasmussen & Lockshin, 1999). Wine related travel also provides a pleasure seeking activity for consumers (Bruwer & Alant, 2009; Charters & Ali-Knight, 2002; Famularo *et al.*, 2010). According to Yuan *et al.* (2008), wine is perceived as a consumer product associated with the lifestyle of the people and as described as an important element of a destination and can be a major motivating factor for visitations. Wine is strongly connected and linked to many cultures, relaxation, social interaction and hospitality (Barber *et al.*, 2008).

In line with Sparks (2007), it is assumed that the wine tourism and the general involvement with wine are described as a consumer experience with hedonic high charge, and it can be expected that evaluation of the experience is involved with an emotional component, ideally through the expression of positive emotions. One of the conclusions of Sparks (2007, p. 10) in his study was that "the wine factors were better predictors of emotional attitude". To Ali-Knight & Carlsen (2003, p. 7), wine is

characterized as an experience in experiential marketing and that wineries should promote “extraordinary” experiences and provide “unusual events and characterized by high levels of emotional intensity and experience to wine tourists. The wine consumers’ product involvement captures the emotional state about the product category, which is categorized as product enthusiasm (Barber *et al.*, 2008). The sensory stimulation is originated by tasting wines and the winery design (Bouzdine-Chameeva & Durrieu, 2011). Most importantly, for Charters & Pettigrew (2005), the sensory experiences induce emotions as sublime and pleasurable, therefore researchers considered the wine consumption as an aesthetic experience.

Wine products are seen with strong cultural connotations and these products include an emotional experience that frequently influences the consumers and stays as a lasting experience (Ferrarini *et al.*, 2010). Wine, alongside fashion and luxury items, has been pointed out as a high sector in terms of emotion generating and in that sense, the emotion generation is an important component for consumer satisfaction in wine-related products and to anticipate future behavioural intentions (Keonig-Lewis & Palmer, 2008; Mora & Moscarola, 2010). The level of product involvement with wine revealed that wine consumers have generic feelings which correlate with importance and relevance with a product (Yuan *et al.*, 2005). In this study, the wine product involvement of wine tourists is mainly evaluated by their role to generate destination emotions in the visits to Porto wine cellars. Given the evidence from previous research conceptualization, the fourth hypothesis is presented:

H4: Wine product involvement has a positive and significant effect on destination emotions in the Porto wine cellars

The wine tourist is a consumer that is characterized by the need to get involved with both wine and the place (wine region) where the wine is produced, but no cohesive theory of the wine tourist behaviour was further postulated (Bruwer & Alant, 2009), because wine tourist behaviour can vary in different regions and cultures as Hall *et al.* (2000) point out. The wine tourist has the need to involve with both wine and the wine region where wine is produced (Bruwer & Alant, 2009). Wine is a hedonic product that

is directly related to various lifestyles and their characteristics and is influenced by the space where it is produced. In this way, wine tourists and wine consumers share similar values, socio-demographic profile, similar lifestyle characteristics and trend to have a wide knowledge in wine production and consumption (Shor & Mansfeld, 2010). An individual's involvement profile with a recreational activity or tourist destination can evolve, such as travel (Filo *et al.*, 2012).

Sparks (2007) argues that is vital to understand the attributes that consumers associate with wine tourism product. Therefore, it is believed that a potential consumer will have a set of beliefs about the attributes that make up the tourism experience within the wine region. Both wine consumers and wine tourists seek an environment in which they can taste wine and enrich their personal wine knowledge as well as fulfill their romantic dreams and aspirations to a cultural level (Getz & Brown, 2006b). The wine tourism correlates and involves the relationship between visitor-consumer, wineries and wine region (Bruwer & Alant, 2009). The wine tourism is currently assimilated as an experience of emotions associated with vinous producing regions and wineries (Zhang, 2011). Studies among wine tourism and wine consumption points out that wine tourism activity allows participants to be involved in an area which is intimately linked to the wine product, maintaining overall lifestyle consistency, acquire knowledge and experience about wine as a personal special interest, interact socially with individuals adhering to similar lifestyles, and yet create long term relationships with the winery (e.g., Alant & Bruwer, 2004; Roberts & Sparks, 2006; Yuan *et al.*, 2005). Generally, wine product is associated with the same types of experiences that tourists seek (Bruwer, 2003), and besides, for the consumer, the purchase and wine consumption constitutes the opportunity to obtain a new cultural identity or also to enforce an existing one (Ravenscroft & van Westering, 2001). The results of Gross & Brown (2008) found that wine involvement has a direct effect on place attachment. Wine tourists' wine product involvement in this study is mainly evaluated by their impact on place attachment in the Porto wine cellars. Drawing on the previous findings, the fifth hypothesis is:

H5: Wine product involvement has a positive and significant effect on place attachment in the Porto wine cellars

The destinations should be involved to the maximum of tourists through information and experiences that they seek (Fyall *et al.*, 2003). To Altman & Low (1992) and Hidalgo & Hernández (2001), the emotions and place attachment are related, although they are distinct constructs. Emotions are generated and influenced by the assessment that visitors make of the environment in the case of *festivalscapes* and hotels (Lee *et al.*, 2008; Sperdin & Peters, 2009). The research focused on leisure literature, and more lately in tourism. It suggests that variables such as attachment place or place bond can be an essential part of the self and evoke strong emotions that influence a person's behaviour (e.g., Gross & Brown, 2006, 2008; Gross, Brien & Brown, 2008; Lee *et al.*, 2007; Gu & Ryan, 2008).

Emotions are displaced in the events that happen in an individual's environment (Beedie, Terry & Lane, 2005). To Low & Altman (1992), the place attachment is the environment setting which people are emotionally attached. It is recognized that people have emotional responses to their immediate environment (Machleit & Eroglu, 2000), and also tourist destinations are rich in terms of experiential attributes the likelihood to evoke an emotional response is even greater (Otto & Ritchie, 1996). In perspective of Hidalgo & Hernández (2001), people develop relationships with places and, in light of this, Farber & Hall (2007) and Manzo (2003) confirmed that visitors have emotional responses to their immediate environment.

Evidences in the literature research in environmental psychology, leisure and recreation, and tourism fields commonly establishes that places help to predict and develop strong relationships in people (Hidalgo & Hernández 2001; Williams & Vaske 2003; Yuksel, Yuksel & Bilim, 2010). Consumers can become emotionally attached to places (Giuliani & Feldman, 1993). As noted previously, consumer affective experiences have the power to influence their attachments to targets prominently featured during these experiences (Gross & Brown, 2006; Hammitt *et al.*, 2009; Hidalgo & Hernández, 2001; Orth *et al.*, 2010). To Sherman *et al.* (1997), the affect experienced by consumers influences their behaviour when visiting a place. When visiting a tourist destination the effect evoked can generate an attachment to this place (Gross & Brown, 2006; Hidalgo & Hernández, 2001). Recent research in the wine industry has suggested that relationship between these affective experiences and activities strengthens visitors'

place attachment (Gross & Brown, 2008). To Kyle & Chick (2007), emotional and symbolic meanings are antecedents of place identity, whereas functional meanings are antecedents of place dependence. Similarly, Nowak & Newton (2006) attest that consumers “connect” emotionally with a winery and its brand. Wine tourists’ destination emotions in this study are mainly evaluated by their relationship with place attachment in the Porto wine cellars. Consequently, the sixth hypothesis is proposed:

H6: Destination emotions are a positive and significant antecedent of place attachment in the Porto wine cellars

The link between leisure travel and positive emotions is largely supported by numerous studies (e.g., Nawijn, 2010; Nawijn *et al.*, 2010; Strauss-Blasche *et al.*, 2004a) and it was also found that it increases positive emotions during leisure travel (Strauss-Blasche *et al.*, 2004b). Mitas *et al.* (2012a) highlighted the importance of leisure travel to research positive emotions and the study findings show that positive emotions overall, and joy and interest in particular, reached the peak during leisure travel. The emotions establish a strong importance in the comprehension of consumer behaviour and even the definition of experiences and enhance consumer reactions and on tourist (Prayag, Hasany & Odeh, 2013; p. 119). To Ma *et al.* (2013), the emotion is the outcome of the feedback provided to the tourist generating their behaviour. The emotions are a valence affective reaction to perception of situations (Richins, 1997). In recent years, emotions and feelings have been of central attention to researchers in recent consumer behaviour literature. They concluded that emotions and feelings play an important role in processing information (Sirakaya & Woodside, 2005). In the same way, the tourist’s satisfaction comes from the emotional experiences provided by a destination or event (Lee & Jeong, 2009).

From the prior contributions various authors also point out emotions as important precursors and an antecedent to tourist behavioural intentions (e.g. Grappi & Montanari, 2011; Jang & Namkung, 2009; Lee & Shen, 2013; Yuksel & Akgul, 2007). In previous studies, Bigné *et al.* (2005); Grappi & Montanari (2011); Han & Jeong (2013); Yuksel & Akgul (2007), established a positive path between positive emotions, satisfaction and

behavioural intentions and, in addition, emotions influence behavioural intentions (Baker & Crompton, 2000; Bigné *et al.*, 2005; Faullant *et al.*, 2011; White & Scandale, 2005). White (2002, p. 2) concluded that “emotions are the strongest predictor of visitation intention for both gender and that different components of destination attributes influence both male and female feelings towards the destination”.

In the investigation, Prayag, Osany & Odeh (2013) found a direct link between tourists’ emotional responses and behavioural intentions. Thereby, there is a growing number of authors who also suggest that the emotions experienced by consumers have a major impact on their future behaviour (e.g. Bigné *et al.*, 2008; Cavanaugh *et al.*, 2007; Lee *et al.*, 2008; Martin *et al.*, 2008; Loureiro & Kastenholtz 2011; Loureiro *et al.*, 2013). To Goossens (2000), emotions are an inseparable part of tourism and so marketing has a major impact to provoke appropriate emotions to the imaginary tourist potential as it reinforces his desire to carry out a particular trip. Bigné & Andrew (2004) have studied the emotions due to the impact that they have on decision-making of the visitors, which help to understand the tourist behaviour. Emotions result of hedonic consumption experiences, especially in the context of tourism, where expectations of pleasure motivate to travel (Goossens, 2000; Kao, Huang & Wu, 2008). Wine tourists’ destination emotions in this study are mainly evaluated by their impact to predict behavioural intentions to visit the Porto wine cellars. Hence, the seventh hypothesis is the following:

H7: Destination emotions have a positive and significant effect on behavioural intentions to visit the Porto wine cellars

Lee & Chen (2013) argue that place attachment determines the revisiting and site survey recreation, under the theory of involvement helps to predict the commitment levels for certain activities. The imaginary destination on consumer behaviour has a role and a strong impact on the decision or intention to visit the wine region, depending on the degree of involvement, i.e., low involved wine tourists vs. medium/high wine tourists (Pratt, 2010). Hall *et al.* (2000) points that all facets of the wine tourism scene, from the countryside of vineyards to wineries, are the main elements and an important factor to

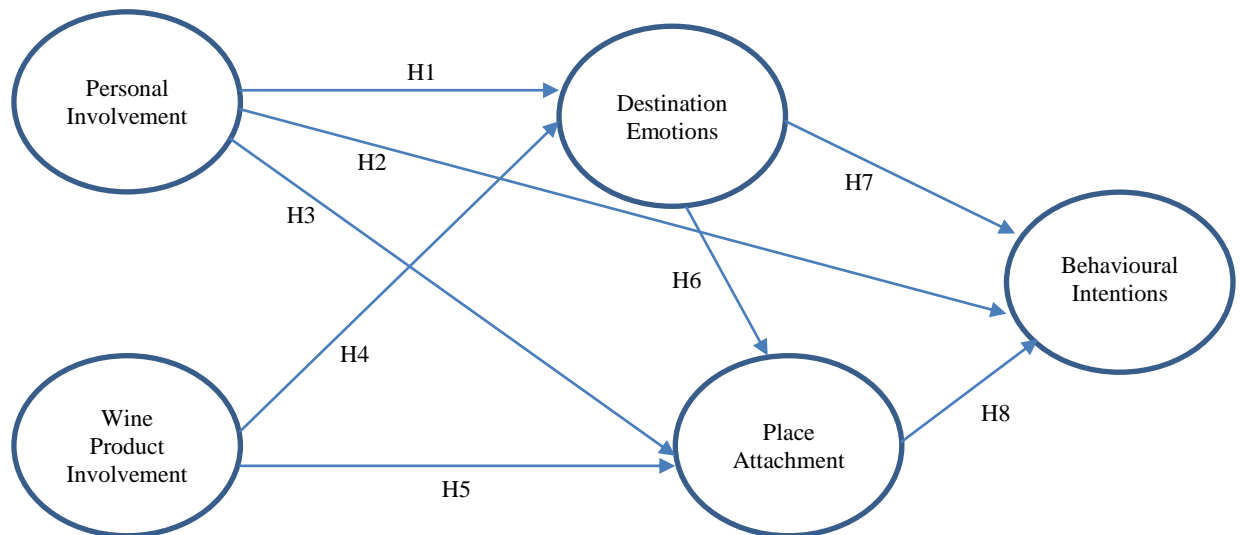
attract consumers. The scenery and open spaces considered some of the attributes of a wine region, predict an incentive to visit the region (Getz, 1999). Thus, a visit to a wine region is generally enhanced by the “the attributes of a grape wine region” (Hall *et al.*, 2000, p. 4), described as *winescape* (Peters, 1997). Charters & Ali-Knight (2002) highlight the fact that “wine regions tend to be attractive places, and the vineyards themselves are aesthetically pleasing”.

Williams (2001a,b) noted that the images of the wine region although emphasise on wine production and related activities and facilities however have a stronger emphasis on aesthetic and experiential values associated with the natural, cultural, rural and leisure scenery. In this context, to Hall *et al.* (2000) the wine tourism setting, namely *winescape* is effectively an important factor for the consumption of wine tourism. Moore & Graefe (1994) examined several variables leading to recreationists' attachments to place and their results pointed that activity importance had a positive and significant effect on the development of place identity. Likewise, and following the concept of *tourist terroir* and wine, the experience gained through visits, has, for some tourist, a strong influence on the behavioural intention to visit a wine region (Sparks, 2007). The past experience and the degree of satisfaction from these experiences also affect the choice of destinations and attractions visits (Yuan *et al.*, 2008). It has been suggested, in the area of environmental psychology, that the characteristics of a certain place and the general environment that it possesses, has an impact on the consumers behaviours (Mazaheri, Richard & Laroche, 2012). Place attachment to Porto wine cellars in this study is mainly evaluated by its impact to predict behavioural intentions to visit this wine tourism destination. Based on this background, the eighth hypothesis is:

H8: Place attachment has a positive and significant effect on behavioural intentions to visit the Porto wine cellars

The relationships between constructs emerge from several previous studies but, as far as we know, have not been empirically tested in wine tourism context. The conceptual model showing the hypothetical relationships is shown in Figure 3.1.

Figure 3.1. Hypothesised conceptual model of the wine tourist behaviour



3.2. Methodology

3.2.1. Methodology approach

The objective of this study is to examine the utility of combining keywords (PI, WPI, DE, PA and BI) in order to capture and measure the wine tourist behaviour for the WTA in the Porto wine cellars. Hypotheses for the measurement model were proposed, according to the preliminary literature, the questionnaire was developed and carried out, also based on previous literature research in the field of wine tourism. A cross sectional design was adopted with four Porto wine cellars, independent samples of similar and comparable population. The proposal about the methodology being used is focused on measurement scales of involvement, emotions and place attachment in different contexts and meanings that best fit the intended.

3.2.3. Sample design and data collection

Data was collected from national and international wine tourists older than age 18 visiting the Porto wine cellars and were considered as the target study population. The top five

nationalities were: English, Spanish, French, Portuguese and German. In light of the availability, four Porto wine cellars were selected, in the total of the seven most important cellars. The initial intent was to apply the study to the seven Porto wine cellars referenced in the recent book named “Guia de Enoturismo em Portugal”. These cellars are the ones with the best structure, operation and offer for wine tourists, according to several criteria by Almeida (2014) in which all cellars offer various types of visits, multilingual visits, with different types of wine tasting. However, there was only availability to carry out the survey in four cellars within the time frame constraints, namely Taylor’s, Croft, Ramos Pinto and Graham’s. In order to achieve a considerable sample size, when there is more affluence and attraction of high visitation, data were collected in these four Porto wine cellars (Taylor’s, Croft, Ramos Pinto and Graham’s) during the visits, for three weeks between late August and early September, as it coincides with the holiday period and, at the same time, with the period that exhibits a greater flow of tourists to this destination. In their research in New Zealand, Mitchell & Hall (2003) concluded that visitors have a preference for late summer and early Autumn to conduct the winery visits. Only wine tourists who completed their visit were asked to participate in this study.

The choice of a self-administrated questionnaire (one-to-one site surveys) as the data collection method was due to higher precision and have higher response rates and more complete answers, and the advantage of being more “user friendly” (Veal, 1992). A non-probabilistic convenience sampling approach was employed in this study due to limited time and manpower. A total of 919 self-administrated questionnaires were conducted and started and 918 were considered for data analysis. Some responses presented missing values, with the total of 12,3% missing data, corresponding to 113 respondents in total sample. In fact, to explain the missing values, it was found that during the digital completion of the questionnaires some wine tourists filled the questionnaires with greater speed than others leading to, unconsciously, some incomplete answers. The final sample size (918) is considered more than sufficient for effective parameter estimation and to generate stable solutions using structural equation modeling (SEM) approach for data analysis (Hair *et al.*, 2010).

3.3. Methods and scales selected

3.3.1. Personal involvement measure

Given the multiplicity of scales that exist in the literature to measure involvement, scales must be chosen that can better measure wine tourists' personal involvement. For Michaelidou & Dibb (2008), the involvement is conceptualized and treated as a multidimensional construct in most research. One of the most frequently cited scales, widely used involvement measurement instruments were developed by Zaichkowsky (1994), the Personal Involvement Inventory (PII), in measuring both situational as lasting/enduring involvement, and operationalized involvement as a one-dimensional construct. This scale is described as being useful and important (Burner, Hensel & James, 2005) in Marketing Scales Handbook. The PII scale consists of 20 items, and the internal reliability was found to be acceptable. The fact that the scale is easy to apply and widely established validity enabled many researchers to adopt the scale and so many others to adapt, to measure consumer involvement in various fields and perspectives.

Laurent & Kapferer (1985) developed the Consumer Involvement Profile (CIP) scale, based on a set of five antecedents of the involvement: interest; risk importance; risk probability; symbolic value and pleasure grouped which gives rise to the CIP. The purpose of this scale is entirely to specify the nature of the relationship between the consumer and the product category. Gursoy & Gavcar (2003) used the CIP scale in a study on international leisure tourists' involvement profile and their study examined the underlying dimensions of the leisure tourists' involvement. In this study the data suggested that this was a three dimensional construct: pleasure/interest, risk probability, and risk importance. In the specific case of the CIP scale all dimensions in the questionnaire were not included, only pleasure/interest dimension was examined, because it does not apply to the object of this study, following which the CIP's two risk dimensions (risk probability and risk importance) have now been discarded in most instruments of leisure involvement (Kyle *et al.*, 2007; Ragheb, 1996; Watkins, 1987), even though evidence that many recreational activities involve inherent and enduring risks or time-related (Brannan *et al.*, 1992; Havitz & Dimanche, 1990; Mitchell & Grotorex, 1993). Also McIntyre (1989, 1990) dropped the

risk items into CIP's risk dimensions. The rationale explaining the elimination of the two risk dimensions is revealed by many researches in several studies, as for example Dimanche *et al.* (1993); Havitz *et al.* (1993) and Havitz & Howard (1995), because of the measures of risk have been revealed less stability. In sum, Kyle *et al.* (2007) also suggested that risk may not be a highlighted element of the everyday leisure experience context.

In contrast, others studies argue that involvement cannot be measured by only interest/importance dimension because it is a multidimensional construct (Havitz & Dimanche 1990, 1997). Contrary to the above, the findings of Gursoy & Gavcar (2003) study indicated that international leisure tourists' involvement is rather a three dimensional construct, but it is noted that this study only used CIP measure. In Gursoy & Gavcar (2003, p. 2) perspective, "it is not clear how many dimensions the CIP scale may yield if it is applied to tourists at international destinations". It is described that PII is a useful tool in examining tourists' vacation behaviour and their participation in leisure activities (Backman & Crompton 1989, 1991; Havitz & Dimanche, 1990). However, Altunel & Erkut (2015, p. 2) stated that "involvement construct has been operationalized in several ways, and there is no standardized instrument for its measurement".

The PII has been supported by many researchers of a one-dimensional structure with two-factors (Broderic & Mueller 1999; Mittal 1995). However, CIP has received much more attention due to its multidimensional structure (Broderick & Muller, 1999), but with criticism already evidence but risk dimensions presented above. These two scales, Zaichkowsky's (1985) PII and Kapferer & Laurent's (1985a,b) CIP have captured most researchers' interest and are dominant (Gursoy & Gavcar, 2003). For these underlying reasons, these two scales were used to measure the scope of personal involvement of the wine tourist, because personal involvement has been measured either using Zaichkowsky's (1985) PII or Laurent & Kapferer's (1985) CIP. A list of 19 items (PII 15 items were summed and CIP 5 items were summed) is considered to measure PI construct on the basis that they best represented the PI of the wine tourists in the Porto wine cellars.

3.3.2. Wine product involvement measure

The Wine Involvement Scale (WIS) was developed by Brown, Havitz & Getz (2007) based on Laurent & Kapferer's (1985) involvement scale. This scale was developed to measure more generic product-related nuances (involvement with wine). The WIS consists of 18 items and three factors in WIS: expertise, enjoyment and symbolic centrality. The purpose of this scale was to test whether the consumer interest in wine would take to travel to the place where the wine was produced. WIS was applied in a study that analyzed the four founded segments: hedonic aficionados, enthusiasts' cautious, fastidious epicureans and functional differentiators, and their interest in visiting a wine region within three years and conclusions pointed out that only two groups expressed interest in visiting (Pratt, 2010). A list of 8 items is considered to measure WPI on the basis that they best represented the WPI of the wine tourists in the Porto wine cellars.

3.3.3. Destination emotions measure

The methodological proposal to measure the dimensions of emotional responses of tourists in tourist destinations, the Destination Emotion Scale (DES), was developed by Hosany & Gilbert (2009). DES is represented by a three-dimensional 15-item measure. Hosany & Gilbert (2010) advocate that "the three dimensions (joy, love and positive surprise) of the DES are theoretically consistent with past and more recent conceptualizations of emotion in consumer research" and "the DES displayed solid psychometric properties in terms of unidimensionality, reliability and validity of its underlying dimensions". This scale has been applied due to two main reasons. First, to address the gap that remained largely underexplored on emotional content of the destination experience. Second, to empirically investigate the dimensions of tourists' emotional experiences towards hedonic holiday destinations. Accordingly, the authors suggested that future research is needed in the following areas: (i) monitor tourists' emotional experiences at various episodes or encounters (e.g. hotel, restaurant) during the vacation, and (ii) to understand how in turn in-process these emotions combine to form the overall evaluation. Hosany *et al.* (2015) extend the Hosany & Gilbert's original research, and this recent study, about international tourists of two distinct destinations (Petra (Jordan) and Thailand), examines the scale's

construct validity and results confirm the unidimensionality, reliability, convergent, discriminant, and nomological validity of the DES.

In tourism, there are other three scales widely recognized and which are the most used in the field of tourism, namely: PANAS Scale (Positive Affect Negative Affect Scale) by Watson *et al.* (1988), a PAD Scale (Pleasure Arousal Dominance) by Mehrabian & Russell (1974) and CES (Consumption Emotions Set) by Richins (1997). The PANAS original scale by Watson *et al.* (1988) evaluates the emotions depending on their occurrence intensity. The positive emotion reflects the extent to which a person feels enthusiastic, active and entertaining. A high degree of positive emotions presupposes a state of high energy. Zins (2002) used the PANAS scale to measure emotions of visitors in tourist destinations. The PAD scale has also been widely used in marketing to assess emotional responses to certain types of stimuli and it was only developed to measure emotional responses to stimuli related with the environment and architectural spaces. Mehrabian & Russell (1974) argue that experience in any given environment have an effect on the emotional state in individuals, depending on the perceived quality of the place. This range includes three emotional dimensions - pleasure, arousal and dominance. It is a semantic differential scale with 18 items, each with two polar opposites, such as pleasure-displeasure, arousal-dominance-submissiveness and non arousal. Ladhari (2007), Lee *et al.* (2008) and Lee & Kyle (2009) measured the emotions in tourism based on the PAD scale. Lee *et al.* (2008) and Lee & Kyle (2009) used this scale in order to understand the relationship between emotions and the surroundings in the case of cultural festivals.

The CES scale was developed to measure the emotions related to the consumption of a product and/or service and represents various emotions that consumers feel more often when they purchase a product. The CES scale was developed based on six empirical studies and consists of positive and negative emotions. Also Lee & Kyle (2009) used the CES scale to test its validity in festival and found that the emotions displayed by visitors covered mainly six items used on this scale. And yet Ladhari (2007) was based also on this scale to analyze the relationship that emotions had with satisfaction and consumer behaviour in the hotel business, in the case of Canadian tourists. It was verified that the items of these three scales (PANAS, PAD and CES) which were used more to evaluate the emotions in the field of tourism are: love, joy, sadness, fear, pleasure, frustration, fatigue,

freedom, security, fun, satisfaction, pride, charm, shame, comfort, relaxation, pampering, sophistication, significance and entertainment. The unipolar ranges are the most used in literature, although there are some studies that integrate bipolar scales. These four scales were used and presented to detect and assess the destination emotions of the wine tourists that visit the Porto wine cellars. A list of 27 items is considered to measure DE construct on the basis that they best represented DE of the wine tourists in the Porto wine cellars.

3.3.4. Place attachment measure

A number of studies have established the validity and applicability of the place attachment scale across various settings. To measure the place attachment, there are three scales in the literature (Gross & Brown, 2006; Kyle *et al.*, 2004; Yuksel *et al.*, 2010). The measure of the three place attachment scales was most recently applied on the latest study about the authenticity and place attachment of major visitor attractions in two capital cities, Helsinki and Jerusalem (Ram, Björk & Weidenfeld, 2016). These authors concluded that perceived authenticity of tourist destinations derives from the tourist attractions and they also have a moderating effect on the influence of the place attachment on the perceived authenticity.

According to different authors, each author measures place attachment construct various sets of items. Gross & Brown (2006) measured place identity with 4 items and place dependence also 4 items and also Kyle *et al.* (2004) used 8 items to measure two dimensions of place attachment adapted from Williams & Roggenbuck (1989). Prior research illustrates which use of the items of Williams and Roggenbuck contributed to place identity and place dependence dimensions to be most reliable. This reliable was proven based on a set of samples (Moore & Graefe, 1994; Moore & Scott, 2000; Warzecha & Lime, 2001). While Yuksel *et al.* (2010) used three items for each dimension of the construct. And still, place attachment construct was measured using 12 items, 6 items were selected to represent each dimension (PI and PD), presented in a 5-point Likert “strongly disagree” (1) to “strongly agree” (5) format, but a neutral point of 3 (Williams & Vaske, 2003). To have a correct internal consistency, the above referred total of 12 items was prior taken from the set of previous studies that show this fact (Williams *et al.*, 1995). Previous studies (Jorgensen & Stedman, 2001; Williams & Vaske, 2003) have shown good internal consistency in 15 place attachment statements. This scale has been applied and tested

across multiple studies areas, namely in tourism but not specifically in wine tourism area, as for example, by Mowen *et al.* (1998) about a typology of place attachment and activity involvement and findings of their study suggest that evaluations are different depending on a typology of place attachment and activity involvement. Brown & Raymond (2007) also applied the attachment scale to mapping place attachment examining the relationship between place attachment and landscape values for the Otways region (Victoria, Australia). Later, mapping place attachment became the subject of study by Brown, Raymond & Corcoran (2015), specifically place attachment and home values range.

Another study which was applied outside the context wine tourism was an examination of the relationships between leisure activity involvement and place attachment among hikers along the Appalachian Trail and results point out the relationship was consistent for all hikers (Kyle *et al.*, 2003). Gross & Brown (2008) built an empirical structural model of tourists and places: processing involvement and place attachment into tourism and the findings demonstrated that the combined use of involvement and place attachment is applicable in tourism. This scale has been tested with three different recreation groups (hikers, boaters and anglers) by Kyle *et al.* (2004a). Scannell & Gifford (2010) presented a tripartite organizing framework to define place attachment. There is still no consensus on whether the place attachment should be measured as a one-dimensional or multidimensional construct, constituted of two to four interrelated components (place identity, place dependence, social attachment and affective bonding) (Ram *et al.*, 2016).

In tourism literatures and environmental psychology dominate two primary interrelated components: place identity (emotional attachment) and place dependence (functional attachment) and are mostly tested and were found significantly interrelated in previous studies (e.g., George & George 2004; Gross & Brown, 2008; Hidalgo & Hernández 2001; Kyle *et al.* 2003; Lee *et al.*, 2012; Manzo, 2003; Tsai, 2012; Williams & Vaske, 2003; Yuksel *et al.*, 2010). Previous studies examined the place attachment construct as a unified dimension (Hwang *et al.*, 2005; Prayag & Ryan, 2012; Ramkinssoon *et al.*, 2012). So, in the light of the interdependence between the place identity and place dependence facets of place attachment, this study addressed place attachment as a unified construct with a single dimension. A list of 8 items is considered to measure place attachment, 4 items to PI and 4

items to measure PD on the basis that they best represented the PA of the wine tourists in the Porto wine cellars.

3.3.5. Behavioural intentions measure

The behavioural intentions construct has been largely operationalized as a reflexive construct in many studies, highlighting two of the most recent studies, i.e., Bigovic & Prašnikar (2015); Liu, Lee & Kim (2015); Chen & Kao (2010); Wang & Hsu (2010); Žabkar, Brenčič & Dmitrović (2010); He & Song (2009) and Nowacki (2009). The BI to visit the Porto wine cellars, the dependent variable, is measured using five statements worded as follows: “I will recommend these cellars to other people”; “I will say positive things about these cellars to other people”; “I will encourage friends and relatives to visit these cellars”; “I will revisit these cellars in the next 3 years” and “According to emotions, involvement and place attachment of the place the likelihood to visit the Porto wine cellars is very strong to me”. These measure indicators were little adapted from some past studies (e.g., Bigovic & Prašnikar, 2015; Chen & Kao, 2010; González, Comesana & Brea, 2007; He & Song, 2009; Liu, Lee & Kim, 2015; Lee *et al.*, 2008; Nowacki, 2009; Wang & Hsu, 2010; Žabkar, Brenčič & Dmitrović, 2010; Zeithaml, Berry & Parasuraman 1996). Furthermore, the results of Bigovic & Prašnikar (2015) suggest that some other constructs may also be considered as direct or indirect antecedents of behavioural intentions could be included.

The list of these five items was considered to measure BI construct, and to provide better insights into the predictors of the wine tourists’ behavioural intentions to visit the Porto wine cellars. Therefore, in the current study, the PI, WPI, DE and PA were considered as direct and indirect antecedents forming wine tourists’ behavioural intentions to visit the Porto wine cellars.

All items of the constructs were measured on a Likert scale format (adapted to 7 points: 1 = strongly disagree and 7 = strongly agree). Respondents rate their level of agreement or disagreement on each statement, pertaining to revisit, recommend, and recognize the

intentions. The list of the scales selected to measure the constructs and some of their selected items were adapted for the wine tourism context, but with minor adaptations (see Appendix I).

3.4. Research instrument and questionnaire development

The questionnaire contains sections that complement each other, logically, to cover the constructs and their dimensions. The questionnaire consisted of three parts including four sections and was designed as the main instrument. Part 1 measured visiting Porto wine cellars included first section: measured destination emotions of the wine tourist; second section: measured personal involvement, consumer involvement profile and wine product involvement of the wine tourist; third section: measured place attachment with Porto wine cellars and fourth section: measured behavioural intentions to visit the Porto wine cellars. Part 2 measured general information about the visit to the Porto wine cellars. Part 3 measured general information about the personal demographics of the wine tourist, such as gender, age, academic qualification and job.

Initially, to determine the effectiveness of the survey questionnaire, it was necessary to pretest and pilot the survey questionnaire before actually using it to collect data. The main objective of this pretesting instrument was to identify possible weaknesses, ambiguities, missing questions, and poor reliability (DeVellis, 2003). Consequently and according to Netemeyer *et al.* (2003) this test process can support construct validity, as it allows the deletion of items that may be conceptually inconsistent. Thus, the design and the construction of the survey questions were guided by six criteria: relevant; clear; brief; inoffensive; unbiased and specific (Witt & Moutinho, 1995). The pretesting was distributed as a pilot stage on August 13 and 14, 2015, to 40 wine tourists in four Porto wine cellars, namely: Ramos Pinto, Graham's, Taylor's and Croft. In the final questionnaire design no reduction or removal of any item was made, all items were considered in the final questionnaire model. Data collection was performed using the interceptive self-administered questionnaire, all personally conducted by the researcher, directly on tablets (using the QuestionPro interface) as a way to have more field-control over the collection and to improve response reliability. This allowed the researcher to

emphasize the relevance of the study to the wine tourists and to clear any doubts. The final questionnaire was multilingual: English, Spanish, French, Portuguese and German, because they are the main nationalities of wine tourists that visit these Porto wine cellars, and was applied to 918 wine tourists, between August 24 and September 5, 2015, after the visits, in the same cellars presented above. Then to the final version of the questionnaire (see Appendix II). Filling out the questionnaire lasted an average 10 to 15 minutes.

3.5. Results

In the analysis results two approaches to statistical analysis were applied. The first approach to statistical analysis was performed using SPSS Statistics (vs.22) software, in the descriptive statistical analysis. The second approach to multivariate analysis was performed using the SEM generalized modeling technique, in the descriptive phase of the quantitative analysis using SmartPLS (vs.3) software, to assess the reliability and the validity of the measurement model (variable and measurement scales) to evaluate the quality adjustment of the structural model, and to present the results of the path coefficients (path analysis) and determination (R^2), and the effect of mediation, using the bootstrap re-sampling approach.

Therefore, the results of the descriptive statistical analysis were based on the respondents profile according to their socio-demographic information, as shown in Table 3.1. In the gender, most of the respondents are male (51%), with a very small difference, comparing to female (49%). The respondents that visited the Porto wine cellars had an average of 43 years of age. The majority of respondents hold a university degree (73,7%). The most respondents are of foreign origin, with a greater expression of France (24,5%), the UK (12,2%) and Spain (10,8%), with similar values. Germany (7,2%), Brazil (3,9%) and Portugal (2,6%) with less expression. In the job information, the most are middle/senior employed managements (23,7%), civil servants (16,7%), freelancers/self-employers (16,4%), workers (13,2%), and businessmen/managers (12,6%). The complete SPSS data analyses, Cronbach's Alpha as well as the complementary analysis (cross-analysis) are presented in Appendix III, IV and V, respectively.

Table 3.1. Socio-demographic profile of the sample respondents

Gender (N = 914)	Age (N = 912)	Education level (N = 914)	Country of origin (N = 916)	Job (N = 918)
Male (51%) Female (49%)	18 years old (2%)		Portugal (2,6%)	Businessman/manager (12,6%) Freelancer/self-employed (16,4%)
	19-30 years old (17,2%)	Less than high school graduate (3,4%)	Spain (10,8%)	Middle/ senior employed management (23,7%) Civil servant (16,7%)
	31-40 years old (26,5%)	High school graduate (22,9%)	France (24,5%)	
	41-50 years old (26,8%)	Degree (36,2%)	Germany (7,2%)	Worker (13,2%)
	51-60 years old (20,9%)	Masters degree (28,3%)	United Kingdom (12,2%)	Pensioner/retired (4,6%)
	61-70 years old (7,5%)	Doctorate degree (9,2%)	Brazil (3,9%)	Domestic/unemployed (1,9%)
	More than 70 years old (0,9%)		Other countries (27,8%)	Student (3,9%)
				Other (7%)

In the descriptive phase of the quantitative analysis, the estimated with the empirical data was done by partial least squares (PLS) path modeling method (Vinzi, Trinchera & Amato, 2010) and was applied using the SmartPLS software application (Ringle, Wende & Becker, 2015), as it is the most suitable for this study because of its key characteristics. In fact, the sample used has missing values, the total amount of missing data on the questionnaire was 12.3%, corresponding to 113 respondents in the total of 918 respondents, that occurred when respondents either purposely or inadvertently failed to answer one or more questions. This proportion of missing data occurred in all constructs and not only on a single construct. The observation is typically removed from the data file when the amount of missing data exceeds 15% or when a high proportion of responses are missing for a single construct (Hair *et al.*, 2014). Using this argument, the missing values have not been eliminated. It seems important to include most of the respondents that have missing values as they can give more diversity in terms of sample origins. Furthermore, the Lavene's test also found that there is no homogeneity of variances between nationalities and between ages making the PLS approach a more robust solution for the SEM analysis (see Appendix VI).

Hair, Ringle & Sarstedt (2011), Hair *et al.* (2012a,b) and Ringle, Sarstedt & Straub (2012) argue that there are four issues that are critical for the application of PLS-SEM.

They are: (1) the data, (2) model properties, (3) the PLS-SEM algorithm, and (4) evaluation model. Following this logic and context, Hair *et al.* (2014, p. 16–17) summary the key characteristics of PLS-SEM based on Hair *et al.* (2011). Thus, PLS-SEM presents a set of key characteristics when it is chosen and applied, particularly in terms of data characteristics (larger sample sizes increase the precision of PLS-SEM estimations, missing values, scale of measurement); model characteristics (number of items in each construct measurement model with single and multi-item measures, relationships between constructs and their indicators incorporating reflective and formative measurement models, and model complexity because large numbers of indicators are helpful in reducing the PLS-SEM bias); PLS-SEM algorithm properties (objective, efficiency, constructs scores and parameter estimates particularly the consistency at large and high level of statistical power); and the last key characteristic is the model evaluation issues (evaluation of the measurement models, evaluation of the structural model and additional analysis as the impact–performance matrix analysis and mediating effects). These PLS key characteristics presented above are argued with data of this study. For instance, the missing values which represent 12.3%, the non normality and non homogeneous variances between constructs variables, the large numbers of indicators to measure constructs (66 items in total), and the evaluation of the tested model.

Albers (2009) demonstrates that PLS has been the chosen method and prevailing for studies of success factors in marketing. The econometric model SEM used in marketing research presents a number of advantages and benefits such as the reliability of the measures, the use of multiple items buildings, easier measurement tests and even methods to assess construct validity (Kline, 2005; Iacobucci, 2010; Bagozzi & Yi, 2012). With the main goal to investigate and determine the status quo of PLS path modeling as an SEM technique in international marketing, Henseler *et al.* (2009) concluded that PLS path modeling demonstrates a strong status in literature conducted in international marketing research, through more than 30 academic articles focused on international marketing area and published in journals in the major academic databases (e.g., Elsevier Science Direct and Emerald Insight), where PLS path modeling was applied the means of statistical analysis. Wong (2013, p. 1) pointed out that “with SEM, marketers can visually examine the relationships that exist among variables of interest

in order to prioritize resources to better serve their customers”. The multivariate data analysis method (SEM) is often used in the nature of marketing research, because PLS-SEM is enabled to test theoretically supported linear and additive causal models as confirmed by Chin, Marcolin & Newsted (1996), Haenlein & Kaplan (2004) and Statsoft (2013). Based on these assumptions argued above, a greater acceptance of the PLS appears to be accurate.

3.6. Multivariate statistic with Structural Equation Model (SEM) analysis

3.6.1. Reliability analysis of the measurement model

The analysis of the internal reliability of the measurement model is based on Cronbach’s Alpha (1951). Cronbach’s Alpha was used to calculate the reliability of the scales used and to measure the internal consistency of a scale. This analysis is also based on the composite reliability indicators as suggested by Hair *et al.* (2014) to be the most suitable for analysis of PLS – SEM, in that the composite reliability factor integrates the different factorial weights of the variables, in contrast to the Cronbach’s Alpha in which all indicators of a construct have the same factor load.

As shown in Table 3.2, the composite reliability index in all constructs presented far exceeds the minimum critical value of 0.7 pointed by Hair *et al.* (1998) to represent the cognition. The values range from 0.87 (BI) to 0.98 (PA), whereby all indexes represent cognition. Therefore, it can be considered that all model dimensions have a high internal consistency.

Table 3.2. Internal reliability of the scales of the structural model – Composite Reliability and Cronbach’s Alpha

Constructs	N of Items	Composite Reliability	Cronbach’s Alpha
Behavioural Intentions	4	0,87	0,81
Destination Emotions	27	0,97	0,97
Personal Involvement	19	0,96	0,95
Place Attachment	8	0,98	0,98
Wine Product Involvement	8	0,93	0,92

Table 3.2 indicates that all constructs have high and reliable Cronbach's Alpha values, based on the assumption that a Cronbach's Alpha value equal or larger than 0.7 is considered a good indicator of internal consistency reliability of the scales (Bland & Altman, 1997; Cortina, 1993; DeVellis, 2003; George & Mallery, 2003; Hair *et al.*, 2006; Nunnally & Bernstein, 1994). PA, DE, PI and WPI dimensions present an excellent consistency. BI are the unique dimension that present an Cronbach's Alpha less than 0.9, but with an alpha of 0.81, but still with good consistency. George & Mallery (2003) point out that a Cronbach's Alpha value equal or larger than 0.9 is considered excellent, therefore the majority of dimensions are classified as excellent (see Table 3.2). In the Cronbach's Alpha and the composite reliability values there are equality of them in two constructs (DE and PA). It can be seen that, in total, the Cronbach's Alpha and composite reliability values obtained in this study are fully compatible and mostly excellent, because all Cronbach's Alpha values are greater than 0.8, thus demonstrating a high internal consistency.

3.6.2. Validity analysis of the model

The construct validity of the measurement model is examined through the convergent validity and discriminant validity analysis of the construct (Chin, Gopal & Salisbury, 1997; Hair *et al.*, 2014). The convergent validity is the extent to which a measure is positively correlated to the other alternative measures of the same construct, evaluating the factorial loads of the indicators (Hair *et al.*, 2014).

The criterion used to assess convergent validity was proposed by Fornell & Larcker (1981), by using the average variance extracted (AVE). To assess the convergent validity, the loadings and *t*-values were examined. To Hair *et al.* (2014, p. 103) "the AVE is the grand mean value of the squared loadings of the indicators associated with a construct". Therefore, the AVE is equivalent to the communality of a construct where an Ave score of 0.5 indicates an acceptable level, since 50% or more of variance indicators must be accounted. This statement is also corroborated by Wixom & Watson (2001), in which all of the indicators must be greater than 0.50. According to Hair *et al.* (2014), support for convergent validity is provided when each item has outer loadings at least 0.70 or higher.

The values of the latent variables range from 0.53 (PI) to 0.85 (PA), as Table 3.3 shows, whereby the AVE of all constructs in analysis presents positive variances, indicating good convergent validity (see Table 3.3).

Table 3.3. Variance extracted average (AVE) and the communality of blocks of the structural model

Constructs	AVE	Communality
Behavioural Intentions	0,62	0,62
Destination Emotions	0,55	0,55
Personal Involvement	0,53	0,53
Place Attachment	0,85	0,85
Wine Product Involvement	0,64	0,64

The criterion used to assess discriminant validity was also proposed by Fornell & Larcker (1981), and suggest that the square root of AVE should be higher than the correlations among the constructs in the model. Fornell & Laker (1981), Hair *et al.* (2014) and Kim (2012) noted that discriminant validity is the measure of constructs that, theoretically, should not be related to each other, in order to assess whether the items reflect a factor that is not correlated with other factors or, in other words, of the construct measures and what is intended to measure.

The constructs were correlated based on Fornell & Larcker (1981) criteria, as shown in Table 3.4. To test the resulting values in the diagonal of the square root of AVE, (that represent the relation between the latent variable and the respective indicators), the AVE of each construct should be higher than the highest squared correlation with any other construct communality of a construct (Hair *et al.*, 2014). As for the correlation between the remaining constructs (majority), these were more strongly correlated (with maximum value) with their own measures than any other construct, indicating a good discriminant validity (Chin, 1998).

Not all constructs have the same discriminant validity as some correlations were above the square root of the variance extracted: DE in relation to PI (0.83 on personal involvement and, a little less, 0.74 in its own measure) and also the DE in relation to PA (0.80 on PA and, a little less, 0.74 in his own measure). Also the PI value in relation to

PA (0.77 on PA and, a little less, 0.72 in its own measure). These three exceptions are taken into account because of the conservative approach by Chin (1998). However, in Chin's (2010) perspective, where constructs are more connected with others than with their own measures, there is the probability of the constructs overlapping or sharing the same measures and are not conceptually different. In fact, this situation occurred in three cases: the DE construct in relation to PI construct and in relation to PA, and the PI construct in relation to PA. However, the outer loadings contradict these exceptions.

To Rossiter (2002) and Hair *et al.* (2014), when it is found that the indicators do not meet the criteria of discriminant validity decision, disposal must be careful because it offers convenient and at the same time, drawbacks, because if the removal of the indicators increase the confidence, it may also reduce the content of measurement validity. It also refers that the VIF is below 5 as showed below in Table 3.6. The option in this case was to maintain the three reflective constructs, because when all indicators are normalized, the values of the constructs may be the same of the commonality medium in blocks (Fornier & Larcker, 1981). It can be seen in the analysis of Table 3.4.

Table 3.4. Values in diagonal of the square root of the AVE model criterion – Fornell-Larcker Criterion

Constructs	Behavioural Intentions	Destination Emotions	Personal Involvement	Place Attachment	Wine Product Involvement
Behavioural Intentions	0,789				
Destination Emotions	0,646	0,744			
Personal Involvement	0,655	0,832	0,728		
Place Attachment	0,661	0,806	0,775	0,922	
Wine Product Involvement	0,460	0,580	0,584	0,648	0,794

In Table 3.5, the weight factor for each item that belongs to a column must be greater than the cross-factor weights, and each item must be most strongly associated with building column to which it belongs than any other building column, and if the result is in compliance, it turns out one discriminant validity to the item level (Chin, 2010). In the following table (Table 3.5), there is full discriminant validity at the item level, confirming

a strong range of items in the respective columns in relation to the cross-loads in the remaining columns.

Table 3.5. Discriminant validity of items – cross-loadings

Items	Behavioural Intentions	Destination Emotions	Personal Involvement	Place Attachment	Wine Involvement	Product
BI1	0,716	0,363	0,387	0,363	0,260	
BI2	0,796	0,387	0,431	0,352	0,262	
BI3	0,802	0,381	0,413	0,370	0,271	
BI5	0,837	0,730	0,696	0,785	0,525	
DE1	0,386	0,595	0,483	0,441	0,320	
DE2	0,498	0,719	0,599	0,616	0,437	
DE3	0,402	0,577	0,497	0,428	0,306	
DE4	0,498	0,776	0,629	0,641	0,456	
DE5	0,523	0,820	0,667	0,685	0,491	
DE6	0,526	0,782	0,627	0,654	0,430	
DE7	0,385	0,582	0,524	0,380	0,305	
DE8	0,500	0,820	0,663	0,692	0,513	
DE9	0,452	0,729	0,620	0,576	0,432	
DE10	0,388	0,589	0,531	0,429	0,318	
DE11	0,477	0,798	0,640	0,682	0,490	
DE12	0,491	0,758	0,647	0,659	0,474	
DE13	0,547	0,856	0,734	0,718	0,513	
DE14	0,482	0,717	0,633	0,562	0,411	
DE15	0,421	0,731	0,627	0,569	0,458	
DE16	0,446	0,689	0,554	0,549	0,402	
DE17	0,517	0,762	0,621	0,604	0,438	
DE18	0,522	0,765	0,643	0,634	0,474	
DE19	0,466	0,675	0,557	0,503	0,356	
DE20	0,535	0,829	0,674	0,660	0,479	
DE21	0,523	0,809	0,716	0,637	0,478	
DE22	0,543	0,838	0,700	0,701	0,490	
DE23	0,464	0,780	0,638	0,611	0,429	
DE24	0,539	0,796	0,655	0,674	0,434	
DE25	0,476	0,757	0,598	0,576	0,399	
DE26	0,439	0,698	0,530	0,521	0,398	
DE27	0,474	0,725	0,620	0,617	0,408	
PI1	0,552	0,677	0,792	0,651	0,470	
PI2	0,525	0,723	0,795	0,670	0,486	
PI3	0,508	0,644	0,760	0,574	0,415	
PI4	0,550	0,711	0,828	0,666	0,482	
PI5	0,410	0,550	0,723	0,500	0,353	
PI6	0,443	0,604	0,743	0,527	0,400	

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PI7	0,506	0,612	0,777	0,540	0,401
PI8	0,553	0,736	0,821	0,692	0,501
PI9	0,369	0,476	0,633	0,402	0,300
PI10	0,437	0,611	0,756	0,495	0,378
PI11	0,498	0,618	0,778	0,539	0,407
PI12	0,515	0,671	0,805	0,601	0,431
PI13	0,444	0,571	0,739	0,510	0,366
PI14	0,474	0,601	0,750	0,568	0,437
PI15	0,371	0,429	0,517	0,439	0,385
PI16	0,433	0,532	0,615	0,555	0,461
PI17	0,353	0,431	0,541	0,417	0,358
PI18	0,543	0,651	0,727	0,684	0,515
PI19	0,474	0,505	0,622	0,548	0,460
PA1	0,600	0,739	0,692	0,912	0,602
PA2	0,595	0,718	0,701	0,917	0,593
PA3	0,571	0,715	0,692	0,924	0,590
PA4	0,580	0,729	0,699	0,905	0,581
PA5	0,647	0,763	0,745	0,946	0,620
PA6	0,636	0,774	0,737	0,942	0,608
PA7	0,631	0,742	0,728	0,914	0,587
PA8	0,615	0,766	0,722	0,919	0,600
WPI1	0,220	0,314	0,315	0,345	0,725
WPI2	0,261	0,361	0,339	0,389	0,791
WPI3	0,270	0,379	0,373	0,387	0,798
WPI4	0,300	0,408	0,404	0,432	0,815
WPI5	0,413	0,455	0,550	0,526	0,743
WPI6	0,389	0,494	0,474	0,567	0,828
WPI7	0,521	0,631	0,605	0,704	0,868
WPI8	0,408	0,511	0,519	0,598	0,796

Chin (2010) postulated that even if there is no range defined or minimum to convergent validity, the smaller the variation, and the higher the value with less load, the greater the validity of the converging columns. To get the calculation of the variance, it is necessary to calculate the square of the minimum and maximum values of the items of each construct Chin (2010). In the BI, the explained variance of the items varies between 51% and 70%. In the DE, the explained variance of the items varies between 35% and 73%. In the PI, the explained variance of the items varies between 27% and 69%. In the PA, the explained variance of the items varies between 82% and 89%. In the WPI, the explained variance of the items varies between 53% and 75%.

Churchill & Iacobucci (2005) consider that the content validity evaluation is important to measure all phases of the scales, and these must reflect in depth the contents that should be measured. Churchill (1979) recommends that the confirmatory factor analysis enhance its usefulness in empirical verification of the number of underlying dimensions measured in construct. The factor loadings resulting from the relationship between the independent variables with the dependent variables are accepted with a value of 0.50, and a value above 0.7 reveals to be a good indicator of structure variables and measurement scales (Hair *et al.*, 2010). As Table 3.4 shows, the factor loadings and on a cross-analysis perspective which is more discriminating, are very positive, being in BI between 0.7 and 0.8, in DE between 0.5 and 0.8, in PI from 0.5 and 0.8, the PA above 0.9 and, finally, in WPI loads vary between 0.7 and 0.8. However, there are some indicators below 0.70, closer 0.70 (PI 9; CIP 1, 2, 3, 5; DE 1, 3, 7, 10, 16, 19, 26), but which do not carry over in predictive validity (R^2). Conversely, these indicators do not increase other dimensions. Using this logic, blindfolding procedure was done and the results indicate that there was no negative effect of the indicators below 0.70 when compared to the other indicators (see Table 3.10).

3.6.3. Evaluation of the structural model

The evaluation of the structural model follows the indication of Hair *et al.* (2014): starts with the assessment of multicollinearity, determining the significance and relevance of path coefficients between constructs, followed by the evaluation of the coefficients of determination (R^2) of the endogenous variables and the assessment of the effects of size f^2 . Collinearity analysis consists in the situation where two or more predictor variables in a statistical model are linearly related (also called multicollinearity) and if there is multicollinearity it means that one or more variables are redundant and this redundancy will have negative effects on the estimation of the parameters of variance (Alin, 2010).

The evaluation of multicollinearity is determined by the inflation factor of a variance (Variance Inflation Factor), named VIF (Chin, 1998; Hair *et al.*, 2014; Marôco, 2014a). A VIF value equal to, or greater than, 5 shows a high collinearity, whereby this value indicates that the indicator is eliminated, since the VIF with a value of 5 means that 80% of the variance of an indicator is accounted by other indicators associated with the

same construct. The results presented in the Table 3.6, all VIF values are less than 5, so the problem of multicollinearity does not arise, concluding that there is no critical level indicating a high collinearity in the indicators of the constructs, and that had to be eliminated.

Table 3.6. Analysis of multicollinearity – VIF

Constructs	Behavioural Intentions	Destination Emotions	Place Attachment
Behavioural Intentions			
Destination Emotions	4,123		3,398
Personal Involvement	3,615	1,517	3,421
Place Attachment	3,182		
Wine Product Involvement		1,517	1,586

After running a PLS analysis model, the bootstrap technique was applied to determine the level of statistical significance of each indicator. Weight estimates are provided for the path coefficients, which represent the hypothesized relationships linking the constructs of the structural model (Chin, 1998; Hair *et al.*, 2014). Henseler, Ringle & Sinkovics (2009) stated that the bootstrap analysis technique provides an estimate of the shape, spread, and bias of the sampling distribution of a specific statistic. As stated Helm *et al.* (2009), even though the path values close to - 1 or + 1 are always almost statistically significant, however, a standard error must be obtained using bootstrap to test for significance. An endogenous variable the path coefficient is both significant higher than its value ratio and of its own statistical significance. The null hypothesis (H^0) indicates that there is no significant effect when the empirical t value is greater than the theoretical t value.

As the bootstrap sample analysis shown in Table 3.7, most relationships are statistically significant at a 99.9% level. The relationship between DE and BI is statistical significance at 95%, and the relationship between PI and BI is statistical significance at 99%. In sum, it can assumed, in the empirical results obtained from t report that there is 99.9% of statistical significance in most indicators, and the empirical result brought this way the statistical significance of the structural model proposed in the PLS approach.

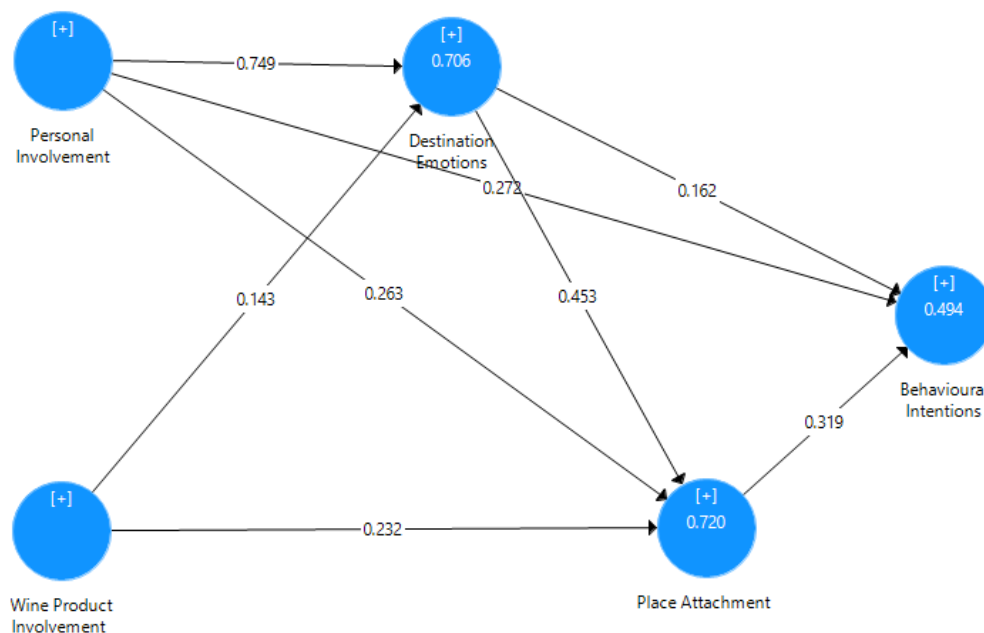
Table 3.7. Bootstrapping Analysis – Statistical significance of the path coefficients of the structural model

Trajectories	Path Coefficient	Sample Mean	Standard Error	T Statistics	P Values
Destination Emotions -> Behavioural Intentions	0,162	0,156	0,078	2,084*	0,037
Destination Emotions -> Place Attachment	0,453	0,450	0,081	5,630***	0,000
Personal Involvement -> Behavioural Intentions	0,272	0,286	0,088	3,099**	0,002
Personal Involvement -> Destination Emotions	0,749	0,754	0,040	18,541***	0,000
Personal Involvement -> Place Attachment	0,263	0,268	0,075	3,488***	0,001
Place Attachment -> Behavioural Intentions	0,319	0,316	0,071	4,498***	0,000
Wine Product Involvement -> Destination Emotions	0,143	0,139	0,039	3,656***	0,000
Wine Product Involvement -> Place Attachment	0,232	0,229	0,048	4,811***	0,000

Sig. *p <.05 **p <.01 ***p <0.001

Taking into account the minimum value of 0.5 (Vinzi *et al.*, 2010), and according to Falk & Miller (1992), the R^2 values should be above 0.5 although 0.10 is a good indicator of relative predictive validity. Figure 3.2 provides details of the parameter estimates of the path model and R^2 , and the central dependent variables of the model are the ones that best explain variances, particularly the PA (0.72) and DE (0.7). Thus, the R^2 values of these two endogenous or dependent variables are extremely positive. The dependent variable of BI still shows a R^2 value very close to the value of 0.5 (0.49).

Figure 3.2. Structural model and trajectory (Path Model)



The coefficients of determination, R^2 , used to evaluate the structural model representing the coefficients of the exogenous constructs, combining various effects, endogenous constructs of latent variables. These coefficients represent the correlation of the squares of current and predictive values. These coefficients also allow realizing the variance explained in endogenous constructs, because the higher the level of R^2 , the greater the explained variance and predictive validity (Keil *et al.*, 2000; Hair *et al.* , 2014).

According to Hair *et al.* (2014), a predictive variance evaluation of the structural model based on the R^2 of the endogenous variables can be supplemented as evaluations of the magnitude of R^2 , made through the effects of f^2 (Hair *et al.*, 2014). The values of 0.02, 0.15 and 0.35, represent small, medium and large f^2 effect, respectively (Chin, 1998; Cohen, 1988). The results in Table 3.8 shows that PI exogenous construct represents the largest effect (1.255) in DE endogenous construct. Then there is an average effect of DE on PA (0.216), and the remaining effects are the smallest effects.

The analysis of the f^2 size effects of the exogenous constructs on the endogenous constructs concluded that the greatest effect on the R^2 of BI is exercised by PA. The largest effect on the R^2 of DE is exercised by PI and that the largest effects (average and almost average) in R^2 of PA is exercised by DE and WPI, respectively (Table 3.8).

Table 3.8. Size effects of f^2

Constructs	Behavioural Intentions	Destination Emotions	Place Attachment
Destination Emotions	0,013		0,216
Personal Involvement	0,040	1,255	0,072
Place Attachment	0,063		
Wine Product Involvement		0,046	0,121

Counting the PLS-SEM has a greater focus on the explained variance and establishes the significance of all path estimates (Chin, 2010) in order to globally evaluate the model, based on an optimized overall test. The Goodness-of-Fit (GoF) was proposed by Tenenhaus *et al.* (2004), and this tool was developed in order to validate the PLS globally, increasingly used. GoF is described as “an operational solution to this problem as it may be meant as an index for validating PLS model globally” (Tenenhaus & Vinzi,

2005, p. 173). The overall evaluation that GoF allows operationalize refers to the geometric mean of commonality and the average of the R^2 . The calculation of the average commonality results as a weight average of the different community of values with the number of variables or manifest indicators to build as weights (Tenenhaus & Vinzi, 2005). According to Vinzi *et al.* (2010), the GoF is appropriate to evaluate the reflective models, and respective values are defined between 0 and 1, and the higher the value, the higher the quality of model fit, while recognizing that PLS is more oriented prediction and not to adjust the SEM quality.

In Table 3.9, all constructs have an AVE greater than 0.5, such as the total R^2 constructs. The GoF of the structural model shown (Table 3.9) is 0.64, greater than 0.50, considering that the model fit is good.

Table 3.9. Analysis of the overall fit of the structural model – GoF

Constructs	AVE	R^2	GoF
Behavioural Intentions	0,62	0,49	
Destination Emotions	0,55	0,71	
Personal Involvement	0,53	0,72	
Place Attachment	0,85		
Wine Product Involvement	0,64		
Total AVE	0,63		
Total R^2		0,64	
Total GoF			0,64

In contrast, Henseler & Sarstedt (2013, p. 567–570) consider that GoF is not entirely appropriate to evaluate models in PLS. These authors suggested a review of the determination path coefficients, and particularly, its significance, and for these reasons, was also made in the model study. For instance, Rigdon *et al.* (2010), with regard to the GoF, state that has not broached the issue of the index's appropriateness for model validation, to these authors it is of crucial importance in empirical studies. To corroborate these statements about this GoF gap, more recently also Hair *et al.* (2014) suggested the SEM evaluation rules in PLS, which were followed to evaluate the structural model of the present study, including the analysis of collinearity (VIF), the bootstrap analysis to determine the significance of paths between constructs, the

analysis coefficients R^2 determining the effects of f^2 size, and also the Q^2 predictive relevance. The Q^2 predictive relevance is subsequently analyzed.

Thus, the Q^2 predictive variance was performed using the blindfolding calculation ($D = 6$) for all constructs model. This technique makes a re-sampling that eliminates and provides data for the indicators in measuring reflective endogenous constructs systematically through a comparison of the original values with the predictions, where the predictive error of a reflective construct is obtained. The overall results of Construct Cross-validated Redundancy were estimated and can be observed in Table 3.10, the Q^2 predictive relevance range from 0.263 to 0.611. As it can be seen, the model is relevant to all endogenous constructs, because they are significantly greater than zero (Hair *et al.*, 2014). PA has the highest Q^2 predictive relevance (0.61), after DE (0.38) and, at last, BI with 0.26.

Table 3.10. Q^2 predictive relevance of the model

Latent variable	SSO	SSE	$Q^2 (=1-SSE/SSO)$
Behavioural Intentions	3.640,000	2.684,309	0,263
Destination Emotions	24.570,000	15.082,667	0,386
Place Attachment	7.280,000	2.834,262	0,611

When it turns out that the path coefficient is statistically significant, it means that this value indicates the extent to which exogenous constructs are associated with endogenous constructs, and the goal of the PLS-SEM is to identify the significant path coefficients for the structural model, and significant and relevant effects that allow to enhance the basic results of the endogenous variables. Within the same reasoning, it is imperative not only to assess the direct effect of one construct in another, but also the indirect effect via one or more mediating constructs. The overall effect results from the direct and indirect effects. The total effect is achieved by adding the direct coefficients of the construct and the construct binding construct mediation, and yet of multiplying this value summed with the coefficient of the mediator construct (Hair *et al.*, 2014).

The Sobel test evaluates the relationship between independent and dependent variables comparing them to the relationship between the independent variable and the dependent,

including the mediator construct. The Variance Accounted For (VAF) determines the size of the indirect effect to the total effect, i.e., to what extent the variance of the dependent variable is explained by the indirect effect through the relationship with the mediator variable (Sobel, 1982; Hair *et al.*, 2014). According to Hair *et al.* (2014) the bootstrap analysis technique is an equally suitable way to assess VAF in a PLS-SEM context. Therefore, the data used for the Sobel test was based on the coefficients of the trajectories of the structural model obtained based on bootstrap assessment (Table 3.11). To Hair *et al.* (2014), the VAF do not represent mediation when it is less than 20%, when a value between 20% and 80% mediation is partial, and when the VAF is more than 80% it already means a complete mediation.

In Table 3.11, there are five mediating effects on the structural model. The mediating effects of formative indicators represent statistical significance between “99.9%” and “95%”, which proves the validity of the mediation effect. The most relevant measurement occurs on the measurement of the DE between the exogenous variable (independent) of PI and endogenous variable (dependent) of PA, which explains 56.3% of the indirect effect, and measuring the PA between DE and BI (explains 47.1% of the indirect effect). The measurement of DE between PI and BI (explains 30.8% of the indirect effect). The less relevant effects occur on the measurement of PA between PI and BI (explains 23.6% of the indirect effect), and measurement of DE between WPI and PA (explains 21.8% the indirect effect), respectively. Thus, VAF represents partial mediation in all five mediation effects on the structural model.

Table 3.11. Test for measurement effect of the structural model

VAF	Med	Med	Med	Med	Med
	PI-DE-PA	WPI-DE-PA	DE-PA-BI	PI-DE-BI	PI-PA-BI
A – Trajectory: Exogenous variable → Mediator	0,749	0,143	0,453	0,749	0,263
B – Trajectory: Mediator → Endogenous variable	0,453	0,453	0,319	0,162	0,319
C – Trajectory: Exogenous variable → Endogenous variable	0,263	0,232	0,162	0,272	0,272
A * B	0,339	0,065	0,145	0,121	0,084
Total effect: A * B + C	0,602	0,297	0,307	0,393	0,356
VAF (A * B) / (A * B + C)	56,3%	21,8%	47,1%	30,8%	23,6%
Mediation	Partial	Partial	Partial	Partial	Partial

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Statistical significance of the indirect effect through mediation	5,36***	3,01**	3,50***	2,06*	2,76**
<u>Mediator</u> : Exogenous variable (Personal Involvement) – Mediator (Destination Emotions) – Endogenous variable (Place Attachment);					
<u>Mediator</u> : Exogenous variable (Wine Product Involvement) – Mediator (Destination Emotions) – Endogenous variable (Place Attachment);					
<u>Mediator</u> : Exogenous variable (Destination Emotions) – Mediator (Place Attachment) – Endogenous variable (Behavioural Intentions);					
<u>Mediator</u> : Exogenous variable (Personal Involvement) – Mediator (Destination Emotions) – Endogenous variable (Behavioural Intentions);					
<u>Mediator</u> : Exogenous variable (Personal Involvement) – Mediator (Place Attachment) – Endogenous variable (Behavioural Intentions);					

Sig. *p <.0.05 **p <.0.01 *p <0.001**

In the current data analysis of this study, the Importance-Performance Matrix Analysis (IPMA) was also considered. The IPMA method extends the findings of the basic PLS-SEM on another dimension, and includes the actual importance and performance of each constructs (Ahmad & Afthanorhan, 2014; Hair *et al.*, 2014). The IPMA results allow the identification of constructs with greater importance and relatively low performance. The importance and performance are described as major areas of improvement that can, in the future, be addressed by marketing and management activities, and the purpose of the IPMA will enable managers, marketers and researchers to better optimize activities to improve a select target construct performance (Ahmad & Afthanorhan, 2014; Hair *et al.*, 2014).

To perform the IPMA effectively, a target construct must be identified as well as the total effects and performance values (Ahmad & Afthanorhan, 2014; Hair *et al.*, 2014, p. 206). According to Slack (1994), the importance of latent variables for an endogenous target construct emerges from these variables total effects when it is conducted and analyzed by means of an importance-performance matrix.

Considering the IPMA analysis path model in Table 3.12, the performance of PI (94), WPI (88), DE (94) and PA (93) are very close to the maximum value, indicating excellent performance of each on these three latent variables. The target construct, BI, also shows a performance of 96. It can also be found that PI is a particularly relevant construct to explain BI. Consequently, PI is the most relevant for managerial actions.

Table 3.12. Importance-Performance Map Analysis (IPMA) Path Model

Constructs	Performance values
Personal Involvement (PI)	94,694
Wine Product Involvement (WPI)	88,212
Destination Emotions (DE)	94,885
Place Attachment (PA)	93,371
Behavioural Intentions (BI)	96,163

In addition, to achieve the total effects of the IPMA path model, the sum of all the direct and indirect effects in the structural model (total = direct effect + indirect effect) is required to give the result of the total effect of the relationship between two constructs (Hair *et al.*, 2014). As shown in Table 3.11, the direct effect of PI on BI has a value of 0.27, WPI construct only has an indirect effect on BI, with a value of 0.12, whereby this construct does not mediate the BI directly. DE have a direct effect on BI with a value of 0.16. PA has the most direct effect on BI, with a value of 0.32. In addition, there are three indirect path relationships that range from PI to BI and also there are three indirect path relationships WPI to BI.

Table 3.13 shows the total effects of the PI, WPI, DE and PA constructs on the BI target construct. PI is the construct that has the major total effect on BI, with a value of 0.58 and the WPI construct that has less total effect on BI, with a value of 0.12.

Table 3.13. IPMA Path Model and Total Effects

Constructs	Direct Effect on Behavioural Intentions (BI)	Indirect Effect on Behavioural Intentions (BI)	Total Effect on Behavioural Intentions (BI)
Personal Involvement (PI)	0,27	0,31	0,58
Wine Product Involvement (WPI)	0,00	0,12	0,12
Destination Emotions (DE)	0,16	0,00	0,16
Place Attachment (PA)	0,32	0,00	0,32

Hair *et al.* (2014) recommends, in the next stage, that it is necessary to obtain the performance values of the latent variables in the PLS path model. The values of

performance scale ranging between 0 and 100, whereby 0 represents the lowest and 100 the highest performance (Ahmad & Afthanorhan, 2014; Hair *et al.*, 2014).

Table 3.14 shows the data used for the IPMA of the BI latent variable, as illustrated in Appendix VII. As Ahmad & Afthanorhan (2014) and Hair *et al.* (2014) stated, all indicators must have the same direction, for the scale to be well interpreted, and consequently, in the interpretation of the data it is assumed that low value represents a bad outcome and a high value represents a good outcome, and that represents a better performance.

Thus, all constructs have an excellent performance, especially the PI with a performance value of 0.95, such as the importance value of 0.58. The DE also has a performance value of 0.95, but with a smaller importance value of 0.16. The PA has a performance value of 0.91 with an importance value of 0.23 (the second highest importance value). Lastly, the WPI has a performance value of 0.9, with the lowest importance value of 0.12. Globally, we can interpret that this IPMA results provide important insights to improve marketing and management activities and strategies in wine tourism context, more specifically in the constructs (WPI and DE) with a relatively low importance.

Table 3.14. Data of the IPMA Path Model

Constructs	Importance	Performance
Personal Involvement (PI)	0,58	0,95
Wine Product Involvement (WPI)	0,12	0,89
Destination Emotions (DE)	0,16	0,95
Place Attachment (PA)	0,32	0,91

Table 3.15 shows the final test results of the set of eight hypotheses formulated.

Table 3.15. Hypotheses Test

Hypotheses formulated	Results and confirmation or rejection of the hypotheses
H1: Personal involvement has a positive and significant effect on destination emotions in the Porto wine cellars	Coefficient trajectory: 0,75 (PLS) sig. 99,9% (PLS) R ² of destination emotions: 0,71 (PLS) Confirmed
H2: Personal involvement has a positive and significant effect on behavioural intentions to visit the Porto wine cellars	Coefficient trajectory: 0,27 (PLS) sig. 99% R ² of behavioural intentions: 0,49 (PLS) Indirect effect of personal involvement on behavioural intentions, with destination emotions as mediator, 0,30, sig. 95% Indirect effect of personal involvement on behavioural intentions, with place attachment as mediator, 0,23, sig. 99% Confirmed
H3: Personal involvement has a positive and significant effect on place attachment (place identity and place dependence) in the Porto wine cellars	Coefficient trajectory: 0,26 (PLS) sig. 99,9% R ² of place attachment: 0,72 (PLS) Indirect effect of personal involvement on place attachment, with destination emotions as mediator, 0,56, sig. 99,9% Confirmed
H4: Wine product involvement has a positive and significant effect on destination emotions in the Porto wine cellars.	Coefficient trajectory: 0,14 (PLS) sig. 99,9% R ² of destination emotions: 0,71 (PLS) Confirmed
H5: Wine product involvement has a positive and significant effect on place attachment (place identity and place dependence) in the Porto wine cellars.	Coefficient trajectory: 0,23 (PLS) sig. 99,9% R ² of place attachment: 0,72 (PLS) Indirect effect of wine product involvement on place attachment, with destination emotions as mediator, 0,21, sig. 99% Confirmed
H6: Destination emotions are a positive and significant antecedent of place attachment (place identity and place dependence) in the Porto wine cellars.	Coefficient trajectory: 0,45 (PLS) sig. 99,9% R ² of destination emotions: 0,71 (PLS) R ² of place attachment: 0,72 (PLS) Confirmed
H7: Destination emotions have a positive and significant effect on behavioural intentions to visit the Porto wine cellars.	Coefficient trajectory: 0,16 (PLS) sig. 95% R ² of destination emotions: 0,71 (PLS) R ² of behavioural intentions: 0,49 (PLS) Indirect effect of destination emotions on behavioural intentions, with place attachment as mediator, 0,47, sig. 99,9% Confirmed
H8: Place attachment has a positive and significant effect on behavioural intentions to visit the Porto wine cellars.	Coefficient trajectory: 0,32 (PLS) sig. 99,9% R ² of place attachment: 0,72 (PLS) R ² of behavioural intentions: 0,49 (PLS) Confirmed

3.7. Discussion and conclusions

The descriptive statistics show that all items of the constructs present identical means, all were similar between 5.98 and 6.76 quite above the middle of the scale. Regarding respondents profile, the results indicate a sample that by its size and diversity is indicative of the target population (n= 918). The wine tourists that visited the Porto wine cellars had on average 43 years, both men (51%) and women (49%), from various nationalities (most respondents are of foreign origin, with a greater expression of France (24,5%), UK (12,2%), Spain (10,8%). Germany (7,2%), Brazil (3,9%) and, finally, Portugal (2,6%) with less expression. Regarding academic qualifications, more than two thirds hold a university degree.

This study provided evidence that involvement, destination emotions (DE) and place attachment (PA) are definitely related to the behavioural intentions (BI) of the wine tourist. A synergetic effect between the proposed constructs allow for a more holistic view of wine tourist behaviour. This enables an understanding how tourists are involved in wine cellar visitations and the specific dynamics of the wine tourist behaviour.

All formulated hypotheses where statistically confirmed (see Table 3.13). However the strength of the different relationships in the structural model varies according the different construct combination. The relationship between personal involvement (PI) and destination emotions (H1) is the strongest relationship found on the structural model (path .749; t 18.541). The result corroborates the findings of recent studies (Gao *et al.*, 2013; Loureiro, Almeida & Rita, 2013; Soscia, 2013) establishing that the personal involvement also determines the emotions generated by the visits. PI combined with the wine product involvement (WPI), determines a R^2 of .706 in the DE. This implies that an increase in these two constructs allows for stronger intentions to (re)visit. This also suggests that and effort should be made in attracting tourist with both high personal and product involvement. Therefore these last two elements should be reinforced by the visit and the knowledge acquired in it. Also the combined effects (both directly and indirectly) between PI together with WPI and DE determine

significantly the place attachment that the tourist feel (R^2 of .720). This makes the personal involvement (PI) the most significant independent construct.

The DE relationship with PA (H6) is the second strongest relationship found in the model (path .453; t 5.630). Our results are confirmed in the context of the visits to the Porto wine cellars. Moreover DE proves to be the second most relevant construct. The combined effects between these 4 constructs (PI, WPI, DE and PA) have a lower determination power of around 50% (R^2 of .494) in the behavioural intentions. This is easily explained by the fact that as the data was collected after the visits, their intentions had to decrease. The H6 (destination emotions are the antecedent of place attachment) provides empirical support for the practical discussion on the place attachment in wine tourism thus corroborating the few studies that suggested that DE can be a predictor of place attachment (Farber & Hall, 2007; Giuliani & Feldman, 1993; Kyle & Chick, 2007; Manzo, 2003). The result indicate that when the destination (Porto wine cellars) creates strong and positive emotions in the wine tourist, the attachment (identity and dependence) that the wine tourist develop upon the visit will be consequently higher. The strength of the relationship of place attachment with behavioural intentions is much higher than the destination emotions. Therefore, it is understood that, for the wine tourist, the strong attachment to the cellars (path .319) and the place where they are located seems to be more determinant than the emotions created in the visit to the cellars (path .162). This is clearly an aspect that need further development by the Porto wine cellars touristic managers, allowing them to structure their overall efforts more effectively in the wine tours and visits, to lead to an increase in the wine tourist loyalty to this WTD.

The relationship between PA and BI (H8) is the third strongest relationship (path .319; t 4.498). Thus, it can infer that PA presents himself as the third most relevant construct. The result corroborates the findings of other studies (Hall *et al.*, 2000; Getz, 1999; Mazaheri, Richard & Laroche, 2012; Sparks, 2007). It also contributes to the synergetic effect along with the other constructs (PI, WPI, DE and PA) on the BI. Porto wine cellars provides an attachment in consonance with the specific identity and dependence characteristics of its place, appreciated by wine tourists during their visits, which then reflect a greater or lesser in their behaviour (BI).

The PI relationship with BI (H2) is the fourth strongest relationship (path .272; t 3.099). The result is in line with what is pointed out by Gursoy & Gavcar (2003); Kyle *et al.* (2004); Sparks (2007); Prayag & Ryan (2012) and Prebensen *et al.* (2013). This implies that an involvement which is, for example, beneficial, valuable and significant, maximizes the personal involvement and consequently the behavioural intentions of the wine tourists in their visits to Porto wine cellars. This suggests that an effort should be made to improve and enhance this interplay by the cellar's touristic managers.

The relationship between PI and PA (H3) is the fifth strongest relationship (path .263; t 3.488). The result confirms the findings of the past studies (Chiu *et al.*, 2014; Gross & Brown, 2008; Hou, Lin & Morais, 2005; Hwang, Lee & Chen 2005; Kyle *et al.* 2004; Williams, Patterson & Roggenbuck, 1992) determining a significant and direct path between these constructs, but particularly in the Porto wine cellars.

The relationship between WPI and PA (H5) is the sixth strongest relationship (path .232; t 4.811). There are several of recent research results pointing to a relationship between product involvement and place attachment in other sectors (Alant & Bruwer, 2004; Bruwer & Alant, 2009; Getz & Brown, 2006b; Roberts & Sparks, 2006; Yuan, Morrison & Linton, 2005). The result of H5 reinforces particularly the findings of Gross & Brown (2008) that confirmed that wine product involvement has a direct effect on place attachment. This finding also demonstrated that the specificity of the Porto wine cellars allow, through the wine involvement, an attachment related to the identity and dependence perceived during the visits. The results also revealed that the wine product involvement imply a greater connection with the attachment to the cellars (path .232) compared with the emotions created by the cellars (path .143). This can be explained by the fact that involvement is related to the wine intrinsic attributes. Porto wine is a very specific product with key features (Raham & Reynolds, 2015), that are inherent and associate directly to the *touristic terroir* (Hall & Mitchell, 2002) and to the nature of the product (Veale & Quester, 2009). To add to this view, also the authenticity, heritage value and iconicity (Ram, Björk & Weidenfeld, 2016), such as the appeal of wine regions based on “difference of place” (Bruwer, 2003) (considering the Porto wine

cellars in this study) also contribute to strengthen this connection between the wine product involvement and the place attachment.

Our study demonstrates that the relationship between destination emotions and behavioural intentions (H7) and is one of two least strong relationships (path .162; t 2.084) on the structural model. The result corroborates the findings of Baker & Crompton (2000); Bigné *et al.* (2005); Faullant *et al.* (2011); Grappi & Montanari (2011); Han & Jeong (2013); Jang & Namkung (2009); Lee & Shen (2013); Prayag, Osany & Odeh (2013); White (2002); White & Scandale (2005) and Yuksel & Yuksel (2007) in different fields. Our results adding this positive and significant effect between DE and BI (H7) specifically in the Porto wine cellars field.

The relationship between wine product involvement and destination emotions (H4), although significant and positively proven, is the least strong relationship (path .143; t 3.656). There is no previous study examining these relationship in touristic and vinous context, although there are recent research that supports this (Ali-Knight & Carlsen, 2003; Barber *et al.*, 2008; Bruwer & Alant, 2009; Charters & Pettigrew, 2005; Famularo *et al.*, 2010; Keonig-Lewis & Palmer, 2008; Mora & Moscarola, 2010; Sparks, 2007). Given this empirical evidence, the Porto wine involvement explains the degree of destination emotions with the visits, taking into account the other Porto wine related-activities, Porto wine tastings as well as the prior knowledge of Porto wine.

The mediators' effects have been largely overlooked in the prior studies in the wine tourist behaviour. In the context of a structural model they assume a crucial relevance to understand the dynamics and interdependency of the constructs of the model. Five different mediators' effects were also measured. It was found that destination emotions (DE) have a mediator effect on place attachment (VAF of 56.3% and 21.8%) and behavioural intentions (VAF of 30.8%), and place attachment has a mediator effect on behavioural intentions (VAF of 47.1% and 23.6%). The most important mediators' effects are between the destination emotions (PI – DE – PA) and place attachment (DE – PA – BI). This implies that these two constructs (DE and PA) partially mediate the structural model. Furthermore, in practice these two constructs have a synergistic effect

on the entire structural model. When comparing the two types of involvement, the results imply that PI is more mediated by DE than by PA. WPI is only mediated by DE and, consequently, DE is only mediated by PA. In the hypotheses as well as in mediating the effects, PI is highlighted of the remaining constructs. More concretely, the mediators' variables imply and reinforce, simultaneously, the interdependence between the involvement (PI and WPI) and the BI in the indirect relationships. In addition, the analysis shows that the mediators' effects potentiate the direct effect in the relationships.

The selected scales have been validated in prior on their studies, such as consumer behaviour, leisure, marketing and tourism contexts. Only a few items needed to be adapted to the wine tourism context, and some other items were excluded due to redundancy between them. The validation of the structural model was confirmed by multivariate statistical analysis with SEM using the PLS (vs.3), concluding the relevance of the model by the use of the PLS-SEM.

3.8. Practical implications

The findings may offer important implications for managing wine destination services, such as positioning and reinforce the consolidation of destination branding of the Porto wine cellars. The analysis of the results suggests new implications on behavioural intentions of the wine tourist. The findings are particularly valuable to wine tourism destination marketers with direct or indirect responsibility to develop strategic planning in order to attract and retain the wine tourists to visit their activities and wine attractions included in the visits.

Some implications concern the management of Porto wine cellars. In this perspective, involvement, destination emotions and place attachment should be considered key drivers for wine cellars managers since they evoke and favours a positive wine tourist travel behaviour.

The Porto wine cellars managers should develop of a more strategic and integrated way the attachment inherent to cellars (including the identity and dependence), assuming that, through of this study results, to wine tourists the place attachment seems to be more determinant in the visit to the cellars.

Both managers and wine tourist guides should further develop their system of guided tours, which would allow them to maintain and increase the wine tourist involvement with the Porto wine cellars. It is suggested a follow up through email contact, maintaining the wine tourists often informed about the events and wine tourism activities of the Porto wine cellars.

The wine involvement and the Porto wine tastings explain the destination emotions and place attachment of wine tourists, and it is essential there are different types of tastings, to understand the perceived importance of wine tasting, according to the wine knowledge level and their respective tasting techniques. Accordingly, it will be possible to create long term relationships with cellars and similar wine-related lifestyles.

Furthermore, the degree of interest, knowledge and curiosity during visits to Porto wine cellars ranges between wine tourism curious and wine tourism lover, may enhance the targeting of the wine tourists on guided tours.

3.9. Research limitations

As for the research limitations, the reduced data collection period (between August 24 and September 5, 2015) does not allowed generalize results to a semester, year or season, and the data collection only occurred in a unique geographic point (Porto wine cellars), and in four cellars (Taylor's, Crof, Ramos Pinto and Graham's), in the total of the main seven cellars, which can limit the generalization to other contexts, and, yet, due to budget constraint because this study is academic and was not funded.

Another limitation is related to the self-reported questionnaires, due to the environment in which wine tourists filled out the questionnaires, after their visits, in different

available areas of the cellars, but we could not do it in another location. Moreover, the missing values (12.3%) also represent a caveat, due to some incomplete and unanswered answers that were not considered for data analysis. A non-probabilistic convenience sample, although the quite large ($n = 918$) limits the research to some extent.

3.10. Suggestions for future research

The limitation regarding the identified reduced time period for data collection allows suggest a longitudinal evaluation of consumer behaviour in wine tourism not only in Porto wine cellars, but also to other WTD contexts, as wine hotels, other type of wine cellars such as the Champagne wine cellars, wineries or wine estates. It is suggested also that this study addresses other behavioural intentions (such as wine experience, wine attributes and sensory appeal, wine region values, motivations and wine lifestyle), and that is replicated in other WTD.

Also it would be useful evaluate the effect of socio-demographic moderating variables (age, education level, country of origin, job), to test their role and impact on data interpretation for wine tourist segmentation.

Considering that combined effects between four constructs (PI, WPI, DE and PA) have a lower determination power in the behavioural intentions, it is suggested measure these constructs before the visits, during decision making, in order to analyze and evaluate if behavioural intentions of the wine tourists increases in the visits to Porto wine cellars.

Therefore, it is also recommended to do a follow up of the research to evaluate if the behavioural intentions based on hard evidence like number of visits, duration, expenditure and nationality are favouring wine-related travel in relation to Porto wine cellars.

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FINAL CONCLUSIONS

i. Contributions of the research

The current body of research establishes the relevance of addressed threads in the consumer behaviour in wine tourism. Although the subjects of consumer behaviour covered in this study have been more popular in the research fields of marketing, leisure and tourism, the connection and combined use between them has never been explored in a wine tourism context. This research made some specific contributions to the existing literature. For the first time, this research applied, simultaneously, the combined use of PI, WPI, DE and PA, analyzing and evaluating the travel behaviour of the wine tourists in their visits to the Porto wine cellars.

This thesis was based on three chapters and it constituted a sequential and integrative logic, which arose from the evolutionary and consistent research work. The first chapter allowed building the content analysis paper that analyzed the main constructs, involvement and emotions, which are seen as essential elements of the consumer behaviour. The second chapter allowed building the conceptual paper that defined an approach to measure consumer behaviour in wine tourism, specifically the relationship between involvement, destination emotions and place attachment, to predict wine tourist behavioural intentions, based on defining the main constructs and respective prepositions. The second chapter allowed building the third chapter model. The first and second chapters were a very important support to the third chapter. The last chapter allowed building the research paper that was based on the empirical conceptual model of consumer behaviour in wine tourism, processing the relationship between PI, WPI, DE and PA in the Porto wine cellars and predicting BI. Thus, the sequence of three

chapters was considered essential, because it allowed the chaining of the measured constructs.

The non existence, in previous studies, of the key constructs that drive the wine tourist travel behaviour and behavioural intentions to visit the Porto wine cellars demonstrates the contribution of this thesis. Therefore, the conclusions of this research allowed adding more contributions to the body of scientific research in the analysis and evolution of consumer behaviour by mean of using the intersection of the constructs to get the kind of direct relationship between them by their relevance, proceeding to the multivariate statistical analysis using the PLS to assess the reliability and validity of the model, as well as test hypotheses and the magnitude of the relationship between them. This empirical study occurred in an area that is still not much explored, i.e., wine tourism context, and this study mainly focused on the Porto wine cellars, which makes this study innovative and valuable for the scientific community.

The key issue in our findings seems to be the neglected role of the measuring by managers and tour guides. Using the data as a tool for supporting decision making of the wine tourist travel behaviour and socio-demographic profile of the wine tourist, managers and tourist guides will obtain a superior value for the Porto wine cellars, looking at their specific characteristics and interest, in order for wine tourists to choose their wine tour as preferred destinations.

ii. Methodological contributions

Likewise, this study established the main gaps of how wine tourists behave and react in each of these constructs dimensions. This research improved the understanding of the main dimensions of the wine tourist behaviour, while adapting a data collection instrument that includes the most relevant constructs and dimensions, because the model applied worked in full.

Additionally, it adapted and validated the data collection instrument specifically for the WTD industry. In data collection procedure, a large and representative sample of the target population was obtained (918 valid respondents). The data collection instrument

integrated the main wine tourist behaviour constructs, giving a broader view of the travel behaviour and of its BI. Such perspective allows for a more holistic view of the behavioural concept of the wine tourist. This also allowed another input of the current research by enhancing the need to study the consumer behaviour in wine tourism from a multidimensional perspective.

The model was validated in a specific context, the Porto wine cellars. The first approach through descriptive statistical analysis was performed using SPSS Statistics (vs.22), and second approach to multivariate analysis was performed using the SEM modeling technique of the quantitative analysis using SmartPLS (vs.3).

The data collection instrument, model and data analysis techniques were strong enough in terms of their quantity and quality to sustain the drawn conclusions.

Moreover, the study reinforced the link between the constructs, and it also helped to clarify the combined role and impact that PI and WPI have in relation to DE and PA, and how it can be influenced by the key dimensions of BI in the visits.

Finally, by confronting the combined use of the constructs and dimensions that drive BI for the first time, the study enables a better analysis and evaluation of the real behaviour during the visits.

iii. Implications to management

This thesis presents some practical contributions and implications to management of the Porto wine cellars. In this perspective, this research study shed light on some weaknesses in offering related to the visits to Porto wine cellars. The most critical one is the notorious lack of segmentation of tourists and the different types of visits existing in the cellars. The wine tourists behavioural trends and wine-related travel options can change quickly if other type of cellars or other types of WTD are mainly discovered by the international wine tourists.

The place attachment that Porto wine cellars generate in wine tourists during their visits needs to be further developed and enhanced by touristic managers, in order to further determine the behavioural intentions, based on a stronger attachment understood by wine tourists. The attributes and critical success factors of the Porto wine cellars, such as, the authenticity, cultural and heritage value, can be best appreciated by wine tourists, depending on the practices applied by touristic managers in the future.

The managers of the Porto wine cellars should analyze the socio-economic impact of the visits in terms of expenditure, number of visits, duration and nationalities. This should be accomplished so as to evaluate whether international visitors from countries with higher PIB have influence in tourists to stay longer to visit the cellars and also if they visit the cellars in a greater number of days, and, also, if they buy more wine in the visits context. According to these implications for management, WTD managers and stakeholders should try their best to optimize the guided tours. They should supply, as much as possible, the motivations, needs and expectations of wine tourists.

WTD managers and stakeholders should increase their market research on behavioural intentions of the wine tourists in order to match their needs and wants, creating loyalty to the Porto wine brand. They have to evaluate directly and, simultaneously, have access to updated information about current wine consumers' trends and preferences.

This study has implications for the conceptualization and management of WTD and WTA. The findings from this study contribute positively to development and improvement of marketing strategies associated with Porto wine cellars, as well as, its positioning. This research allowed perceiving and identifying some weaknesses currently presented in the industry and sector of the wine tourism. The most critical weakness is the clear information gap about what drives the wine tourist when visiting the WTD, in terms of travel behaviour, namely the PI, WPI, DE and PA to predict the behavioural intentions, and the relationship between them.

Tour guides should take full advantage of their closer contact with wine tourists with a monitoring and more personalized and customized visit, and also start accessing and valuing recent scientific information and research that comes from more systematic and rigorous researches, increasing their information levels. One of the main concerns of the Porto wine cellars association should be raising the awareness of the need for more and better information by WTD managers to reflect on better performance in guided tours. From the marketing's point of view and the wine tourist market, they need to understand that these are two processes that must first begin with valid information gathering, rather than putting into action and emphasize the misfit promotion and positioning strategies, on the marketing tactical levels.

To give pursuit to the implications for management, future researches on the wine tourist consumer behaviour should be made, for instance, every semester, season or year and be controlled by an independent body that includes both managers and tour guides from this and other sectors and related industry, in order to allow some benchmarking of the best practices, and yield management of the visits, promoting and ensuring maximum satisfaction of tourists in visits, and also maximizing gains in sales in cellars, wineries, wine tours and long-term customer relationships and loyalty. This is necessary for cellars to differentiate their visits and wine products in an increasingly competitive wine market industry, on the demand side, for the successful Porto wine cellars in particular, and wine tourism destinations in general.

Likewise, the technical support should be based on established synergies with some universities that conduct research and progress in this area, and, for this reason, should provide a double benefit, as more technical expertise on the scope of the research and also a steady increase of applied research to this area.

We believe that there is a growing potential for managers to extract benefits from results of this thesis. Based on these facts, this study represents the beginning of this effort.

iv. Research limitations

There are some limitations and obstacles in scientific research study of this nature that sometimes lead to different directions in development in academic work. Logically, the research performed in the three chapters that compose this thesis also has its natural limitations in some aspects. In this way, some limitations of the research process were detected and are presented:

First limitation relates to the short period of the data collection (between August 24 and September 5), which did not allow to generalize the results in the season where there is the largest number of wine tourists visiting the Porto wine cellars. There was only availability to carry out the survey in the main four cellars in the total of seven main cellars, within the time frame constraints.

The second limitation is related to the non-probabilistic convenience sample which limits the research to some extent, despite the sample being characterized by its large size ($n = 918$) and also high coverage of the population. The missing values (12.3%) also represent a research limitation in current study, due to some incomplete and unanswered answers that were not considered for data analysis, and these missing values can be a contribution for a more complete data analysis.

The third limitation is related to the self-reported questionnaires, due to the environment in which wine tourists filled out the questionnaires, after their visits, in different available areas of the cellars, but it could not be done in another location.

v. Suggestions for future research

The research study always allows advances and progress through the application of new methodologies and analysis techniques, following new avenues of knowledge in the scientific community. Based on the approach developed along this thesis, the current research suggests several lines of research in different directions and perspectives for future researchers. In light of that, the suggestions for future research are as follows:

This thesis explored some of the key marketing and consumer behaviour concepts surrounding the visits to Porto wine cellars context, and aimed to set them in the context of wine tourism destination. The limitation identified in terms of the short period of data collection (two weeks) allows suggesting a cross sectional evaluation of the wine tourist behaviour in the Porto wine cellars, as well as in other cellars, such as the Champagne wine cellars, wine hotels, wine estates or still in other wineries. However, it is of interest to use the conceptual model that got reliability and validity of measurement, model and global adjustment quality that responded to the identified gaps, and which led to relevant information for the management of the Porto wine cellars visits, through the application of a similar methodology in longitudinal studies, for these findings to be tested, addressing the limitations presented here, in order to establish the generalizability and consistency of the model. This model could also to be replicated in other great wine capitals (in total there are 8) to establish a comparative analysis between all great wine capitals of the world, with independent samples, to analyze and evaluate the differences and similarities between them.

Furthermore, this study suggests an evaluation of the effect of socio-demographic moderating variables (age, education level, country of origin, and job), to test their importance in the interpretation of data for wine tourists segmentation. Do a follow up of the research to evaluate if the behavioural intentions based on hard evidence like number of visits, duration, expenditure and nationality, can be also recommended, to favour wine-related travel regarding the Porto wine cellars. Explore and analyze the differences and/or similarities of the involvement on the destination emotions and place attachment according to segmentation of the wine tourists: wine lover, wine connoisseur; wine novice, wine interested; hedonic aficionados; cautious enthusiasts; fastidious epicureans and functional differentiators.

It is suggested measuring four constructs (PI, WPI, DE and PA) before the visits, during decision making, in order to analyse and evaluate if the behavioural intentions of the wine tourists increases in the visits to Porto wine cellars, since in this study the data was collected after the visits and the behavioural intentions tended to decrease.

Another future research suggestion is related to understand the differences between PI, WPI, PI, DE and PA in the visits, whether it is a first-time or repeat visitor. Identifying wine tourists would likely become easier based on PI, WPI, DE and PA using various characteristics in an effort to segment them. Such in-depth consideration of wine tourist behaviour will help wine cellar managers and tour guides to understand their wine tourists better. Future research needs to investigate more and in-depth this effect. Future research also needs to incorporate more attributes of wine and WTD and find how their importance varies according to wine tourists' involvement levels, DE and PA.

This section of the suggestions for future research ends with a statement to reflect about "how can the wine tourism experience be enhanced?":

The paradigm of the old wine tourism consumer *vs.* new wine tourism consumer – what kind of wine tourist do we wish to attract? – attracting the right type of wine tourist is more important than promoting to attract large numbers.

Therefore, considerable scope exists for this line of research to be strengthened. In summary, we expect this study to add greatly to the extant body of scientific literature and also encourage future and advanced research accordingly.

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APPENDICES

Consumer Behaviour in Wine Tourism: destination emotions, involvement and place attachment in the wine tourist behaviour during the Porto wine cellars visits context

Appendix I: List of scales of the questionnaire to measure the conceptual model

I. Involvement Scales

<p>Scale Name: Personal Involvement Inventory (PII) <i>Reliability: 0.95</i></p>		
<p>Zaichkowsky, J. L. (1985): Measuring the involvement construct. Journal of Consumer Research, 12, 341–352.</p>		
<p><i>Items: 20</i></p>		
<p>To me (object to be judged) is:</p>		
important	_____	unimportant
of no concern	_____	of concern to me
irrelevant	_____	relevant
means a lot to me	_____	means nothing to me
useless	_____	useful
valuable	_____	worthless
trivial	_____	fundamental
beneficial	_____	not beneficial
matters to me	_____	doesn't matter
uninterested	_____	interested
significant	_____	insignificant
vital	_____	superfluous
boring	_____	interesting
unexciting	_____	exciting
appealing	_____	unappealing
mundane	_____	fascinating
essential	_____	nonessential
undesirable	_____	desirable
wanted	_____	unwanted
not needed	_____	needed
<p>Items on the left are scored (1) low involvement to (7) high involvement on the right. Totalling the items gives a score from a low of 20 to a high of 140.</p>		
<p><u>Measure construct: PI</u></p>		
<p><u>Items selected:</u></p>		
<p>Important _____ unimportant</p>		
<p>Of no concern _____ of concern to me</p>		
<p>Irrelevant _____ relevant</p>		
<p>Means a lot to me _____ means nothing to me</p>		
<p>Valuable _____ worthless</p>		
<p>Beneficial _____ not beneficial</p>		
<p>Significant _____ insignificant</p>		
<p>Vital _____ superfluous</p>		
<p>Boring _____ interesting</p>		
<p>Unexciting _____ exciting</p>		
<p>Mundane _____ fascinating</p>		
<p>Essential _____ nonessential</p>		
<p>Undesirable _____ desirable</p>		
<p>Not needed _____ needed</p>		

<p>Scale Name: Consumer Involvement Profile (CIP)</p> <p><i>Reliability:</i> importance: 0.80, sign: 0.90; pleasure: 0.88; risk importance: 0.82; risk probability: 0.72</p> <p>Laurent, G., & Kapferer, J. N. (1985): Measuring consumer involvement profiles. <i>Journal of Marketing Research</i>, 22, 41–53.</p>																		
<p><i>Items:</i> 16</p> <table border="1"> <tr> <td>Consumer involvement profile: CIP (Laurent e Kapferer, 1985)</td> </tr> <tr> <td>When you choose _____, it is a big deal if you make a mistake.*</td> </tr> <tr> <td>It is really annoying to purchase _____ that are not suitable.</td> </tr> <tr> <td>If, after I bought _____, my choice(s) prove to be poor, I would be really upset.</td> </tr> <tr> <td>Whenever one buys _____, one really knows whether they are the ones that should have been bought.</td> </tr> <tr> <td>When I face a shelf of _____, I always feel a bit at a loss to make my choice.</td> </tr> <tr> <td>Choosing _____ is rather complicated.</td> </tr> <tr> <td>When one purchases _____, one is never certain of one's choice.</td> </tr> <tr> <td>You can tell a lot about a person by the _____ he or she chooses.</td> </tr> <tr> <td>The _____ I buy gives a glimpse of the type of man/woman I am.</td> </tr> <tr> <td>The _____ you tells a little about you.</td> </tr> <tr> <td>It gives me pleasure to purchase _____.</td> </tr> <tr> <td>Buying _____ is like buying a gift for myself.</td> </tr> <tr> <td>_____ is somewhat of pleasure to me.</td> </tr> <tr> <td>I attach great importance to _____.</td> </tr> <tr> <td>One can say _____ interests me a lot.</td> </tr> <tr> <td>_____ is a topic which leaves me totally indifferent.*</td> </tr> <tr> <td>*Denotes items reverse scored.</td> </tr> </table>	Consumer involvement profile: CIP (Laurent e Kapferer, 1985)	When you choose _____, it is a big deal if you make a mistake.*	It is really annoying to purchase _____ that are not suitable.	If, after I bought _____, my choice(s) prove to be poor, I would be really upset.	Whenever one buys _____, one really knows whether they are the ones that should have been bought.	When I face a shelf of _____, I always feel a bit at a loss to make my choice.	Choosing _____ is rather complicated.	When one purchases _____, one is never certain of one's choice.	You can tell a lot about a person by the _____ he or she chooses.	The _____ I buy gives a glimpse of the type of man/woman I am.	The _____ you tells a little about you.	It gives me pleasure to purchase _____.	Buying _____ is like buying a gift for myself.	_____ is somewhat of pleasure to me.	I attach great importance to _____.	One can say _____ interests me a lot.	_____ is a topic which leaves me totally indifferent.*	*Denotes items reverse scored.
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One can say _____ interests me a lot.																		
_____ is a topic which leaves me totally indifferent.*																		
*Denotes items reverse scored.																		
<p><u>Measure construct:</u> CIP</p> <p><u>Dimension/Items selected:</u></p> <p><u>Pleasure/interest</u></p> <p>It gives me pleasure to purchase _____</p> <p>Buying _____ is like buying a gift for myself</p> <p>_____ is somewhat of pleasure to me</p> <p>I attach great importance to _____</p> <p>One can say _____ interests me a lot</p> <p>Note: The risk probability and risk importance dimensions and respective items are not selected because do not apply to the focus of the objective of the questionnaire.</p>																		

<p>Scale Name: Consumer Involvement Profile (CIP)</p> <p><i>Reliability:</i> dimensions below</p>
<p>Gursoy, D., & Gavcar, E. (2003): International Leisure Tourists' Involvement Profile. <i>Annals of Tourism Research</i>, 30(4), 906–926.</p>
<p><i>Dimensions:</i> pleasure/interest, risk probability and risk importance <i>Items:</i> 10</p> <p><u>Pleasure/Interest - 0.79</u> Buying a vacation is like buying a gift for myself A vacation is somewhat of a pleasure to me I attach great importance to a vacation One can say vacation destinations interests me a lot</p> <p><u>Risk Probability - 0.76</u> Whenever one buys a vacation, one never really knows whether it is the one that should have been bought When I face a variety of vacation choices, I always feel a bit at loss to make my choice Choosing a vacation destination is rather complicated When one purchases a vacation, one is never certain of one's choice</p> <p><u>Risk Importance - 0.61</u> It is really annoying to purchase a vacation that is not suitable If, after I bought a vacation, my choice proves to be poor, I would be really upset</p>
<p><u>Measure construct:</u> consumer involvement profile</p> <p><u>Dimension/Items selected:</u></p> <p><u>Pleasure/interest</u> Buying a vacation is like buying a gift for myself A vacation is somewhat of a pleasure to me I attach great importance to a vacation One can say vacation destinations interests me a lot</p> <p>Note: The risk probability and risk importance dimensions and respective items are not selected because do not apply to the focus of the objective of the questionnaire.</p>

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Scale Name: Wine Involvement Scale (WIS)						
<i>Reliability:</i> expertise: 0.90; enjoyment: 0.86; Symbolic centrality: 0.79						
Brown, G. P., Havitz, M. E., & Getz, D. (2006): Relationship between wine involvement and wine-related travel. <i>Journal of Travel & Tourism Marketing</i> , 21, 31–46.						
<i>Dimensions:</i> expertise, enjoyment and symbolic centrality						
<i>Items:</i> 15						
Item	New item	Mean (s.d.)	Factors			Communalities
			Expertise	Enjoyment	Symbolic Centrality	
I am knowledgeable about wine	Yes	3.1 (1.0)	.81	---	---	.742
People come to me for advice about wine	Yes	2.7 (1.3)	.79	---	---	.674
Much of my leisure time is devoted to wine-related activities	Yes	2.6 (1.2)	.74	---	---	.681
I have invested a great deal in my interest in wine	Yes	2.9 (1.2)	.73	---	---	.748
Wine represents a central life interest for me	No	3.1 (1.1)	.73	---	---	.705
I like to purchase wine to match the occasion	Yes	3.8 (1.0)	---	---	.78	.677
My interest in wine says a lot about type of person I am	No	2.7 (1.1)	.51	---	.65	.682
Many of my friends share my interest in wine	No	3.4 (1.0)	---	---	.61	.487
Deciding which wine to buy is an important decision	No	3.8 (.9)	---	.54	.58	.636
I like to gain the health benefits associated with drinking wine	Yes	3.4 (1.0)	---	---	.56	.451
For me, drinking wine is a particularly pleasurable experience	No	4.5 (.8)	---	.78	---	.677
I wish to learn more about wine	Yes	4.0 (.9)	---	.77	---	.674
I have a strong interest in wine	No	3.9 (1.0)	.48	.73	---	.771
My interest in wine has been very rewarding	Yes	3.6 (1.0)	.55	.62	---	.743
My interest in wine makes me want to visit wine regions	Yes	3.8 (1.1)	.46	.53	---	.531
Eigenvalues			8.52	1.40	1.11	
Percent total variance			26.75	20.90	17.26	
Cumulative variance			26.75	47.65	64.91	
Sub-scale alpha			.90	.86	.79	

Measure construct: Involvement with Porto wine product

Dimension/items selected:

Expertise

I am knowledgeable about wine
 Much of my leisure time is devoted to wine-related activities
 I have invested a great deal in my interest in wine
 Porto wine represents a central life interest for me

Enjoyment

For me, the Porto wine tastings are a particularly pleasurable experience
 I wish to learn more about wine
 I have a strong interest in Porto wine
 My interest in Porto wine makes me want to visit the cellars

Note: The symbolic centrality dimension and respective items are not selected because do not apply to the focus of the objective of the questionnaire.

I. Emotion Scales

<p>Scale Name: Destination Emotion Scale (DES)</p> <p><i>Reliability: Joy: 0.87; Love: 0.86; Positive surprise: 0.84</i></p>
<p>Hosany, S., & D. Gilbert. (2010): Measuring Tourists' Emotional Experiences toward Hedonic Holiday Destinations. <i>Journal of Travel Research</i>, (4)49, 513–26.</p>
<p><i>Dimensions: 3</i> <i>Items: 15</i></p> <p><u>Joy – 0.87</u> I feel cheerful I feel a sense of delight I feel a sense of enthusiasm I feel a sense of joy I feel a sense of pleasure</p> <p><u>Love – 0.86</u> I feel a sense of affection I feel a sense of caring I feel a sense of love I feel a sense of tenderness I feel Warm-hearted</p> <p><u>Positive Surprise – 0.84</u> I feel a sense of astonishment I feel a sense of amazement I feel fascinated I feel a sense of inspiration I feel a sense of surprise</p>
<p><u>Measure construct:</u> destination emotions (DE)</p> <p><u>Dimensions/items selected:</u></p> <p><u>Joy</u> I feel a sense of delight I feel a sense of enthusiasm I feel a sense of joy I feel a sense of pleasure</p> <p><u>Love</u> I feel a sense of affection I feel a sense of love I feel a sense of tenderness I feel Warm-hearted</p> <p><u>Positive Surprise</u> I feel a sense of astonishment I feel fascinated I feel a sense of inspiration I feel a sense of surprise</p>

Scale Name: Positive Affect and Negative Affect Scale (PANAS) <i>Reliability:</i> Positive affect: 0.86 to 0.90; Negative affect: 0.84 to 0.87
Watson, D., Clark, L. A., & Tellegen, A. (1988): Development and validation of brief measures of positive and negative affect: The PANAS scales. <i>Journal of Personality and Social Psychology</i> , 54, 1063–1070.
<i>Dimensions:</i> Positive affect (PA) and Negative affect (NA) <i>Items:</i> 20 <u>PA</u> Attentive, interested, alert, excited, enthusiastic, inspired, proud, determined, strong, active <u>NA</u> Distressed, upset, hostile, irritable, scared, afraid, ashamed, guilty, nervous, jittery
<u>Measure construct:</u> DE <u>Dimensions/items selected:</u> <u>PA</u> Interested, excited, enthusiastic, active <u>NA</u> Distressed, upset, irritable Note: This scale allows to evaluate the emotions depending on their occurrence intensity.

Scale Name: Consumption Emotions Set (CES) <i>Reliability:</i> ---
Richins, M. (1997): Measuring Emotions in the Consumption Experience. <i>Journal of Consumer Research</i> , 24, 127–146.
<i>Dimensions:</i> positive emotions, negative emotions and others <i>Items:</i> 20 <u>Positive emotions (PE)</u> Romantic love, love, peacefulness, content, optimism, joy, excitement <u>Negative emotions (NE)</u> Anger, discontent, worry, sadness, fear, shame, envy, loneliness <u>Others</u> Surprise, guilty, proud, eager, relieved

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Measure construct: DE

Dimensions/items selected:

PE
Optimism, joy, excitement

NE
Discontent

Note: This scale was developed to measure the emotions related to the consumption of a product/service and represents various emotions that the more often consumers feel when they purchase a product.

Scale Name: Pleasure, Arousal and Dominance (PAD)
Reliability: Pleasure: 0.95; Arousal: 0.83; Dominance: 0.78

Mehrabian, A., & Russell, J. A. (1974): An approach to environmental psychology. Cambridge, MA: M.I.T. Press.

Dimensions: Pleasure (P), Arousal (A) and Dominance (D)
Items (bipolar): 18

	1	2	3	4	5	6	7	
Unhappy								Happy
Calm								Excited
Unsatisfied								Satisfied
Controlled								Controlling
Sleepy								Wide Awake
Cared for								In control
Relaxed								Stimulated
Anoyed								Pleased
Despairing								Hopefull
Influenced								Influential
Dull								Jittery
Bored								Relaxed
Guided								Autonomous
Awed								Important
Unaroused								Aroused
Sluggish								Frenzied
Melancholy								Contented
Submissive								Dominant

Consumer Behaviour in Wine Tourism: destination emotions, involvement and place attachment in the wine tourist behaviour during the Porto wine cellars visits context

Measure construct: DE

Dimensions/items selected:

P

Unhappy – happy
Unsatisfied – Satisfied
Anoyed – Pleased
Bored – Relaxed
Melancholy – Contented

A

Calm – Excited
Sleepy – Wide awake
Relaxed – Stimulated
Dull – Jittery
Sluggish – Frenzied

D

Cared for – In control
Influenced – Influential
Guided – Autonomous
Awed – Important
Submissive – Dominant

Note 1: These selected items are the most used items to assess emotions in the field of tourism.

Note 2: The PAD scale is used to measure emotional responses to stimuli related with the environment and architectural spaces. This scale has been widely applied in the context of tourism. Among CES, PANAS and PAD scales, it is thought that PAD scale is most suitable for the study.

II. Place Attachment Scales

Scale Name: Place Attachment Scale (PAS)							
<i>Reliability:</i> items below							
Williams, D. R., & Vaske, J. J. (2003): The Measurement of Place Attachment: Validity and Generalizability of a Psychometric Approach. <i>Forest Science</i> , 49(6), 830–840.							
<i>Dimensions:</i> place identity (PI) and place dependence (PD)							
<i>Items:</i> 12							
Table 2. Reliability and confirmatory factor analyses of place identity and place dependence items for each location.							
	Colorado State University Students				University of Illinois Students	Shenandoah National Park	Mt. Rogers
Place attachment items ^a	Rocky Mountain National Park	Cameron Pass	Poudre River	Horsetooth Reservoir			
Place Identity							
I feel "X" is a part of me.	0.85	0.78	0.85	0.83	0.81	0.81	0.90
"X" is very special to me.	0.76	0.90	0.75	0.90	0.79	n.a. ^c	0.66
I identify strongly with "X".	0.86	0.84	0.91	0.83	0.84	0.89	0.90
I am very attached to "X".	0.85	0.88	0.87	0.89	0.79	0.78	0.83
Visiting "X" says a lot about who I am.	0.74	0.64	0.71	0.75	0.62	0.55	n.a. ^c
"X" means a lot to me.	0.79	0.89	0.79	0.83	0.81	n.a. ^c	0.62
Cronbach's alpha	0.91	0.92	0.92	0.94	0.90	0.84	0.90
Place dependence							
"X" is the best place for what I like to do.	0.82	0.78	0.69	0.71	0.71	0.80	0.85
No other place can compare to "X".	0.63	0.77	0.62	0.74	0.78	0.75	0.88
I get more satisfaction out of visiting "X" than any other.	0.89	0.88	0.85	0.87	0.85	0.84	0.89
Doing what I do at "X" is more important to me than doing it in any other place.	0.93	0.93	0.85	0.86	0.78	0.81	0.88
I wouldn't substitute any other area for doing the types of things I do at "X".	0.77	0.88	0.63	0.64	0.66	0.76	0.84
The things I do at "X" I would enjoy doing just as much at a similar site.	0.02 ^b	0.11 ^b	0.30	0.13 ^b	0.28	0.45	n.a. ^c
Cronbach's alpha	0.83	0.86	0.81	0.82	0.85	0.89	0.94
Sample size	65	65	65	65	308	2100	510
^a "X" refers to the specific location.							
^b Not significant.							
^c n.a.: item "not available" for this analysis.							
<u>Measure construct:</u> PI and PD							
<u>Dimensions/items selected:</u>							
<u>PI</u>							
"X" is very special to me							
I identify strongly with "X"							
I am very attached to "X"							
"X" means a lot to me							
<u>PD</u>							
I get more satisfaction out of visiting "X" than any other							
Doing what I do at "X" is more important to me than doing it in any other place							

Consumer Behaviour in Wine Tourism: destination emotions, involvement and place attachment in the wine tourist behaviour during the Porto wine cellars visits context

<p>Scale Name: Place Attachment Scale (PAS)</p> <p><i>Reliability:</i> items below</p>
<p>Gross, M., & Brown, G. (2006): Tourism experiences in a lifestyle destination setting: the roles of involvement and place attachment. <i>Journal of Business Research</i>, 59(6), 696–700.</p>
<p><i>Dimensions:</i> PI and PD <i>Items:</i> 8</p> <p><u>Place identity</u> I identify strongly with the “X” region – 0.84 I am very attached to the “X” region – 0.83 I have a strong connection with people who visit the “X” region – 0.76 The “X” region means a lot to me – 0.75</p> <p><u>Place dependence</u> I get more satisfaction out of visiting the “X” region than any other place – 0.86 Visiting the “X” region is more important to me than visiting any other place – 0.83 I enjoy visiting the “X” region more than any other place – 0.82 I wouldn't substitute any other place for the type of experience I have in the “X” region – 0.77</p>
<p><u>Measure construct:</u> PI and PD</p> <p><u>Dimensions/items selected:</u></p> <p><u>PI</u> I identify strongly with the “X” region I am very attached to the “X” region The “X” region means a lot to me</p> <p><u>PD</u> I get more satisfaction out of visiting the “X” region than any other place</p>

<p>Scale Name: Place Attachment Scale (PAS)</p> <p><i>Reliability:</i> place identity: 0.87; place dependence: 0.86</p>
<p>Kyle, G., Graefe, A., Manning, R., & Bacon, J. (2004): Effects of place attachment on users' perceptions of social and environmental conditions in a natural setting. <i>Journal of Environmental Psychology</i>, 24(2), 213–225.</p>
<p><i>Dimensions:</i> PI and PD <i>Items:</i> 8</p> <p><u>Place identity</u> This trail means a lot to me – 0.94 I am very attached to the Appalachian Trail – 0.96 I identify strongly with this trail – 0.97 I have a special connection to the Appalachian Trail and the people who hike along it – 0.89</p> <p><u>Place dependence</u> I enjoy hiking along the Appalachian Trail more than any other trail – 0.95 I get more satisfaction out of visiting this trail than from visiting any other trail – 0.96 Hiking here is more important than hiking any other place – 0.95 I would not substitute any other trail for the type of recreation I do here – 0.76</p>

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<p><u>Measure construct:</u> PI and PD</p> <p><u>Dimensions/items selected:</u></p> <p><u>PI</u> This trail means a lot to me I am very attached to the Appalachian Trail I identify strongly with this trail</p> <p><u>PD</u> I enjoy hiking along the Appalachian Trail more than any other trail I get more satisfaction out of visiting this trail than from visiting any other trail</p>

<p>Scale Name: Place Attachment Scale (PAS)</p> <p><i>Reliability:</i> place dependence: 0.86; place identity: 0.78</p>
<p>Yuksel, A., Yuksel, F., & Bilim, Y. (2010): Destination attachment: Effects on customer satisfaction and cognitive, affective and conative loyalty. <i>Tourism Management</i>, 31(2), 274–284.</p>
<p><i>Dimensions:</i> PI and PD <i>Items:</i> 6</p> <p><u>Place identity</u> I feel Didim is a part of me – 0.72 I identify strongly with Didim – 0.78 Visiting Didim says a lot about who I am – 0.72</p> <p><u>Place dependence</u> For the activities that I enjoy most, the settings and facilities provided by Didim are the best – 0.79 For what I like to do, I could not imagine anything better than the settings and facilities provided by Didim – 0.88 I enjoy visiting Didim and its environment more than any other destinations – 0.80</p>
<p><u>Measure construct:</u> PI and PD</p> <p><u>Dimensions/items selected:</u></p> <p><u>PI</u> I identify strongly with Didim</p> <p><u>PD</u> For what I like to do, I could not imagine anything better than the settings and facilities provided by Didim I enjoy visiting Didim and its environment more than any other destinations</p> <p>Note: Majority items of place attachment and place identity are common in the four place attachment scales shown above.</p>

Appendix II: Questionnaire

Questionnaire

Study on the wine tourist behaviour in Porto wine cellars

Dear wine tourist, This questionnaire aims to study the wine tourist travel behaviour in Porto wine cellars. This study is being conducted under a PhD in Marketing, specifically in Wine Tourist Consumer Behaviour at the Fernando Pessoa University in Porto. Your contribution by completing this questionnaire will be essential to complete this study.

The questionnaire is anonymous and your answers will remain confidential and we guarantee that they will be used for academic and research purposes only. Please answer each question seriously and honestly and your answers should reflect your own personal opinion.

Do not leave questions unanswered, so as not to compromise the veracity and validity of the study.

We would appreciate if you could spare a few minutes to participate in this academic study.

Part 1 - Visiting Porto wine cellars Please indicate for each statement how much you agree or disagree with it, evaluated by a Likert scale, which consists on a set of 7 points ranging from 1 - "strongly disagree" to 7 - "strongly agree". **1st Section - Destination emotions in Porto wine cellars 1.** Please mark an "X" for each statement, indicating your level of agreement, according to how you feel when visiting the Porto wine cellars.

	1 - Strongly disagree	2 - Disagree	3 - Somewhat disagree	4 - Neutral	5 - Somewhat agree	6 - Agree	7 - Strongly agree
When I visit the Porto wine cellars I feel a sense of delight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I visit the Porto wine cellars I feel a sense of enthusiasm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I visit the Porto wine cellars I feel a sense of joy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I visit the Porto wine cellars I feel a sense of pleasure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I visit the Porto wine cellars I feel a sense of affection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I visit the Porto wine cellars I feel a sense of love	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I visit the Porto wine cellars I feel a sense of tenderness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I visit the Porto wine cellars I feel warm-hearted	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I visit the Porto wine cellars I feel a sense of astonishment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I visit the Porto wine cellars I feel fascinated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I visit the Porto wine cellars I feel a sense of inspiration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I visit the Porto wine cellars I feel a sense of surprise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Please mark an "X" for each item of emotion, in the option that corresponds to your opinion, according to how you feel when participating in visits to the cellars of Porto wine.

	1	2	3	4	5	6	7
Unhappy/Happy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Calm/Excited	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unsatisfied/Satisfied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sleepy/Wide awake	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cared for/In control	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relaxed/Stimulated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Annoyed/Pleased	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Influenced/Influential	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dull/Jittery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bored/Relaxed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Guided/Autonomous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Awed/Important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sluggish/Frenzied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Melancholy/Contented	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Submissive/Dominant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2nd Section – Involvement Personal involvement with Porto wine cellars 3. Please mark an "X" for each item on the traits of involvement, in the option that corresponds to your opinion, according to how you feel with the cellars of Porto wine. Taking this into account, to me Porto wine cellars are:

	1	2	3	4	5	6	7
Unimportant/Important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Of no concern/Of concern to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Irrelevant/Relevant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Doesn't matter /Matters to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Worthless/Valuable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not beneficial/Beneficial	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Insignificant /Significant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Superfluous/Vital	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Boring/Interesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unexciting/Exciting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mundane/Fascinating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nonessential /Essential	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Undesirable/Desirable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not needed/Needed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Consumer involvement profile with Porto wine cellars in order to analyze the pleasure and interest of wine tourists 4. Please mark an "X" for each statement, indicating your level of agreement based on your pleasure and interest with Porto wine cellars.

	1 - Strongly disagree	2 - Disagree	3 - Somewhat disagree	4 - Neutral	5 - Somewhat agree	6 - Agree	7 - Strongly agree
I feel pleased when visiting Porto wine cellars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visiting Porto wine cellars is like buying a gift for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visiting these Porto wine cellars give me some pleasure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is very important to visit Porto wine cellars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visiting Porto wine cellars is of great interest to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Involvement with Porto wine product to explain the degree of emotion with visits 5. Please mark an "X" for each statement, indicating your level of agreement based on your involvement with the wine product from Porto, to explain the degree of emotion with visits.

	1 - Strongly disagree	2 - Disagree	3 - Somewhat disagree	4 - Neutral	5 - Somewhat agree	6 - Agree	7 - Strongly agree
I am knowledgeable about Porto wine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Much of my leisure time is devoted to Porto wine-related activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have invested a great deal in my interest in Porto wine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porto wine represents a central life interest for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
For me, the Porto wine tastings are a particularly pleasurable experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wish to learn more about Porto wine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have a strong interest in Porto wine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My interest in Porto wine makes me want to visit the cellars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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3rd Section – Place identity and place dependence with Porto wine cellars 6. Please mark an "X" for each statement, indicating your level of agreement based on your attachment to the place with the Porto wine cellars, to explain the identity of the place and the dependence of the place you have with visits.

	1 – Strongly disagree	2 – Disagree	3 – Somewhat disagree	4 – Neutral	5 – Somewhat agree	6 – Agree	7 – Strongly agree
I strongly identify with Porto wine cellars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visits to Porto wine cellars means a lot to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am very attached to Porto wine cellars for its history, culture and heritage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porto wine cellars are very special to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visiting Porto wine cellars is more important to me than going on other visits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy visiting Porto wine cellars and their environment more than any other place	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I get more satisfaction out of visiting Porto wine cellars than any other visits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
For what I like to do, I could not imagine anything better than the settings and facilities provided by Porto wine cellars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4th Section – Examining behavioural intentions to visit the Porto wine cellars 7. Please mark an "X" for each statement, indicating your level of agreement based on your behavioural intentions to visit the Porto wine cellars.

	1 – Strongly disagree	2 – Disagree	3 – Somewhat disagree	4 – Neutral	5 – Somewhat agree	6 – Agree	7 – Strongly agree
I will recommend these cellars to other people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will say positive things about these cellars to other people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will encourage friends and relatives to visit these cellars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will revisit these cellars in the next 3 years	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
According to destination emotions, the involvement and place attachment of the place the likelihood to visit Porto wine cellars is very strong to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Part 2 – Information about the visits to the Porto wine cellars 8. "It is very important for me the tastings of Porto wine during the visits in the Porto wine cellars". Taking into account this statement, please mark an "X" on the point that best indicates your level of agreement.

	1 – Strongly disagree	2 – Disagree	3 – Somewhat disagree	4 – Neutral	5 – Somewhat agree	6 – Agree	7 – Strongly agree
It is very important for me the tastings of Porto wine during the visits in the Porto wine cellars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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9. Identify the length of your stay to visit the Porto wine cellars expressed in number of days:

10. How much have you spent (€) on average during the visits (including the trip and hotel)?

11. "The effort of this expense (visit Porto wine cellars) in your trip budget was high". Taking into account this statement, please mark "X" on the point that best indicates your level of agreement.

	1 - Strongly disagree	2 - Disagree	3 - Somewhat disagree	4 - Neutral	5 - Somewhat agree	6 - Agree	7 - Strongly agree
The effort of this expense (visit Porto wine cellars) in your trip budget was high	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. This was the first time you visited the Porto wine cellars?

Yes

No. Please indicate the number of times you have previously visited the Porto wine cellars:

13. Are you visiting the wine cellars of Porto in late August/early September because you are on holidays?

Yes

No. Other reason:

14. Are you housed in Vila Nova de Gaia?

No

Yes. What type of accommodation?

15. What means of transport did you use to come to the cellars?

Car

Train

Walk

Taxi

Other. Which?

16. Who are you visiting the cellars with? (you may tick more than one answer)

Alone

With family

With friends

With business colleague

Others. Who?

Consumer Behaviour in Wine Tourism: destination emotions, involvement and place attachment in the wine tourist behaviour during the Porto wine cellars visits context

Part 3 - Socio-demographic wine tourist information

17. Gender

- Female
 - Male
-

18. Age

19. Country of origin

- Portugal
- Spain
- France
- Germany
- United Kingdom
- Brazil
- Other. Which country?

20. Education level

- Less than high school graduate
 - High school graduate
 - Degree
 - Master's degree
 - Doctorate degree
-

21. Job

- Businessman/manager
- Freelancer/self-employed
- Middle/senior employed management
- Civil servant
- Worker
- Pensioner/retired
- Domestic /unemployed
- Student
- Other. What?

Questionário

Estudo do comportamento do enoturista nas caves do vinho do Porto

Caro enoturista, Este questionário tem por objetivo estudar o comportamento de viagem do enoturista nas caves do vinho do Porto. Este estudo está a ser elaborado no âmbito do doutoramento em Marketing, especificamente no Comportamento do Consumidor Enoturista, na Universidade Fernando Pessoa, no Porto.

A sua contribuição através do preenchimento deste questionário será essencial para completar este estudo. O questionário é anónimo e as suas respostas permanecerão confidenciais e garantimos que será usado apenas para fins académicos e de investigação.

Por favor, responda cada pergunta de forma séria e honesta e as suas respostas devem refletir a sua própria opinião pessoal. Não deixe questões sem resposta, para não comprometer a veracidade e a validade do estudo. Agradecia se você pudesse despende alguns minutos para participar neste estudo académico.

Por favor, indique em cada afirmação, o quanto você concorda ou discorda com a mesma, avaliadas por uma escala de Likert, que consiste num conjunto de 7 pontos que variam de 1 – "discordo totalmente" a 7 – "concordo totalmente".

	1 – Discordo Fortemente	2 – Discordo	3 – Discordo parcialmente	4 – Neutro	5 – Concordo parcialmente	6 – Concordo	7 – Concordo plenamente
Quando visito as caves do vinho do Porto eu sinto uma sensação de deleite	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quando visito as caves do vinho do Porto eu sinto uma sensação de entusiasmo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quando visito as caves do vinho do Porto eu sinto uma sensação de alegria	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quando visito as caves do vinho do Porto eu sinto uma sensação de prazer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quando visito as caves do vinho do Porto eu sinto uma sensação de afeição	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quando visito as caves do vinho do Porto eu sinto uma sensação de apreço	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quando visito as caves do vinho do Porto eu sinto uma sensação de ternura	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quando visito as caves do vinho do Porto eu sinto-me com o coração cheio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quando visito as caves do vinho do Porto eu sinto uma sensação de espanto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quando visito as caves do vinho do Porto eu sinto-me fascinado	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quando visito as caves do vinho do Porto eu sinto-me inspirado	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quando visito as caves do vinho do Porto eu sinto-me surpreendido	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Por favor classifique, para cada item de emoção, na opção que corresponde à sua opinião, de acordo como você se sente quando participa nas visitas às caves do vinho do Porto.

	1	2	3	4	5	6	7
Infeliz/Feliz	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Calmo/Animado	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Insatisfeito/Satisfeito	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ensonado/Ativo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dependente/Independente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relaxado/Estimulado	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Zangado/Contente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Influenciado/Influenciador	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Com tédio/Interessado	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Aborrecido/Relaxado	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Guiado/Autónomo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inferiorizado /Importante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sem energia/Frenético	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Melancólico/Alegre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Submisso/Dominante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2.ª Secção - Envolvimento Envolvimento pessoal com as caves do vinho do Porto 3. Por favor classifique, para cada item sobre os traços do envolvimento, na opção que corresponde à sua opinião, de acordo como você se sente com as caves do vinho do Porto. Tendo isto em conta, para mim as caves do vinho do Porto são:

	1	2	3	4	5	6	7
Sem importância/Importantes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De nenhuma preocupação/De preocupação para mim	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Irrelevantes/Relevantes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Não significam nada para mim /Significam muito para mim	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sem valor /Valiosas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Não benéficas/Benéficas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Insignificantes/Significantes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supérfluas/Vitais	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aborrecidas/Interesantes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Desinteressantes/Excitantes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mundanas/Fascinantes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Não essenciais /Essenciais	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Indesejáveis/Desjáveis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Não essenciais /Essenciais	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Indesejáveis/Desjáveis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Desnecessárias/Necessárias	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Perfil de envolvimento do consumidor com as caves do vinho do Porto a fim de analisar o prazer e o interesse dos enoturistas 4. Por favor classifique, para cada afirmação, indicando o seu nível de concordância com base no seu prazer e interesse com as caves do vinho do Porto.

	1 - Discordo fortemente	2 - Discordo	3 - Discordo parcialmente	4 - Neutro	5 - Concordo parcialmente	6 - Concordo	7 - Concordo fortemente
Dá-me prazer visitar as caves do vinho do Porto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Realizar as visitas às caves do vinho do Porto é como comprar um presente para mim	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visitar estas caves de vinho do Porto significam algum prazer para mim	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu atribuo grande importância às visitas às caves do vinho do Porto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As visitas às caves do vinho do Porto são de grande interesse para mim	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Consumer Behaviour in Wine Tourism: destination emotions, involvement and place attachment in the wine tourist behaviour during the Porto wine cellars visits context

Envolvimento com o produto vinho do Porto para explicar o grau de emoção com as visitas 5. Por favor classifique, para cada afirmação, indicando o seu nível de concordância com base no seu envolvimento com o produto vinho do Porto, para explicar o grau de emoção com as visitas.

	1 – Discordo fortemente	2 – Discordo	3 – Discordo parcialmente	4 – Neutro	5 – Concordo parcialmente	6 – Concordo	7 – Concordo fortemente
Estou bem informado sobre o vinho do Porto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grande parte do meu tempo livre é dedicado a atividades relacionadas com o vinho do Porto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tenho investido muito do meu interesse em vinho do Porto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
O vinho do Porto representa um interesse central para mim	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Para mim, as provas do vinho do Porto são uma experiência particularmente agradável	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu gostaria de aprender mais sobre o vinho do Porto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu tenho um grande interesse em vinho do Porto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
O meu interesse em vinho do Porto faz-me querer visitar as caves	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3.ª Secção – Identidade do lugar e a dependência do lugar com as caves do vinho do Porto 6. Por favor classifique, para cada afirmação, indicando o seu nível de concordância com base no seu apego ao lugar com as caves do vinho do Porto, para explicar a identidade do lugar e a dependência do lugar que você tem com as visitas.

	1 – Discordo fortemente	2 – Discordo	3 – Discordo parcialmente	4 – Neutro	5 – Concordo parcialmente	6 – Concordo	7 – Concordo fortemente
Eu identifico-me fortemente com as caves do vinho do Porto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As visitas às caves do vinho do Porto significam muito para mim	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu estou muito ligado às caves do vinho do Porto pela sua história, cultura e património	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As caves do vinho do Porto são muito especiais para mim	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As visitas às caves do vinho do Porto são mais importantes para mim do que fazer outras visitas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu gosto de visitar as caves do vinho do Porto e o seu ambiente mais do que quaisquer outros locais	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu fico mais satisfeito em visitar as caves do vinho do Porto do que outras visitas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Para aquilo que eu gosto de fazer, eu não poderia imaginar algo melhor do que os contextos e instalações/recursos oferecidas pelas caves do vinho do Porto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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4.ª Secção – Intenções comportamentais para visitar as caves do vinho do Porto 7. Por favor indique, para cada afirmação, indicando o seu nível de concordância com base nas suas intenções comportamentais para visitar as caves do vinho do Porto.

	1 – Discordo fortemente	2 – Discordo parcialmente	3 – Discordo parcialmente	4 – Neutro	5 – Concordo parcialmente	6 – Concordo	7 – Concordo fortemente
Eu vou recomendar estas adegas a outras pessoas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu vou dizer coisas positivas sobre estas adegas a outras pessoas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu vou incentivar amigos e familiares para visitar estas caves	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu vou visitar estas adegas nos próximos 3 anos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De acordo as emoções, o envolvimento e o apego ao lugar, a probabilidade para visitar as caves do vinho do Porto é muito forte para mim	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Parte 2 – Informações sobre as visitas às caves do vinho do Porto 8. “São muito importantes para mim as degustações de vinho do Porto durante as visitas nas caves do vinho do Porto”. Tendo em conta esta afirmação, assinale o ponto que melhor indica o seu nível de concordância, por favor.

	1 – Discordo fortemente	2 – Discordo parcialmente	3 – Discordo parcialmente	4 – Neutro	5 – Concordo parcialmente	6 – Concordo	7 – Concordo fortemente
São muito importantes para mim as degustações de vinho do Porto durante as visitas nas caves do vinho do Porto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Identifique a duração da sua estadia para visitar as caves do vinho do Porto, expresso em número de dias:

10. Quanto é que gastou (€), em média, durante as visitas (incluindo a viagem e hotel)?

11. “O esforço deste gasto no orçamento da minha viagem para visitar as caves do vinho do Porto foi alta”. Tendo em conta esta afirmação, marque um “X” sobre o ponto que melhor indica o seu nível de concordância, por favor.

	1 – Discordo Fortemente	2 – Discordo parcialmente	3 – Discordo parcialmente	4 – Neutro	5 – Concordo parcialmente	6 – Concordo	7 – Concordo plenamente
O esforço deste gasto no orçamento da minha viagem para visitar as caves do vinho do Porto foi alta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Esta é a primeira vez que visita as caves do vinho do Porto?

Sim

Não. Por favor o número de vezes que já visitou as caves de vinho do Porto

13. Visitou as caves do vinho do Porto em finais de agosto/inícios de setembro por causa das suas férias?

Sim

Não. Outra razão

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14. Ficou alojado em Vila Nova de Gaia?

- Não
- Sim. Em que tipo de alojamento?
-

15. Qual é o meio de transporte usado para de deslocar até às caves?

- Carro
- Metro
- A pé
- Taxi
- Outro. Qual?
-

16. Com quem está a participar na visita? (pode assinalar mais do que uma resposta)

- Sozinho
- Família
- Amigos
- Colegas de trabalho
- Outros. Quais?
-

17. Parte 3 – Informações sociodemográficas do enoturista

Sexo

- Feminino
- Masculino
-

18. Idade

Pais de origem:

- Portugal
- Espanha
- França
- Alemanha
- Inglaterra
- Brasil
- Outro. Qual?
-

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20. Nível de ensino

- Ensino básico
 - Ensino secundário
 - Licenciatura
 - Mestrado
 - Doutoramento
-

21. Profissão:

- Empresário
 - Profissional liberal
 - Quadro médio/superior
 - Funcionário público
 - Operário
 - Pensionista/Reformado
 - Doméstico/Desempregado
 - Estudante
 - Outro. Qual:
-

Questionnaire

Étude du comportement de l'oenotouriste aux caves du vin Porto

Cher oenotouriste, Ce questionnaire vise étudier le comportement de voyage de l'oenotouriste aux caves du vin Porto. Cette étude est élaborée dans le cadre de mon doctorat en Marketing, particulièrement dans le Comportement du Consommateur Oenotouriste, à l'Université Fernando Pessoa, à Porto.

Votre contribution à travers le remplissage de ce questionnaire sera essentielle pour compléter mon étude.

Le questionnaire est anonyme et ses réponses resteront confidentielles et nous vous assurons qu'il ne sera utilisé que pour des fins académiques et de recherche.

Répondez, s'il vous plaît, à chaque question d'une façon sérieuse et honnête et vos réponses doivent refléter votre opinion personnelle. Ne laissez pas des questions sans réponse, pour ne pas remettre en cause la véracité et la validité de l'étude. Je vous remercie par avance si vous pourriez dépenser quelques minutes à participer dans cette étude académique.

1ère Partie - Visites aux caves du vin Porto Indiquez, s'il vous plaît, dans chaque affirmation, si vous êtes d'accord ou pas avec celle-là; les affirmations seront évaluées par l'échelle de Likert, qui consiste dans un ensemble de 7 points, dès 1 - «en total désaccord» à 7 - «entièrement d'accord». 1ère Section - Émotions du destin aux caves du vin Porto 1. Marquez, s'il vous plaît, un "X" pour chaque affirmation, en indiquant votre niveau de concordance d'après ce que vous sentez quand vous visitez les caves du vin Porto.

	1 - En total désaccord	2 - En désaccord	3 - Partiellement en désaccord	4- Neutre	5- Partiellement d'accord	6 - D'accord	7 - Entièrement d'accord
Quand je visite les caves du vin Porto, je sens une sensation de délice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quand je visite les caves du vin Porto, je sens une sensation d'enthousiasme	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quand je visite les caves du vin Porto, je sens une sensation de joie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quand je visite les caves du vin Porto, je sens une sensation de plaisir	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quand je visite les caves du vin Porto, je sens une sensation d'attachement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quand je visite les caves du vin Porto, je sens une sensation d'estime	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quand je visite les caves du vin Porto, je sens une sensation de tendresse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quand je visite les caves du vin Porto, je me sens en plein cœur	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quand je visite les caves du vin Porto, je sens une sensation d'étonne	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quand je visite les caves du vin Porto, je me sens fasciné	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quand je visite les caves du vin Porto, je me sens inspiré	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quand je visite les caves du vin Porto, je me sens surpris	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

1. Marquez, s'il vous plaît, un "X" pour chaque item d'émotion, dans l'option qui correspond à votre réponse, d'après ce que vous sentez quand vous participez aux visites aux caves du vin Porto.

	1	2	3	4	5	6	7
Malheureux/Heureux	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Calme/Animé	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Insatisfait/Satisfait	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Somnolent/Actif	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dépendant/Indépendant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Détendu/Stimulé	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
En colère/Content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Influencé/Au contrôle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Avec lassitude/Intéressé	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ennuyeux/Décontracté	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Guidé/Autonome	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Infériorisé/Important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sans énergie/Frénétique	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Consumer Behaviour in Wine Tourism: destination emotions, involvement and place attachment in the wine tourist behaviour during the Porto wine cellars visits context

Mélancolique/Ravi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Soumis/Dominant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2ème Section – Implication personnelle avec les caves du vin Porto 3. Marquez, s'il vous plaît, un "X" pour chaque item sur les lignes d'implication, dans l'option qui correspond à votre opinion, d'après ce que vous sentez aux caves du vin Porto. À cet égard, pour moi les caves du vin Porto sont:

	1	2	3	4	5	6	7
Sans importance/Importantes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D'aucune préoccupation/Source de préoccupation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hors de propos/Pertinentes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Elles ne signifient rien pour moi /Elles signifient beaucoup pour moi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sans valeur /Précieuses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pas bénéfiques/Bénéfiques	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Insignifiantes/Signifiantes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Superflues/Vitales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ennuyeuses/Intéressantes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inintéressantes/Excitantes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Banales/Fascinantes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pas essentielles /Essentielles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Indésirables/Désirables	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Superflues /Nécessaires	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Profil d'implication du consommateur aux caves du vin Porto a fin d'analyser le plaisir et l'intérêt des oenotouristes. 4. Marquez, s'il vous plaît, un "X" pour chaque affirmation, en indiquant votre niveau de concordance en ce qui concerne votre plaisir et intérêt avec les caves du vin Porto.

	1 – En total désaccord	2 – En désaccord	3 – Partiellement en désaccord	4– Neutre	5– Partiellement d'accord	6 – D'accord	7 – Entièrement d'accord
Visiter les caves du vin Porto me rends du plaisir	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Faire des visites aux caves du vin Porto c'est comme acheter un cadeau pour moi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Faire des visites aux caves du vin Porto me rends quelque plaisir	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les visites aux caves du vin Porto sont d'une énorme importance pour moi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les visites aux caves du vin Porto sont d'un grand intérêt pour moi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Implication avec le produit vin Porto pour expliquer le niveau d'émotion avec les visites 5. Marquez, s'il vous plaît, un "X" pour chaque affirmation, en indiquant votre niveau de concordance en ce qui concerne votre implication avec le produit vin Porto, pour expliquer le niveau d'émotion pendant les visites.

	1 – En total désaccord	2 – En désaccord	3 – Partiellement en désaccord	4– Neutre	5– Partiellement d'accord	6 – D'accord	7 – Entièrement d'accord
Je suis bien informé sur le vin Porto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Une grande partie de mon temps libre est dédiée à des activités liées au vin Porto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
J'ai investi beaucoup de mon intérêt dans le vin Porto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Consumer Behaviour in Wine Tourism: destination emotions, involvement and place attachment in the wine tourist behaviour during the Porto wine cellars visits context

Le vin Porto représente un intérêt vital pour moi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
À mon avis, les dégustations du vin Porto représentent une expérience particulièrement agréable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
J'aimerais en savoir plus à propos du vin Porto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Le vin Porto est de grand intérêt pour moi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mon intérêt dans le vin Porto me fait vouloir visiter les caves	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3ème Section - Identité du lieu et la dépendance du lieu avec les caves du vin Porto 6. Marquez, s'il vous plaît, un "X" pour chaque affirmation, en indiquant votre niveau de concordance en ce qui concerne votre attachement à l'endroit avec les caves du vin Porto, pour expliquer l'identité de l'endroit et la dépendance que vous avez de celui-ci quand vous visitez les caves.

	1 - En total désaccord	2 - En désaccord	3 - Partiellement en désaccord	4- Neutre	5- Partiellement d'accord	6 - D'accord	7 - Entièrement d'accord
Je m'identifie fortement avec les caves du vin Porto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les visites aux caves du vin Porto représentent beaucoup pour moi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je suis très attaché aux caves du vin Porto grâce à son histoire, culture et patrimoine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les caves du vin Porto sont très spéciales pour moi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les visites aux caves du vin Porto sont plus importantes pour moi par rapport à d'autres visites que je pourrais faire	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
J'aime bien visiter les caves du vin Porto et toute son ambiance par rapport à n'importe quel autre endroit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je me réjouis à visiter les caves du vin Porto par rapport à d'autres visites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
En raison de ce que j'aime faire, je ne pourrais rien imaginer de mieux que les contextes et les installations / les ressources offertes par les caves du vin Porto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4ème Section - Intentions comportementales pour rendre visite aux caves du vin Porto 7. Marquez, s'il vous plaît, un "X" pour chaque affirmation, en indiquant votre niveau de concordance en ce qui concerne vos intentions comportementales pour rendre visite aux caves du vin Porto.

	1 - En total désaccord	2 - En désaccord	3 - Partiellement en désaccord	4- Neutre	5- Partiellement d'accord	6 - D'accord	7 - Entièrement d'accord
Je vais recommander ces caves au vin à d'autres personnes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je dirais des choses positives à propos de ces caves au vin à d'autres personnes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je vais encourager les amis et la famille à rendre visite à ces caves au vin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je reviendrai à ces caves au vin pour les prochaines trois années	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Selon les émotions, l'implication et l'attachement à l'endroit, la probabilité de rendre visite aux caves du vin Porto est très forte pour moi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Consumer Behaviour in Wine Tourism: destination emotions, involvement and place attachment in the wine tourist behaviour during the Porto wine cellars visits context

2ème Partie – Informations sur les visites aux caves du vin Porto 8. «Les dégustations du vin Porto, pendant les visites à ses caves, sont très importantes pour moi». Conformément cette affirmation, marquez, s'il vous plaît, un "X" sur le point qui reflète le mieux votre niveau de concordance.

	1 – En total désaccord	2 – En désaccord	3 – Partiellement en désaccord	4– Neutre	5– Partiellement d'accord	6 – D'accord	7 – Entièrement d'accord
Les dégustations du vin Porto, pendant les visites à ses caves, sont très importantes pour moi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Indiquez, en jours, la durée de votre séjour pour rendre visite aux caves du vin Porto :

10. Combien avez-vous dépensé (€), en moyenne, pendant les visites (y compris voyage et hôtel)?

11. «L'effort de cette dépense dans le budget de mon voyage pour visiter les caves du vin Porto a été élevé». En raison de cette affirmation, marquez, s'il vous plaît, un «X» sur le point que reflète le mieux votre niveau de concordance.

	1 – En total désaccord	2 – En désaccord	3 – Partiellement en désaccord	4– Neutre	5– Partiellement d'accord	6 – D'accord	7 – Entièrement d'accord
L'effort de cette dépense dans le budget de mon voyage pour visiter les caves du vin Porto a été élevé	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. C'est la première fois que vous visitez les caves du vin Porto?

Oui

Non. Indiquez, s'il vous plaît, combien de fois vous avez déjà visité les caves du vin Porto :

13. Avez-vous visité les caves du vin Porto à la fin du mois d'août/début d 'septembre en raison de vos vacances?

Oui

Non. Autre raison

14. Avez-vous resté logé à Vila Nova de Gaia?

Non

Oui. Quel type de logement avez-vous utilisé?

15. Quel moyen de transport avez-vous utilisé pour vous déplacer jusqu'aux caves?

Voiture

Métro

A pied

Taxi

Autre. Lequel?

Consumer Behaviour in Wine Tourism: destination emotions, involvement and place attachment in the wine tourist behaviour during the Porto wine cellars visits context

16. Avec qui participez-vous à cette visite? (Vous pouvez signaler plus qu'une réponse)

- Tout seul
 - En famille
 - Avec les amis
 - Avec un collègue de travail
 - Avec d'autres. Qui?
-

3ème Partie – Informations sociodémographiques de l'oenotouriste 17. Sexe

- Féminin
 - Masculin
-

18. Age

19. Pays d'origine:

- Portugal
 - Espagne
 - France
 - Allemagne
 - Angleterre
 - Brésil
 - Autre. Lequel?
-

20. Niveau d'enseignement

- Enseignement de base
 - Enseignement secondaire
 - Diplôme
 - Maîtrise
 - Doctorat
-

21. Profession:

- Entrepreneur
 - Profession libérale
 - Encadrement intermédiaire / supérieur
 - Fonctionnaire publique
 - Ouvrier
 - Retraité
 - Employé de maison/au chômage
 - Etudiant(e)
 - Autre. Laquelle?
-

Encuesta

Caro enoturista,

Esta encuesta tiene por objetivo estudiar el comportamiento de viaje del enoturista en las bodegas del vino de Oporto. Este estudio está siendo elaborado en el ámbito del doctorado en Marketing, específicamente en el Comportamiento del Consumidor Enoturista, en la Universidad Fernando Pessoa, en Oporto. Su contribución al completar esta encuesta será esencial para este estudio.

Esta encuesta es anónima y sus respuestas permanecerán confidenciales y le garantizamos que será usado solo para fines académicos y de investigación. Por favor, conteste cada pregunta de forma seria y honesta y sus respuestas deben reflejar su propia opinión personal.

No deje preguntas sin respuesta, para no comprometer la veracidad y la validez del estudio.

Le agradezco por pasar unos minutos participando en este estudio académico.

Parte 1 – Visitas a las bodegas del vino de Oporto

Por favor, indique en cada afirmación, el cuanto usted concuerda o discuerda con la misma, evaluadas por una escala de Likert, que consiste en un conjunto de 7 puntos que varían de 1 - "discuerdo totalmente" a 7 - "concuerdo totalmente".

1.ª Sección - Emociones del destino en las bodegas del vino de Oporto

1. Por favor indique una "X", para cada afirmación, indicando su nivel de concordancia, de acuerdo con el modo como usted se siente al visitar las bodegas del vino de Oporto.

	1 – Discuerdo Fuertemente	2 – Discuerdo	3 – Discuerdo parcialmente	4 – Neutro	5 – Concuerdo parcialmente	6 – Concuerdo	7 – Concuerdo plenamente
Cuando visito las bodegas del vino de Oporto siento una sensación de deleite	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cuando visito las bodegas del vino de Oporto siento una sensación de entusiasmo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cuando visito las bodegas del vino de Oporto siento una sensación de alegría	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cuando visito las bodegas del vino de Oporto siento una sensación de placer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cuando visito las bodegas del vino de Oporto siento una sensación de afección	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cuando visito las bodegas del vino de Oporto siento una sensación de estima	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cuando visito las bodegas del vino de Oporto siento una sensación de ternura	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cuando visito las bodegas del vino de Oporto me siento de corazón lleno	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cuando visito las bodegas del vino de Oporto siento una sensación de asombro	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cuando visito las bodegas del vino de Oporto me siento maravillado	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cuando visito las bodegas del vino de Oporto me siento inspirado	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cuando visito las bodegas del vino de Oporto me siento sorprendido	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Por favor indique una "X", para cada ítem de emoción, en la opción que coincida con su opinión, de acuerdo con el modo como usted se siente al participar en las visitas a las bodegas del vino de Oporto.

	1	2	3	4	5	6	7
Infeliz/Feliz	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tranquilo/Animado	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Insatisfecho/Satisfecho	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Soñoliento/Activo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dependiente/Independiente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relajado/Estimulado	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enfadado/Contente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Influenciado/Influyente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Con tedio/Interesado	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Aburrido/Relajado	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Guiado/Autónomo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inferior/Importante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Poco enérgico/Frenético	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Melancólico/Alegre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sumiso/Dominante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2.ª Sección - Participación

Participación personal con las bodegas del vino de Oporto

3. Por favor indique una "X", para cada ítem sobre los rasgos de participación, en la opción que coincida con su opinión, de acuerdo con el modo como usted se siente con las bodegas del vino de Oporto. Teniendo esto en cuenta, para mí las bodegas del vino de Oporto son:

	1	2	3	4	5	6	7
Sin importancia/Importantes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De ninguna preocupación/Me preocupan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Irrelevantes/Relevantes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No significan nada para mí /Significan mucho para mí	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sin valor /Valiosas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No benéficas/Benéficas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Insignificantes/Significantes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Superfluas/Vitales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aburridas/Interesantes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sin interés/Excitantes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mundanas/Fascinantes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No esenciales /Esenciales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Indeseables/Deseables	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Desnecesarias/Necesarias	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Perfil de participación del consumidor con las bodegas del vino de Oporto a fin de analizar el placer y el interés de los enoturistas 4. Por favor indique una "X", para cada afirmación, indicando su nivel de concordancia basado en su placer e interés con las bodegas del vino de Oporto.

	1 - Disuerdo Fuertemente	2 - Disuerdo	3 - Disuerdo parcialmente	4 - Neutro	5 - Conuerdo parcialmente	6 - Conuerdo	7 - Conuerdo plenamente
Me da placer visitar las bodegas del vino de Oporto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Realizar las visitas a las bodegas del vino de Oporto es como comprar un regalo para mí	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visitar estas bodegas del vino de Oporto significa algún placer para mí	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Atribuyo gran importancia a las visitas a las bodegas del vino de Oporto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Las visitas a las bodegas del vino de Oporto son de gran interés para mí	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Participación con el producto vino de Oporto para explicar el grado de emoción con las visitas 5. Por favor marque una "X", para cada afirmación, indicando su nivel de concordancia basado en su participación con el producto vino de Oporto, para explicar el grado de emoción con las visitas.

	1 - Disuerdo Fuertemente	2 - Disuerdo	3 - Disuerdo parcialmente	4 - Neutro	5 - Conuerdo parcialmente	6 - Conuerdo	7 - Conuerdo plenamente
Estoy bien informado sobre el vino de Oporto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gran parte de mi tiempo libre lo dedico a actividades relacionadas con el vino de Oporto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tengo invertido mucho de mi interés en el vino de Oporto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El vino de Oporto representa un interés central para mí	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Para mí, las castas del vino de Oporto son una experiencia particularmente agradable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Me gustaría aprender más sobre el vino de Oporto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tengo gran interés por el vino de Oporto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mi interés por el vino de Oporto me da ganas de visitar las bodegas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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3.ª Sección - Identidad del lugar y la dependencia del lugar con las bodegas del vino de Oporto

6. Por favor marque una "X", para cada afirmación, indicando su nivel de concordancia basado en su apego al lugar con las bodegas del vino de Oporto, para explicar la identidad del lugar y la dependencia del lugar que usted tiene con las visitas.

	1 - Discuerdo Fuertemente	2 - Discuerdo	3 - Discuerdo parcialmente	4 - Neutro	5 - Concuerto parcialmente	6 - Concuerto	7 - Concuerto plenamente
Me identifico fuertemente con las bodegas del vino de Oporto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Las visitas a las bodegas del vino de Oporto significan mucho para mí	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Estoy muy conectado a las bodegas del vino de Oporto por su historia, cultura y patrimonio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Las bodegas del vino de Oporto son muy especiales para mí	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Las visitas a las bodegas del vino de Oporto son más importantes para mí que hacer otras visitas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Me gusta visitar las bodegas del vino de Oporto y su entorno más que cualquier otro local	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Me quedo más satisfecho en visitar las bodegas del vino de Oporto que otras visitas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Teniendo en cuenta lo que me gusta hacer, no podría imaginar algo mejor que los contextos y instalaciones/recursos ofrecidas por las bodegas del vino de Oporto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4.ª Sección - Intenciones conductuales para visitar las bodegas del vino de Oporto

7. Por favor indique una "X", para cada afirmación, indicando su nivel de concordancia basado en sus intenciones conductuales para visitar las bodegas del vino de Oporto.

	1 - Discuerdo Fuertemente	2 - Discuerdo	3 - Discuerdo parcialmente	4 - Neutro	5 - Concuerto parcialmente	6 - Concuerto	7 - Concuerto plenamente
Voy a recomendar estas bodegas a otras personas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Voy a decir cosas positivas sobre estas bodegas a otras personas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Voy a incentivar amigos y familiares a visitar estas bodegas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Voy a volver a visitar estas bodegas en los próximos 3 años	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De acuerdo con las emociones del destino, la participación y el apego al lugar, la probabilidad para visitar las bodegas del vino de Oporto es muy fuerte para mí	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Parte 2 - Informaciones sobre las visitas a las bodegas del vino de Oporto

8. "Es muy importante para mí las degustaciones del vino de Oporto durante las visitas a las bodegas del vino de Oporto". Teniendo en cuenta esta afirmación, indique una "X" sobre el punto que mejor indica su nivel de concordancia, por favor.

	1 - Discuerdo Fuertemente	2 - Discuerdo	3 - Discuerdo parcialmente	4 - Neutro	5 - Concuerto parcialmente	6 - Concuerto	7 - Concuerto plenamente
Es muy importante para mí las degustaciones del vino de Oporto durante las visitas a las bodegas del vino de Oporto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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9. Identifique la duración de su estadia para visitar las bodegas del vino de Oporto, calculado en número de días:

10. ¿Cuánto gastó usted (€), en media, durante las visitas (incluso el viaje y el hotel)?

11. "El esfuerzo de este gasto en el presupuesto de mi viaje para visitar las bodegas del vino de Oporto fue alta". Teniendo en cuenta esta afirmación, indique una "X" sobre el punto que mejor indica su nivel de concordancia, por favor.

	1 - Discuerdo Fuertemente	2 - Discuerdo	3 - Discuerdo parcialmente	4 - Neutro	5 - Concuerdo parcialmente	6 - Concuerdo	7 - Concuerdo plenamente
El esfuerzo de este gasto en el presupuesto de mi viaje para visitar las bodegas del vino de Oporto fue alta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. ¿Esta es la primera vez que visita las bodegas del vino de Oporto?

Sí

No. Por favor indique el número de veces que ya visitó las bodegas del vino de Oporto:

13. ¿Visitó las bodegas del vino de Oporto en finales de agosto/principios de septiembre a causa de sus vacaciones?

Sí

No. Otra razon:

14. ¿Se quedó alojado en Vila Nova de Gaia?

No

Sí. ¿Qué tipo de alojamiento utilizó?

15. ¿Qué medio de transporte usó para desplazarse hasta las bodegas?

Coche

Metro

A pie

Taxi

Otro. ¿Cuál?

16. ¿Quién participa con usted en la visita? (puede señalar más que una respuesta)

Solo

Con familia

Con amigos

Con un compañero de trabajo

Con otros. ¿Quién?

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17. Parte 3 - Informaciones sociodemográficas del enoturista

Sexo

- Femenino
 - Masculino
-

18. Edad

19. País de origen

- Portugal
- España
- Francia
- Alemania
- Inglaterra
- Brasil
- Otro. Qual?

20. Nivel de enseñanza

- Primaria
 - Secundaria (ESO)
 - Bachillerato
 - Licenciatura
 - Máster
 - Doctorado
-

21. Profesión

- Empresario
- Profesional liberal
- Grado medio/superior
- Funcionario público
- Obrero
- Pensionista/Jubilado
- Ama de casa/Desempleado
- Estudiante
- Otra. ¿Cuál?

Fragebogen

Verhaltensstudie über den Enotouristen beim Besuch in den Portweinkellereien

Sehr geehrter Enotourist,

Dieser Fragebogen untersucht das Verhalten der Enotouristen in den Portweinkellern, wobei diese Studie im Rahmen einer Doktorarbeit im Bereich Marketing an der Universität Fernando Pessoa in Porto erarbeitet wurde, und zwar im Hinblick auf das Verhalten der Enotouristen. Mit dem Ausfüllen dieses Fragebogens leisten Sie einen wichtigen Beitrag zu dieser Studie. Der Fragebogen ist anonym und Ihre Antworten bleiben vertraulich. Wir garantieren, dass diese ausschliesslich für akademische Zwecke und Forschungsarbeiten genutzt werden. Bitte antworten Sie ehrlich auf jede Frage und geben Sie Ihre persönliche Meinung wieder.

Wir würden uns freuen, wenn Sie einige Minuten für die Teilnahme an dieser akademischen Studie aufbringen könnten.

Bitte geben Sie bei jeder Aussage in einer Bewertungsskala nach Likert von 1 bis 7 Punkten an, in wie weit Sie zustimmen oder nicht zustimmen, wobei 1 "völlige Nichtzustimmung" und 7 "völlige Zustimmung" bedeutet.

1. Gruppe - Empfindungen über die Portweinkellereien bei deren Besuch 1. Bitte markieren Sie jede Aussage mit einem "x" über den Grad der jeweiligen Zustimmung, was Sie empfinden, wenn Sie Portweinkellereien besuchen.

	1 - Ich stimme völlig nicht zu	2 - Ich stimme nicht zu	3 - Ich stimme teilweise nicht zu	4 - Weder noch	5 - Ich stimme teilweise zu	6 - Ich stimme zu	7 - Ich stimme völlig zu
Den Besuch der Portweinkellereien empfinde ich als Genuß	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beim Besuch der Portweinkellereien bin ich begeistert	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beim Besuch der Portweinkellereien empfinde ich Freude	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Den Besuch der Portweinkellereien empfinde ich als Vergnügen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beim Besuch der Portweinkellereien empfinde ich eine gewisse Emotion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dem Besuch der Portweinkellereien bringe ich eine gewisse Wertschätzung entgegen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beim Besuch der Portweinkellereien fühle ich mich angesprochen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beim Besuch der Portweinkellereien fühle ich mich wohl	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beim Besuch der Portweinkellereien bin ich verblüfft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beim Besuch der Portweinkellereien bin ich fasziniert	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beim Besuch der Portweinkellereien bin ich angeregt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beim Besuch der Portweinkellereien bin ich überrascht	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Bitte markieren Sie jede Aussage mit einem "x" über den Grad der jeweiligen Zustimmung über Ihr Empfinden, wenn Sie einen Portweinkeller besuchen.

	1	2	3	4	5	6	7
Unglücklich/Glücklich	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ruhig/Animiert	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unzufrieden/Zufrieden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Verschlafen/Aktiv	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Abhängig/Unabhängig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relaxed/Stimuliert	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Verärgert/Froh	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beeinflugt /Unbeeinflugt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gelangweilt/Interessiert	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ohne Interesse/Aufgeregt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Geführt/Selbständig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Minderwertig/Wichtig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ohne Energie/Frenetisch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Melancholisch/Freudig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unterworfen/Beherschend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Gruppe – Einbeziehung Persönliche (Ein)beziehung hinsichtlich der Portweinkellereien 3. Bitte markieren Sie jede Aussage mit einem "x" über den Grad der jeweiligen Zustimmung, was ein Besuch der Portweinkeller für Sie bedeutet.

	1	2	3	4	5	6	7
Unwichtig/Wichtig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich mache mir keine Gedanken darüber/Ich mache mir Gedanken darüber	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Irrelevant/Relevant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bedeutet nichts für mich/Bedeutet viel für mich	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ohne Wert/Wertvoll	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich habe nichts davon/Ich habe etwas davon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Insignifikant/Signifikant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Überflüssig/Lebenswichtig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Langweilig/Aufregend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Uninteressant/Interessant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alltäglich/Faszinierend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nicht notwendig/Notwendig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nicht wünschenswert/Wünschenswert	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nicht Essentiel/Essentiel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Besucherprofil und Interessens- und Bedeutungsanalyse des Enotouristen 4. Bitte markieren Sie jede Aussage mit einem "x" über den jeweiligen Zustimmungsgrad.

	1 – Ich stimme völlig nicht zu	2 – Ich stimme nicht zu	3 – Ich stimme teilweise nicht zu	4 – Weder noch	5 – Ich stimme teilweise zu	6 – Ich stimme zu	7 – Ich stimme völlig zu
Es macht mir Freude die Portweinkellereien zu besuchen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Die Portweinkellereien zu besuchen ist wie ein Geschenk für mich	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Es macht mir etwas Freude die Portweinkellereien zu besuchen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Es ist sehr wichtig für mich die Portweinkellereien zu besuchen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Es ist für mich von großem Interesse die Portweinkellereien zu besuchen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Was bedeutet Portwein für Sie und was empfinden Sie dabei? 5. Bitte markieren Sie jede Aussage mit einem "x" über den jeweiligen Zustimmungsgrad.

	1 – Ich stimme völlig nicht zu	2 – Ich stimme nicht zu	3 – Ich stimme teilweise nicht zu	4 – Weder noch	5 – Ich stimme teilweise zu	6 – Ich stimme zu	7 – Ich stimme völlig zu
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Consumer Behaviour in Wine Tourism: destination emotions, involvement and place attachment in the wine tourist behaviour during the Porto wine cellars visits context

Ich bin gut informiert über Portwein	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ein großer Teil meiner Freizeit ist dem Portwein gewidmet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ein großer Teil meines Interesses ist dem Portwein gewidmet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Portwein hat für mich ein zentrales Interesse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Portweinproben sind für mich persönlich eine angenehme Erfahrung	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich möchte mehr über Portwein wissen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Portwein interessiert mich sehr	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meinem Besuch liegt das Interesse an Portwein zu Grunde	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Abteilung – Lokale Identität und Beziehung hinsichtlich der Portweinkellereien 6. Bitte markieren Sie jede Aussage mit einem "x" über den Grad der jeweiligen Zustimmung, hinsichtlich der lokalen Identität

	1 – Ich stimme völlig nicht zu	2 – Ich stimme nicht zu	3 – Ich stimme teilweise nicht zu	4 – Weder noch	5 – Ich stimme teilweise zu	6 – Ich stimme zu	7 – Ich stimme völlig zu
Ich identifiziere mich sehr mit den Portweinkellereien	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Die Besuche der Portweinkellereien bedeuten sehr viel für mich	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich fühle mich sehr mit den Portweinkellereien, wegen ihrer Geschichte, Kultur und Erbe, verbunden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Die Portweinkellereien sind etwas besonderes für mich	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Die Besuche der Portweinkellereien sind für mich wichtiger als sonstige Besuche	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Die Besuche der Portweinkellereien sind wegen Ihres Ambientes wichtiger für mich als andere Orte	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich bin zufriedener beim Besuch der Portweinkellereien als bei anderen Besuchen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich kann mir nichts besseres vorstellen als Portweinkellerein zu besuchen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. Abteilung – Verhaltensabsichten hinsichtlich der Besuche der Portweinkellereien 7. Bitte markieren Sie jede Aussage mit einem "x" über den jeweiligen Zustimmungsgrad.

	1 – Ich stimme völlig nicht zu	2 – Ich stimme nicht zu	3 – Ich stimme teilweise nicht zu	4 – Weder noch	5 – Ich stimme teilweise zu	6 – Ich stimme zu	7 – Ich stimme völlig zu
Ich werde die Kellereien anderen Personen empfehlen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich werde mich gegenüber anderen Personen positiv über diese Kellereien äußern	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich werde Freunde und Angehörige anregen, diese Kellereien zu besuchen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich werde diese Kellereien in den nächsten 3 Jahren wieder besuchen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Die Wahrscheinlichkeit die Portweinkeller wieder zu besuchen ist aufgrund meiner Erfahrungen und Erlebnisse in den Portweinkellereien sehr gross	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Consumer Behaviour in Wine Tourism: destination emotions, involvement and place attachment in the wine tourist behaviour during the Porto wine cellars visits context

1. "Die Proben während meines Besuches der Portweinkellereien sind sehr wichtig für mich. Bitte markieren Sie Ihre Aussage mit einem "x" über den jeweiligen Zustimmungsgrad.

	1 - Ich stimme völlig nicht zu	2 - Ich stimme nicht zu	3 - Ich stimme teilweise nicht zu	4 - Weder noch	5 - Ich stimme teilweise zu	6 - Ich stimme zu	7 - Ich stimme völlig zu
Die Proben während meines Besuches der Portweinkellereien sind sehr wichtig für mich	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Bitte teilen Sie mit, wie viele Tage Sie für den Besuch von Portweinkellereien vorgesehen haben. Anzahl der Tage :

10. Wieviel haben Sie im Durchschnitt während Ihrer Besuche in den Portweinkellereien (einschliesslich Reise und Hotel) ausgegeben?

11. "Die Ausgaben für den Besuch der Portweinkellereien im Rahmen meiner Reise waren beträchtlich". Bitte markieren Sie Ihre Aussage mit einem "x" über den jeweiligen Zustimmungsgrad.

	1 - Ich stimme völlig nicht zu	2 - Ich stimme nicht zu	3 - Ich stimme teilweise nicht zu	4 - Weder noch	5 - Ich stimme teilweise zu	6 - Ich stimme zu	7 - Ich stimme völlig zu
Die Ausgaben für den Besuch der Portweinkellereien im Rahmen meiner Reise waren beträchtlich	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Ist es das erste mal dass Sie eine Portweinkellerei besuchen?

Ja

Nein, bitte geben Sie an, wie oft Sie schon Portweinkellereien besucht haben:

13. Haben Sie die Portweinkellerei Ende August / Anfang September wegen Ihrer Ferien besucht?

Ja

Nein. Andere Gründe:

14. Haben Sie Unterkunft in Vila Nova de Gaia?

Nein

Ja. Welche Unterkunfts-kategorien haben Sie benutzt?

15. Was war das Transportmittel um die Portweinkellereien zu erreichen?

Auto

Metro

Zu Fuß

Taxi

Sonstige. Welches?

16. Mit wem haben Sie den Besuch gemacht? (Mehrfachnennungen sind möglich)

Alleine

Mit der Familie

Mit Freunden

Mit Arbeitskollegen

Mit anderen. Mit wem?

Consumer Behaviour in Wine Tourism: destination emotions, involvement and place attachment in the wine tourist behaviour during the Porto wine cellars visits context

17 Geschlecht

- weiblich
 - männlich
-

18. Alter

Herkunftsland:

- Portugal
- Spanien
- Frankreich
- Deutschland
- England
- Brasilien
- Andere . Was?

20. Bildungsniveau

- Primärstufe
 - Sekundärstufe
 - Hochschuldiplom
 - Masterabschluss
 - Promotion
-

21 Beruf

- Unternehmer
- Freiberufler
- Mittlere / Höhere Führungskraft
- Öffentlicher Angestellter
- Arbeiter
- Pensionär / Rentner
- Hausfrau / Arbeitslos
- Student
- Anderes. Was?

Appendix III: SPSS Data Analysis

SPSS descriptive statistics

Part 1 – Visiting Porto wine cellars

1st Section – Destination emotions in Porto wine cellars

Question 1 – Please mark an “X” for each statement, indicating your level of agreement, according to how you feel when visiting the Porto wine cellars.

Wine tourists were instigated to point out their level of agreement with a set of statements, through a Likert scale that consisted on a set of 7 points, from 1 – “strongly disagree” to 7 – “strongly agree”.

As it is possible to examine from the table below, the twelve statements scored strong averages, all of them over 6 points. It is possible to interpret that Porto wine cellars presented mainly positive ideas and feelings to these tourists.

Analysing the values of the standard deviation, these low scores support the idea that the majority of this sample agrees with these statements.

The Cronbach’s Alpha reliability statistic test scored 0,954 within these 12 items, which translates an excellent level of internal consistency of this measure.

Statement	Mean	Std. Dev.
When I visit the Porto wine cellars I feel a sense of delight (N = 908)	6,82	0,618
When I visit the Porto wine cellars I feel a sense of enthusiasm (N = 910)	6,81	0,546
When I visit the Porto wine cellars I feel a sense of joy (N = 909)	6,78	0,587
When I visit the Porto wine cellars I feel a sense of pleasure (N = 909)	6,81	0,545
When I visit the Porto wine cellars I feel a sense of affection (N = 909)	6,68	0,853
When I visit the Porto wine cellars I feel a sense of love (N = 907)	6,66	0,929
When I visit the Porto wine cellars I feel a sense of tenderness (N = 908)	6,63	0,968
When I visit the Porto wine cellars I feel warm-hearted (N = 909)	6,68	0,830
When I visit the Porto wine cellars I feel a sense of astonishment (N = 908)	6,66	0,887
When I visit the Porto wine cellars I feel fascinated (N = 910)	6,75	0,625
When I visit the Porto wine cellars I feel a sense of inspiration (N = 905)	6,68	0,874
When I visit the Porto wine cellars I feel a sense of surprise (N = 906)	6,63	0,954

Question 2 – Please mark an “X” for each item of emotion, in the option that corresponds to your opinion, according to how you feel when participating in visits to the Porto wine cellars.

Another question asked was to indicate how they felt when participating in visits to the Porto wine cellars, considering a set of 15 pairs of emotions. The main data is presented on the table below.

The averages were once again very strong, all of them within a 6 point average. That means that mostly positive emotions of happiness or empowerment were chosen over their antonym. The consistency of these answers is strengthened when having into account the again low values of the standard deviation.

The Cronbach’s Alpha reliability statistic test scored 0,951 within these 15 items, which translates an excellent level of internal consistency of this measure.

Pair of emotions	Mean	Std. Dev.
Unhappy/Happy (N = 907)	6,80	0,624
Calm/Excited (N = 905)	6,66	0,961
Unsatisfied/Satisfied (N = 906)	6,77	0,694
Sleepy/Wide awake (N = 909)	6,70	0,751
Cared for/In control (N = 909)	6,65	0,883
Relaxed/Stimulated (N = 909)	6,65	0,932
Annoyed/Pleased (N = 905)	6,77	0,562
Influenced/Influential (N = 908)	6,55	1,060
Dull/Jittery (N = 908)	6,70	0,759
Bored/Relaxed (N = 907)	6,72	0,699
Guided/Autonomous (N = 908)	6,47	1,265
Awed/Important (N = 907)	6,62	0,911
Sluggish/Frenzied (N = 908)	6,63	0,860
Melancholic/Contented (N = 910)	6,73	0,630
Submissive/Dominant (N = 906)	6,46	1,165

2nd Section – Involvement

Personal involvement with Porto wine cellars

Question 3 – Please mark an “X” for each item on the traits of involvement, in the option that corresponds to your opinion, according to how you feel regarding Porto wine cellars.

The third question of this inquiry tried to analyse the personal involvement of this sample with Porto wine cellars. Having to choose through a Likert scale of 7 levels between pairs of traits of involvement, it was possible to consolidate the notion of these places as being associated to proximity and positive feelings.

All of the 14 pairs scored averages of 6 points. Besides that, the low numbers of the standard deviation and the strong percentage of answers within the level 7 of the Likert scale allow us to infer that this sample of wine tourists nurture a strong involvement with these spaces, considering them valuable, positive, interesting and something to be preserved.

The Cronbach’s Alpha reliability statistic test scored 0,955 within these 14 items, which translates an excellent level of internal consistency of this measure.

Pair of traits of involvement	Mean	Std. Dev.
Unimportant/Important (N = 906)	6,73	0,815
Of no concern/Of concern to me (N = 907)	6,63	0,946
Irrelevant/Relevant (N = 903)	6,68	0,876
Doesn’t matter/Matters to me (N = 907)	6,68	0,777
Worthless/Valuable (N = 905)	6,70	0,780
Not beneficial/Beneficial (N = 905)	6,68	0,830
Insignificant/Significant (N = 906)	6,69	0,805
Superfluous/Vital (N = 908)	6,62	0,895
Boring/Interesting (N = 902)	6,72	0,821
Unexciting/Exciting (N = 907)	6,70	0,729
Mundane/Fascinating (N = 906)	6,67	0,794
Nonessential/Essential (N = 906)	6,60	0,907
Undesirable/Desirable (N = 904)	6,66	0,802
Not needed/Needed (N = 906)	6,59	0,960

Consumer Behaviour in Wine Tourism: destination emotions, involvement and place attachment in the wine tourist behaviour during the Porto wine cellars visits context

Consumer involvement profile with Porto wine cellars in order to analyze the pleasure and interest of wine tourists

Question 4 – Please mark an “X” for each statement, indicating your level of agreement based on your pleasure and interest related to Porto wine cellars.

The following question tried to understand the consumer involvement profile regarding Porto wine cellars in order to analyse the pleasure and interest of wine tourists. Within the set of 5 statements, it was possible to observe that this sample has a high interest in the Porto wine cellars and they see them as something pleasurable.

Every statement once again scored averages around 6 points of the Likert scale and few of them answered between 1 and 5 points, as it is possible to infer from the values of the standard deviation.

The Cronbach’s Alpha reliability statistic test scored 0,882 within these 5 items, which translates a good level of internal consistency of this measure.

Statement	Mean	Std. Dev.
I feel pleased when visiting Porto wine cellars (N = 905)	6,79	0,699
Visiting Porto wine cellars is like buying a gift for myself (N = 906)	6,63	0,960
Visiting these Porto wine cellars gives me some pleasure (N = 904)	6,72	0,812
It is very important to visit Porto wine cellars (N = 904)	6,66	0,938
Visiting Porto wine cellars is of great interest to me (N = 904)	6,71	0,830

Involvement with Porto wine product to explain the degree of emotion with visits

Question 5 – Please mark an “X” for each statement, indicating your level of agreement based on your involvement with the wine product from Porto, to explain the degree of emotion with visits.

Having into consideration the involvement of this sample with Porto wine product, this question tried to explain the degree of emotion with visits.

These 8 statements have shown relatively different levels of proximity of these tourists in relation to different aspects of the Porto wine culture. From one hand, they have pleasure and interest with the subject; they wish to learn more about Porto wine; and they wish to visit the cellars because of those feelings. These aspects had strong averages, around 6 points. But the other statements, revolving around the knowledge they have about Porto wine, the devotion of the leisure time to Porto wine-related activities, the investment made in that interest and the centrality of that interest in their life pulled lower averages, around 5 points and with bigger values of the standard deviation.

That being the case, this data may suggest that this sample has a connection with the Porto wine culture, but it isn't strong enough for all of them to the point where it becomes a major life interest for these tourists.

The Cronbach's Alpha reliability statistic test scored 0,906 within these 8 items, which translates an excellent level of internal consistency of this measure.

Statement	Mean	Std. Dev.
I am knowledgeable about Porto wine (N = 897)	5,69	1,953
Much of my leisure time is devoted to Porto wine-related activities (N = 905)	5,30	2,234
I have invested a great deal in my interest in Porto wine (N = 907)	5,30	2,193
Porto wine represents a central life interest to me (N = 906)	5,38	2,133
For me, the Porto wine tastings are a particularly pleasurable experience (N = 906)	6,60	0,937
I wish to learn more about Porto wine (N = 905)	6,55	0,951
I have a strong interest in Porto wine (N = 906)	6,46	1,113
My interest in Porto wine makes me want to visit the cellars (N = 903)	6,61	0,976

3rd Section – Place identity and place dependence regarding Porto wine cellars

Question 6 – Please mark an “X” for each statement, indicating your level of agreement based on your attachment to the place regarding the Porto wine cellars, to explain the identity of the place and the dependence of the place you have with visits.

Question 6 presented a set of 8 statements and tried to find the level of agreement based on the attachment of the sample to the place regarding Porto wine cellars.

The answers suggest a strong bond in terms of place identity and place dependence, as all of them scored averages of circa 6 points. With the low numbers of the standard deviation, it is possible to infer that these visits mean a lot to these tourists and that they feel connected and attached to this culture, heritage and environment.

The Cronbach’s Alpha reliability statistic test scored 0,981 within these 8 items, which translates an excellent level of internal consistency of this measure.

Statement	Mean	Std. Dev.
I strongly identify with Porto wine cellars (N = 906)	6,57	1,201
Visits to Porto wine cellars mean a lot to me (N = 908)	6,63	1,048
I am very attached to Porto wine cellars for their history, culture and heritage (N = 909)	6,62	1,068
Porto wine cellars are more important to me than going on other visits (N = 906)	6,60	1,090
Visiting Porto wine cellars is more important to me than going on other visits (N = 909)	6,60	1,086
I enjoy visiting Porto wine cellars and their environment more than any other place (N = 909)	6,60	1,084
I get more satisfaction out of visiting Porto wine cellars than any other visits (N = 907)	6,59	1,110
For what I like to do, I could not imagine anything better than the settings and facilities provided by Porto wine cellars (N = 906)	6,58	1,191

4th Section – Examining behavioural intentions to visit the Porto wine cellars

Question 7 – Please mark an “X” for each statement, indicating your level of agreement based on your behavioural intentions to visit the Porto wine cellars.

The following set of statements is aimed to anticipate behavioural intentions to visit the Porto wine cellars. The four statements enjoyed strong averages of high 6 points and low standard deviation numbers, with 86 to 89% of the tourists stating that they strongly agreed with those statements, which reflected a very positive image of the experience that reflected on the intention of recommending these cellars to other people.

The Cronbach’s Alpha reliability statistic test scored 0,825 within these 4 items, which translates a good level of internal consistency of this measure.

Statement	%							Mean	Std. Dev.
	1	2	3	4	5	6	7		
I will recommend these cellars to other people (N = 911)	0,0	0,0	0,3	0,2	1,9	8,6	89,0	6,86	0,461
I will say positive things about these cellars to other people (N = 913)	0,1	0,1	0,2	0,3	1,6	8,7	88,9	6,85	0,511
I will encourage friends and relatives to visit cellars (N = 913)	0,2	0,1	0,2	0,5	2,5	8,4	88,0	6,82	0,587
According to the emotions, involvement and place attachment of the place the likelihood to visit Porto wine cellars is very strong to me (N = 915)	0,1	1,2	0,5	2,8	3,1	6,2	86,0	6,70	0,883

Part 2 – Information about the visits to the Porto wine cellars

Question 8 – “During visits in the Porto wine cellars, Porto wine tastings are very important to me”. Taking into account this statement, please mark an “X” on the point that best indicates your level of agreement,

Question 8 asked the sample of tourists if the tastings of Porto wine was important to them during the visits in the Porto wine cellars. A vast majority of 79,6% strongly agreed, reflecting the importance of this component to the overall experience.

Statement	%							Mean	Std. Dev.
	1	2	3	4	5	6	7		
It is very important to me, Porto wine tastings during the visits in the Porto wine cellars (N = 901)	0,3	0,4	0,1	0,3	3,4	14,8	79,6	6,66	0,957

Question 9 – Identify the length of your stay to visit the Porto wine cellars expressed in number of days

These wine tourists stated that they spent an average of 1,87 days. The standard deviation was 1,092. 43,3% of the sample spent 1 day in the city, 37,9% spent 2 days and 11,8% spent 3 days.

Length of the stay (in number of days) (N = 907)								Mean	Std. Dev.
%									
1	2	3	4	5	6	7	8		
43,3	37,9	11,8	4,1	1,1	0,5	0,5	0,4	1,87	1,092

Question 10 – How much did you spend (€) on average during the visits (including the trip and hotel)?

This set of wine tourist spent an average of 479,96€ during their visits, including the trip and the hotel. The standard deviation was 1332,372. More than half of the sample didn't spend more than 300€ during the visit.

Euros spent on average during the visits (N = 904)								Mean	Std. Dev.
%									
1 to 100 €	101 to 300	301 to 500	501 to 700	701 to 1000	1001 to 2000	2001 to 5000	More than 5000		
36,3	28,1	11,7	6,1	7,9	6,9	2,9	0,2	479,96	1332,372

Question 11 – “The effort of this expense (visit Porto wine cellars) in your trip budget was high”. Taking into account this statement, please mark “X” on the point that best indicates your level of agreement.

Considering the value of money spent on this visit, 46% agreed that it was a high effort of expense, while 35,3% disagreed with that statement.

Statement	%							Mean	Std. Dev.
	1	2	3	4	5	6	7		
The effort of this expense (visit Porto wine cellars) in your trip budget was high (N = 897)	1,4	16,9	27,7	11,4	4,7	9,7	20,9	6,66	0,957

Question 12 – Was this the first time you visited the Porto wine cellars?

For 91,2% of the sample, this was their first time visiting the Porto wine cellars. Within the 8,8% that had already visited in the past these wine cellars, 50% were doing it for the second time, 19,2% for the third time and 21,8% for the fourth time.

The standard deviation of the number of previous times that the sample visited the Porto wine cellars was of 1,914. The mode was 1 day, the median was 1,50 days and the mean was 2,12 days. The first four percentiles were of 1 day and only on the last three percentiles does the value grow above the 2,12 mean of days.

First time visiting the Porto wine cellars? (%) (N = 910)					
Yes	No				
91,2%	8,8%				
	Number of times previously visiting the Porto wine cellars				
	1	2	3	4	5 or more
	50%	19,2%	21,8%	2,6%	6,5%

Question 13 – Are you visiting the Porto wine cellars in late August/early September because you are on holidays?

When asked if they were visiting the wine cellars of Porto during the period of late August and early September because they were on holidays, 96,5% agreed with that statement, with only 3,5% of the sample having other reasons.

Are you visiting the Porto wine cellars in late August/early September because you are on holidays? (%) (N = 905)	
Yes	No
96,5%	3,5%

Question 14 – Are you housed in Vila Nova de Gaia?

The vast majority of this sample stated that they weren't housed in Vila Nova de Gaia during the visit. Only 10,5% confirmed that they were housed in that city.

Are you housed in Vila Nova de Gaia? (%) (N = 915)	
Yes	No
10,5%	89,5%

Question 15 – What means of transport did you use to come to the cellars?

65,8% of the tourists stated that they walked to the cellars. 4,8% used the taxi, 15,7% went by car and 3,2% used the train.

What means of transport did you use to come to the cellars? (%) (N = 917)				
Car	Train	Walk	Taxi	Others
15,7%	3,2%	65,8%	4,8%	10,6%

Question 16 – Who are you visiting the cellars with? (you may tick more than one answer)

50,6% of the sample visited the cellars with family members, 40,9% with friends, 18,3% with a business colleague and 3,2% went alone.

Who are you visiting the cellars with? (%) (N = 919)				
Alone	With family	With friends	With business colleagues	Others
3,2	50,6	40,9	18,3	3,8

Question 17 – Gender

The sample is evenly split in terms of gender, with a total of 49% female respondents and 51% male respondents.

Gender (%) (N = 914)	
Female	Male
49,0	51,0

Question 18 – Age

The average age of these tourists is 43,30 with a standard deviation of 12,378. 0,2% is 1 to 18 years old, 17,2% is between 19 and 30 years old, 26,5% is between 31 and 40 years old, 26,8% is between 41 and 50 years old, 20,9% is between 51 and 60 years old, 7,5% is between 61 and 70 years old and only 0,9% is more than 70 years old.

Age (%) (N = 912)								
1 to 18	19 to 30	31 to 40	41 to 50	51 to 60	61 to 70	More than 70	Average	Std. Dev.
0,2%	17,2	26,5	26,8	20,9	7,5	0,9	43,30	12,378

Question 19 – Country of origin

The country that attracted the biggest number of wine tourists within this sample was France (25,4%), followed by the United Kingdom (12,2%), Spain (10,8%) and Germany (7,2%).

Country of origin (%) (N = 916)	
Portugal	2,6
Spain	10,8
France	25,4
Germany	7,2
United Kingdom	12,2
Brazil	3,9
Other countries	37,8

Question 20 – Education

This sample presented high levels of education. From the total of valid answers, 3,4% are less than a high school graduate, 22,9% are a high school graduate, 36,2% have a degree, 28,3% have a masters degree and 9,2% have a doctorate degree.

Education level (%) (N = 914)				
Less than high school graduate	High school graduate	Degree	Masters degree	Doctorate degree
3,4	22,9	36,2	28,3	9,2

Question 21 – Job

Analysing the type of job that this sample has, within a total of 918 valid answers, 23,7% are middle/senior employed managers, 16,7% are civil servants, 16,4% are freelancers/self-employed, 13,2% are workers and 12,6% are businessmen/managers. Only 4,6% are pensioners or retired, 1,9% domestic or unemployed and 3,9% are students.

Job (%) (N = 918)	
Businessman/manager	12,6
Freelancer/self-employed	16,4
Middle/senior employed management	23,7
Civil servant	16,7
Worker	13,2
Pensioner/retired	4,6
Domestic/unemployed	1,9
Student	3,9
Other	7,0

Appendix IV: Cronbach's Alpha

SPSS descriptive statistics Cronbach's Alpha

Question 1 – Please mark an “X” for each statement, indicating your level of agreement, according to how you feel when visiting Porto wine cellars.

Reliability Statistics

Cronbach's Alpha	N of Items
,954	12

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
DE1. When I visit the Porto wine cellars I feel a sense of delight	73,99	45,156	,717	,953
DE2. When I visit the Porto wine cellars I feel a sense of enthusiasm	74,02	44,685	,759	,952
DE3. When I visit the Porto wine cellars I feel a sense of joy	74,03	44,460	,797	,951
DE4. When I visit the Porto wine cellars I feel a sense of pleasure	74,00	45,476	,725	,953
DE5. When I visit the Porto wine cellars I feel a sense of affection	74,14	40,932	,842	,948
DE6. When I visit the Porto wine cellars I feel a sense of love	74,13	40,584	,858	,948
DE7. When I visit the Porto wine cellars I feel a sense of tenderness	74,17	39,577	,874	,948
DE8. When I visit the Porto wine cellars I feel warm-hearted	74,13	41,630	,798	,950
DE9. When I visit the Porto wine cellars I feel a sense of astonishment	74,15	40,998	,825	,949
DE10. When I visit the Porto wine cellars I feel fascinated	74,06	43,941	,772	,951
DE11. When I visit the Porto wine cellars I feel a sense of inspiration	74,10	42,893	,763	,951
DE12. When I visit the Porto wine cellars I feel a sense of surprise	74,15	41,545	,759	,951

Question 2 – Please mark an “X” for each item of emotion, in the option that corresponds to your opinion, according to how you feel when participating in visits to Porto wine cellars.

Reliability Statistics

Cronbach's Alpha	N of Items
,951	15

Consumer Behaviour in Wine Tourism: destination emotions, involvement and place attachment in the wine tourist behaviour during the Porto wine cellars visits context

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
DE1.Unhappy/Happy	93,30	83,378	,703	,950
DE2.Calm/Excited	93,44	77,911	,753	,948
DE3.Unsatisfied/Satisfied	93,33	83,120	,673	,950
DE4.Sleepy/Wide awake	93,42	79,060	,796	,947
DE5.Cared for/In control	93,48	76,646	,815	,946
DE6.Relaxed/Stimulated	93,47	76,668	,779	,947
DE7.Annoyed/Pleased	93,35	84,030	,583	,951
DE8.Influenced/Influential	93,57	73,327	,852	,945
DE9.Dull/Jittery	93,41	79,914	,749	,948
DE10.Bored/Relaxed	93,38	82,601	,641	,950
DE11.Guided/Autonomous	93,64	71,419	,805	,948
DE12.Awed/Important	93,48	77,096	,812	,946
DE13.Sluggish/Frenzied	93,50	76,167	,851	,945
DE14.Melancholy/Contented	93,40	81,274	,704	,949
DE15.Submissive/Dominant	93,65	73,844	,763	,948

Question 3 – Please mark an “X” for each item on the traits of involvement, in the option that corresponds to your opinion, according to how you feel with Porto wine cellars.

Reliability Statistics

Cronbach's Alpha	N of Items
,955	14

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PI1.Unimportant/Important	87,13	52,105	,804	,950
PI2.Of no concern/Of concern to me	87,24	50,402	,762	,952
PI3.Irrelevant/Relevant	87,16	52,326	,828	,950
PI4.Doesnt matter/Matters to me	87,18	52,012	,817	,950
PI5.Worthless/Valuable	87,15	53,642	,752	,952
PI6.Not beneficial/Beneficial	87,17	52,735	,770	,951
PI7.Insignificant/Significant	87,16	52,586	,774	,951
PI8.Superfluous/Vital	87,25	50,295	,793	,951
PI9.Boring/Interesting	87,12	54,825	,681	,953
PI10.Unexciting/Exciting	87,16	53,823	,703	,952
PI11.Mundane/Fascinating	87,18	52,869	,756	,951
PI12.Nonessential/Essential	87,25	51,095	,784	,951
PI13.Undesirable/Desirable	87,18	53,542	,746	,952
PI14.Not needed/Needed	87,27	51,107	,717	,953

Question 4 – Please mark an “X” for each statement, indicating your level of agreement based on your pleasure and interest with Porto wine cellars.

Reliability Statistics

Cronbach's Alpha	N of Items
,882	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PI1.I feel pleased when visiting Porto wine cellars	26,85	6,258	,713	,866
PI2.Visiting Porto wine cellars is like buying a gift for me	27,02	4,700	,715	,869
PI3.Visiting these Porto wine cellars give me some pleasure	26,91	5,753	,732	,855
PI4.It is very important to visit Porto wine cellars	26,97	5,034	,756	,847
PI5.Visiting Porto wine cellars is of great interest to me	26,92	5,530	,774	,844

Question 5 – Please mark an “X” for each statement, indicating your level of agreement based on your involvement with Porto wine product, to explain the degree of emotion with visits.

Reliability Statistics

Cronbach's Alpha	N of Items
,906	8

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
WPI1.I am knowledgeable about Porto wine	42,38	70,965	,805	,884
WPI2.Much of my leisure time is devoted to Porto wine-related activities	42,82	63,649	,878	,879
WPI3.I have invested a great deal in my interest in Porto wine	42,83	63,598	,898	,876
WPI4.Porto wine represents a central life interest for me	42,75	64,922	,889	,876
WPI5.For me the Porto wine tastings are a particularly pleasurable experience	41,52	89,971	,553	,909
WPI6.I wish to learn more about Porto wine	41,56	89,124	,623	,906
WPI7.I have a strong interest in Porto wine	41,66	85,806	,667	,901
WPI8.My interest in Porto wine makes me want to visit the cellars	41,49	89,897	,597	,907

Question 6 – Please mark an “X” for each statement, indicating your level of agreement based on your place attachment with Porto wine cellars, to explain the place identity and the place dependence you have with visits.

Reliability Statistics

Cronbach's Alpha	N of Items
,981	8

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PA1.I strongly identify with Porto wine cellars	46,31	48,414	,928	,977
PA2.Visits to Porto wine cellars means a lot to me	46,26	50,238	,910	,978
PA3.I am very attached to Porto wine cellars for its history, culture and heritage	46,27	49,871	,902	,979
PA4.Porto wine cellars are very special to me	46,26	50,140	,924	,978
PA5.Visiting Porto wine cellars is more important to me than going on other visits	46,29	49,140	,930	,977
PA6.I enjoy visiting Porto wine cellars and their environment more than other place	46,30	49,241	,926	,977
PA7.I get more satisfaction out of visiting Porto wine cellars than any other visits	46,29	49,600	,914	,978
PA8.For what I like to do I could not imagine anything better than the settings and facilities provided by Porto wine cellars	46,30	48,635	,921	,978

Question 7 – Please mark an “X” for each statement, indicating your level of agreement based on your behavioural intentions to visit Porto wine cellars.

Reliability Statistics

Cronbach's Alpha	N of Items
,825	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BI1.I will recommend these cellars to other people	20,37	2,794	,774	,755
BI2.I will say positive things about these cellars to other people	20,38	2,721	,711	,765
BI3.I will encourage friends and relatives to visit these cellars	20,41	2,486	,736	,743
BI5.According to destination emotions that Porto wine cellars make me feel, the involvement and place attachment of the place the likelihood to visit Porto wine cellars is very strong to me	20,53	1,975	,578	,880

Appendix V: SPSS Complementary Analysis (cross-analysis)

SPSS descriptive statistics

Complementary analysis

1. Crosstab between how much was spent on the trip and with who the person went to visit the Porto wine cellars

Crossing the values of the variables *euros spent on average during the visits* and *with who did the person visit the cellars*, it was possible to identify that when these tourists went alone, they usually spent less money: 64% didn't spend more than 100€, while 32% spent between 101 and 300€.

When these tourists were joined by friends, they spent a bit more money than the previous group: 46% spent less than 100€ and 25,8% between 101 and 300€. Tourists that were accompanied by family members were the second group spending more money: 36% between 1 and 100€, 29,6% between 101 and 300€ and 16,9% between.

Finally, the group of tourists that visited the cellars with business colleagues spent the most money out of the entire sample: 17,4% less than 100€, 34,1% between 101 and 300, 13,2% between 301 and 500 and 14,4% between 1001 and 2000€. All these values can be seen in the table below.

Who did the person visit the cellars with?	Euros spent								Total
	1 to 100	101 to 300	301 to 500	501 to 700	701 to 1000	1001 to 2000	2001 to 5000	More than 5000	
Alone	64,0%	32,0%	0,0%	0,0%	4,0%	0,0%	0,0%	0,0%	100,0%
With family	36,0%	29,6%	16,9%	4,8%	5,4%	4,8%	2,2%	0,3%	100,0%
With friends	46,0%	25,8%	5,6%	6,6%	7,6%	6,0%	2,0%	0,3%	100,0%
With a business colleague	17,4%	34,1%	13,2%	6,6%	7,2%	14,4%	6,6%	0,6%	100,0%
With others	36,4%	27,3%	15,2%	12,1%	0,0%	9,1%	0,0%	0,0%	100,0%
Total	36,7%	29,1%	11,9%	5,9%	6,2%	7,0%	2,8%	0,3%	100,0%

2. Crosstab between how much was spent on the trip and the duration of the trip

Crossing the values of the variables *euros spent on average during the visits* and *the duration of the trip in days*, it was possible to observe that the more days these tourists spent in that place, they usually spent more.

For instance, within the people that stayed one day, 53,4% spent between 1 to 100€, a value that fell to 28,4% within those that spent two days. This trend was even stronger with trips that lasted between four and seven days. In all those categories, at least 20% spent more than 700€.

Duration of the trip in days	Euros spent								Total
	1 to 100	101 to 300	301 to 500	501 to 700	701 to 1000	1001 to 2000	2001 to 5000	More than 5000	
1	53,4%	29,7%	5,7%	3,6%	3,6%	3,9%	0,0%	0,0%	100,0%
2	28,4%	31,9%	14,2%	5,8%	6,7%	9,0%	4,1%	0,0%	100,0%
3	17,9%	22,6%	26,4%	10,4%	9,4%	3,8%	8,5%	0,9%	100,0%
4	5,6%	22,2%	8,3%	16,7%	16,7%	19,4%	5,6%	5,6%	100,0%
5	30,0%	10,0%	10,0%	10,0%	20,0%	20,0%	0,0%	0,0%	100,0%
6	0,0%	25,0%	25,0%	0,0%	0,0%	50,0%	0,0%	0,0%	100,0%
7	0,0%	20,0%	40,0%	20,0%	0,0%	20,0%	0,0%	0,0%	100,0%
More than 7	25,0%	50,0%	12,5%	0,0%	12,5%	0,0%	0,0%	0,0%	100,0%
Total	36,6%	29,3%	11,9%	5,9%	6,2%	6,9%	2,8%	0,3%	100,0%

3. Crosstab between how much was spent on the trip and the nationality of the sample

Crossing the values of the variables *euros spent on average during the visits* and *the country of origin of these tourists*, it was possible to identify differences on the amount of money spent regarding the country of origin of the tourists.

Portuguese tourists were the ones spending the least: 78,3% spent less than 100€. Germany was on the flipside, with only 19,7% of its tourists spending less than 100€ and concentrating its spendings between 101 and 500€.

France, Spain and the United Kingdom presented relatively similar behaviours, with 70 to 80% of its answers focused on the 1 to 300€ range of money spent during the trip.

Brazil is a unique case, because it had a strong amount of people (52,8%) spending less than 100€, but it also had the strongest percentage with the highest values of euros spent: almost 20% spent more than 1000€.

Country of origin	Euros spent								Total
	1 to 100	101 to 300	301 to 500	501 to 700	701 to 1000	1001 to 2000	2001 to 5000	More than 5000	
Portugal	78,3%	4,3%	13,0%	4,3%	0,0%	0,0%	0,0%	0,0%	100,0%
Spain	50,5%	30,3%	6,1%	6,1%	3,0%	1,0%	2,0%	1,0%	100,0%
France	41,5%	31,0%	9,2%	5,7%	6,1%	6,6%	0,0%	0,0%	100,0%
Germany	19,7%	34,8%	21,2%	10,6%	9,1%	4,5%	0,0%	0,0%	100,0%
United Kingdom	31,5%	41,4%	18,9%	3,6%	1,8%	1,8%	0,9%	0,0%	100,0%
Brazil	52,8%	5,6%	5,6%	8,3%	8,3%	13,9%	5,6%	0,0%	100,0%
Other countries	29,9%	26,6%	11,9%	5,7%	8,4%	11,0%	6,0%	0,6%	100,0%
Total	36,7%	29,1%	11,9%	5,9%	6,2%	7,0%	2,8%	0,3%	100,0%

Appendix VI: Lavene's Test

SPSS descriptive statistics

Lavene’s Test applied to the variable AGE (cut point in 44 years old – the mediane)

Through the use of the Independent Samples Test, it was possible to conclude that the variable age doesn’t assume equal variances between younger and older respondents. Comparing those with less than 44 years and those with 44 or more years, it was observed an inequality of variances in all items of Question 1, 2, 3, 4, 5, 6, 7 and 8.

Independent Samples Test

		Lavene’s Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
DE1. When I visit the Porto wine cellars I feel a sense of delight	Equal variances assumed	153,182	,000	6,136	902	,000	,210	,034	,143	,277
	Equal variances not assumed			6,107	590,418	,000	,210	,034	,143	,278
DE2. When I visit the Porto wine cellars I feel a sense of enthusiasm	Equal variances assumed	132,077	,000	5,772	903	,000	,205	,036	,135	,275
	Equal variances not assumed			5,738	662,323	,000	,205	,036	,135	,275
DE3. When I visit the Porto wine cellars I feel a sense of joy	Equal variances assumed	121,040	,000	5,469	902	,000	,194	,035	,124	,264
	Equal variances not assumed			5,443	687,338	,000	,194	,036	,124	,264
DE4. When I visit the Porto wine cellars I feel a sense of pleasure	Equal variances assumed	73,749	,000	4,414	902	,000	,143	,032	,079	,206
	Equal variances not assumed			4,396	729,333	,000	,143	,032	,079	,206
DE5. When I visit the Porto wine	Equal variances assumed	181,959	,000	6,638	902	,000	,357	,054	,251	,462

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cellars I feel a sense of affection	Equal variances not assumed			6,586	589,273	,000	,357	,054	,250	,463
DE6.When I visit the Porto wine cellars I feel a sense of love	Equal variances assumed	120,453	,000	5,660	900	,000	,313	,055	,204	,422
	Equal variances not assumed			5,621	634,745	,000	,313	,056	,204	,422
DE7.When I visit the Porto wine cellars I feel a sense of tenderness	Equal variances assumed	116,122	,000	5,495	901	,000	,331	,060	,213	,449
	Equal variances not assumed			5,469	651,026	,000	,331	,061	,212	,450
DE8.When I visit the Porto wine cellars I feel warm-hearted	Equal variances assumed	94,864	,000	5,325	902	,000	,280	,053	,177	,383
	Equal variances not assumed			5,301	711,439	,000	,280	,053	,176	,383
DE9.When I visit the Porto wine cellars I feel a sense of astonishment	Equal variances assumed	105,866	,000	5,505	900	,000	,300	,054	,193	,407
	Equal variances not assumed			5,471	674,125	,000	,300	,055	,192	,407
DE10.When I visit the Porto wine cellars I feel fascinated	Equal variances assumed	89,995	,000	4,889	902	,000	,200	,041	,120	,280
	Equal variances not assumed			4,862	709,340	,000	,200	,041	,119	,281
DE11.When I visit the Porto wine cellars I feel a sense of inspiration	Equal variances assumed	89,330	,000	4,888	898	,000	,234	,048	,140	,328
	Equal variances not assumed			4,850	658,590	,000	,234	,048	,139	,329
DE12.When I visit the Porto wine cellars I feel a sense of surprise	Equal variances assumed	111,797	,000	5,575	899	,000	,314	,056	,203	,424
	Equal variances not assumed			5,552	689,168	,000	,314	,057	,203	,425
DE13.Unhappy/Happy	Equal variances assumed	88,202	,000	4,701	905	,000	,150	,032	,087	,212

Consumer Behaviour in Wine Tourism: destination emotions, involvement and place attachment in the wine tourist behaviour during the Porto wine cellars visits context

	Equal variances not assumed			4,687	690,138	,000	,150	,032	,087	,212
DE14.Calm/Excited	Equal variances assumed	123,601	,000	5,946	903	,000	,322	,054	,215	,428
	Equal variances not assumed			5,924	622,443	,000	,322	,054	,215	,428
DE15.Unsatisfied/Satisfied	Equal variances assumed	75,060	,000	4,394	903	,000	,154	,035	,085	,222
	Equal variances not assumed			4,387	698,073	,000	,154	,035	,085	,223
DE16.Sleepy/Wide awake	Equal variances assumed	127,285	,000	6,031	906	,000	,288	,048	,194	,382
	Equal variances not assumed			6,010	706,978	,000	,288	,048	,194	,382
DE17.Cared for/In control	Equal variances assumed	125,459	,000	5,876	906	,000	,325	,055	,217	,434
	Equal variances not assumed			5,844	655,116	,000	,325	,056	,216	,435
DE18.Relaxed/Stimulated	Equal variances assumed	156,700	,000	6,624	906	,000	,389	,059	,274	,505
	Equal variances not assumed			6,578	546,621	,000	,389	,059	,273	,506
DE19.Annoyed/Pleased	Equal variances assumed	113,903	,000	5,538	906	,000	,185	,033	,119	,250
	Equal variances not assumed			5,518	760,259	,000	,185	,033	,119	,250
DE20.Influenced/Influential	Equal variances assumed	162,574	,000	6,967	905	,000	,472	,068	,339	,605
	Equal variances not assumed			6,923	636,765	,000	,472	,068	,338	,606
DE21.Dull/Jittery	Equal variances assumed	130,149	,000	6,095	905	,000	,273	,045	,185	,361

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	Equal variances not assumed			6,068	668,034	,000	,273	,045	,185	,362
DE22.Bored/Relaxed	Equal variances assumed	75,958	,000	4,661	904	,000	,178	,038	,103	,253
	Equal variances not assumed			4,652	819,799	,000	,178	,038	,103	,253
DE23.Guided/Autonomous	Equal variances assumed	157,177	,000	6,736	905	,000	,537	,080	,381	,694
	Equal variances not assumed			6,700	606,456	,000	,537	,080	,380	,695
DE24.Awe/Important	Equal variances assumed	158,123	,000	6,928	904	,000	,373	,054	,268	,479
	Equal variances not assumed			6,899	637,246	,000	,373	,054	,267	,480
DE25.Sluggish/Frenzied	Equal variances assumed	171,084	,000	7,245	906	,000	,401	,055	,292	,509
	Equal variances not assumed			7,209	671,754	,000	,401	,056	,292	,510
DE26.Melancholy/Contented	Equal variances assumed	76,276	,000	4,777	907	,000	,196	,041	,115	,276
	Equal variances not assumed			4,762	774,155	,000	,196	,041	,115	,276
DE27.Submissive/Dominant	Equal variances assumed	111,817	,000	6,029	903	,000	,441	,073	,298	,585
	Equal variances not assumed			6,008	750,786	,000	,441	,073	,297	,586
PI1.Unimportant/Important	Equal variances assumed	103,190	,000	5,506	904	,000	,246	,045	,158	,334
	Equal variances not assumed			5,488	725,227	,000	,246	,045	,158	,334
PI2.Of no concern/Of concern to	Equal variances assumed	100,089	,000	5,795	905	,000	,330	,057	,218	,441

Consumer Behaviour in Wine Tourism: destination emotions, involvement and place attachment in the wine tourist behaviour during the Porto wine cellars visits context

me	Equal variances not assumed			5,776	752,569	,000	,330	,057	,218	,442
PI3.Irrelevant/Relevant	Equal variances assumed	106,348	,000	5,493	901	,000	,238	,043	,153	,323
	Equal variances not assumed			5,468	729,619	,000	,238	,044	,153	,323
PI4.Doesnt matter/Matters to me	Equal variances assumed	101,252	,000	5,130	905	,000	,231	,045	,143	,319
	Equal variances not assumed			5,102	683,943	,000	,231	,045	,142	,320
PI5.Worthless/Valuable	Equal variances assumed	76,335	,000	4,646	903	,000	,184	,040	,106	,262
	Equal variances not assumed			4,629	784,901	,000	,184	,040	,106	,262
PI6.Not beneficial/Beneficial	Equal variances assumed	115,504	,000	5,967	902	,000	,262	,044	,176	,348
	Equal variances not assumed			5,941	718,255	,000	,262	,044	,175	,348
PI7.Insignificant/Significant	Equal variances assumed	74,889	,000	4,902	904	,000	,218	,044	,131	,305
	Equal variances not assumed			4,890	785,446	,000	,218	,045	,130	,305
PI8.Superfluous/Vital	Equal variances assumed	109,847	,000	5,696	906	,000	,313	,055	,205	,420
	Equal variances not assumed			5,669	689,585	,000	,313	,055	,204	,421
PI9.Boring/Interesting	Equal variances assumed	46,994	,000	3,674	900	,000	,130	,035	,061	,200
	Equal variances not assumed			3,661	834,446	,000	,130	,036	,060	,200
PI10.Unexciting/Exciting	Equal variances assumed	113,147	,000	5,647	905	,000	,229	,041	,150	,309

Consumer Behaviour in Wine Tourism: destination emotions, involvement and place attachment in the wine tourist behaviour during the Porto wine cellars visits context

	Equal variances not assumed			5,627	733,653	,000	,229	,041	,149	,309
PI11.Mundane/Fascinating	Equal variances assumed	52,910	,000	4,206	904	,000	,184	,044	,098	,270
	Equal variances not assumed			4,198	857,018	,000	,184	,044	,098	,270
PI12.Nonessential/Essential	Equal variances assumed	74,641	,000	4,750	904	,000	,252	,053	,148	,356
	Equal variances not assumed			4,735	733,875	,000	,252	,053	,148	,357
PI13.Undesirable/Desirable	Equal variances assumed	92,631	,000	4,946	902	,000	,195	,040	,118	,273
	Equal variances not assumed			4,926	737,515	,000	,195	,040	,118	,273
PI14.Not needed/Needed	Equal variances assumed	83,093	,000	5,345	904	,000	,303	,057	,192	,414
	Equal variances not assumed			5,325	746,427	,000	,303	,057	,191	,414
PI15.I feel pleased when visiting Porto wine cellars	Equal variances assumed	24,332	,000	2,747	904	,006	,090	,033	,026	,154
	Equal variances not assumed			2,746	896,197	,006	,090	,033	,026	,154
PI16.Visiting Porto wine cellars is like buying a gift for me	Equal variances assumed	61,965	,000	4,423	904	,000	,259	,058	,144	,373
	Equal variances not assumed			4,412	777,873	,000	,259	,059	,143	,374
PI17.Visiting these Porto wine cellars give me some pleasure	Equal variances assumed	28,344	,000	3,143	902	,002	,130	,042	,049	,212
	Equal variances not assumed			3,138	863,912	,002	,130	,042	,049	,212
PI18.It is very important to	Equal variances assumed	76,831	,000	4,406	902	,000	,224	,051	,124	,324

Consumer Behaviour in Wine Tourism: destination emotions, involvement and place attachment in the wine tourist behaviour during the Porto wine cellars visits context

visit Porto wine cellars	Equal variances not assumed			4,385	677,739	,000	,224	,051	,124	,325
PI19. Visiting Porto wine cellars is of great interest to me	Equal variances assumed	38,462	,000	3,291	902	,001	,138	,042	,056	,221
	Equal variances not assumed			3,285	835,660	,001	,138	,042	,056	,221
WPI1. I am knowledgeable about Porto wine	Equal variances assumed	18,527	,000	4,311	896	,000	,527	,122	,287	,768
	Equal variances not assumed			4,307	881,967	,000	,527	,122	,287	,768
WPI2. Much of my leisure time is devoted to Porto wine-related activities	Equal variances assumed	53,074	,000	5,596	903	,000	,811	,145	,526	1,095
	Equal variances not assumed			5,589	875,425	,000	,811	,145	,526	1,095
WPI3. I have invested a great deal in my interest in Porto wine	Equal variances assumed	50,668	,000	5,416	905	,000	,773	,143	,493	1,053
	Equal variances not assumed			5,411	878,245	,000	,773	,143	,492	1,053
WPI4. Porto wine represents a central life interest for me	Equal variances assumed	49,188	,000	5,429	904	,000	,747	,138	,477	1,018
	Equal variances not assumed			5,423	875,920	,000	,747	,138	,477	1,018
WPI5. For me the Porto wine tastings are a particularly pleasurable experience	Equal variances assumed	14,319	,000	2,594	904	,010	,142	,055	,035	,250
	Equal variances not assumed			2,592	881,767	,010	,142	,055	,035	,250
WPI6. I wish to learn more about Porto wine	Equal variances assumed	48,577	,000	4,348	903	,000	,236	,054	,130	,343
	Equal variances not assumed			4,336	803,165	,000	,236	,054	,129	,343
WPI7. I have a strong	Equal variances assumed	71,728	,000	4,859	904	,000	,329	,068	,196	,462

Consumer Behaviour in Wine Tourism: destination emotions, involvement and place attachment in the wine tourist behaviour during the Porto wine cellars visits context

interest in Porto wine	Equal variances not assumed			4,845	767,662	,000	,329	,068	,196	,463
WPI8.My interest in Porto wine makes me want to visit the cellars	Equal variances assumed	78,765	,000	4,861	902	,000	,253	,052	,151	,355
	Equal variances not assumed			4,851	740,376	,000	,253	,052	,151	,355
PA1.I strongly identify with Porto wine cellars	Equal variances assumed	142,018	,000	6,263	905	,000	,458	,073	,315	,602
	Equal variances not assumed			6,236	678,555	,000	,458	,073	,314	,603
PA2.Visits to Porto wine cellars means a lot to me	Equal variances assumed	130,795	,000	6,070	907	,000	,396	,065	,268	,524
	Equal variances not assumed			6,059	684,247	,000	,396	,065	,268	,525
PA3.I am very attached to Porto wine cellars for its history, culture and heritage	Equal variances assumed	120,614	,000	5,998	908	,000	,405	,068	,273	,538
	Equal variances not assumed			5,982	664,147	,000	,405	,068	,272	,538
PA4.Porto wine cellars are very special to me	Equal variances assumed	130,618	,000	6,011	905	,000	,392	,065	,264	,520
	Equal variances not assumed			5,993	681,167	,000	,392	,065	,264	,521
PA5.Visiting Porto wine cellars is more important to me than going on other visits	Equal variances assumed	152,415	,000	6,511	908	,000	,452	,069	,316	,588
	Equal variances not assumed			6,492	621,222	,000	,452	,070	,315	,588
PA6.I enjoy visiting Porto wine cellars and their environment more than other place	Equal variances assumed	161,833	,000	6,637	908	,000	,458	,069	,323	,594
	Equal variances not assumed			6,617	629,171	,000	,458	,069	,322	,594
PA7.I get more satisfaction	Equal variances assumed	137,532	,000	6,338	906	,000	,433	,068	,299	,567

Consumer Behaviour in Wine Tourism: destination emotions, involvement and place attachment in the wine tourist behaviour during the Porto wine cellars visits context

out of visiting Porto wine cellars than any other visits	Equal variances not assumed			6,321	650,651	,000	,433	,068	,298	,567
PA8.For what I like to do I could not imagine anything better than the settings and facilities provided by Porto wine cellars	Equal variances assumed	205,332	,000	7,372	905	,000	,531	,072	,390	,673
	Equal variances not assumed			7,342	578,967	,000	,531	,072	,389	,673
BI1.I will recommend these cellars to other people	Equal variances assumed	50,762	,000	3,644	902	,000	,109	,030	,050	,168
	Equal variances not assumed			3,641	743,560	,000	,109	,030	,050	,168
BI2.I will say positive things about these cellars to other people	Equal variances assumed	16,075	,000	2,264	904	,024	,076	,033	,010	,141
	Equal variances not assumed			2,264	903,885	,024	,076	,033	,010	,141
BI3.I will encourage friends and relatives to visit these cellars	Equal variances assumed	9,211	,002	1,717	904	,086	,066	,039	-,009	,142
	Equal variances not assumed			1,717	899,563	,086	,066	,039	-,009	,142
BI4.I will revisit these cellars in the next 3 years	Equal variances assumed	28,529	,000	3,720	908	,000	,440	,118	,208	,671
	Equal variances not assumed			3,718	884,856	,000	,440	,118	,208	,672
BI5.According to destination	Equal variances assumed	165,081	,000	6,261	906	,000	,357	,057	,245	,469

Consumer Behaviour in Wine Tourism: destination emotions, involvement and place attachment in the wine tourist behaviour during the Porto wine cellars visits context

emotions that Porto wine cellars make me feel, the involvement and place attachment of the place the likelihood to visit Porto wine cellars is very strong to me	Equal variances not assumed			6,241	583,704	,000	,357	,057	,245	,470
Porto Wine Tastings.It is very important for me the tastings of Porto wine during the visits to the Porto wine cellars	Equal variances assumed	7,113	,008	1,470	901	,142	,069	,047	-,023	,160
	Equal variances not assumed			1,467	846,460	,143	,069	,047	-,023	,160

T-Test applied to the variable NATIONALITY (groups: portuguese and not portuguese)

Through the use of the Independent Samples Test, it was possible to conclude that the variable nationality doesn't assume equal variances between younger and older respondents. Comparing the Portuguese and the non Portuguese respondents, it was observed an inequality of variances in all items of Question 1, 2, 3, 4, 5, 6, 7 and 8. This implies that there is a significant difference in the means of Portuguese respondents, when compared to non Portuguese.

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
DE1. When I visit the Porto wine cellars I feel a sense of delight	Equal variances assumed	153,182	,000	6,136	902	,000	,210	,034	,143	,277
	Equal variances not assumed			6,107	590,418	,000	,210	,034	,143	,278
DE2. When I visit the Porto wine cellars I feel a sense of enthusiasm	Equal variances assumed	132,077	,000	5,772	903	,000	,205	,036	,135	,275
	Equal variances not assumed			5,738	662,323	,000	,205	,036	,135	,275
DE3. When I visit the Porto wine cellars I feel a sense of joy	Equal variances assumed	121,040	,000	5,469	902	,000	,194	,035	,124	,264
	Equal variances not assumed			5,443	687,338	,000	,194	,036	,124	,264
DE4. When I visit the Porto wine cellars I feel a sense of pleasure	Equal variances assumed	73,749	,000	4,414	902	,000	,143	,032	,079	,206
	Equal variances not assumed			4,396	729,333	,000	,143	,032	,079	,206
DE5. When I visit the Porto wine cellars I	Equal variances assumed	181,959	,000	6,638	902	,000	,357	,054	,251	,462

Consumer Behaviour in Wine Tourism: destination emotions, involvement and place attachment in the wine tourist behaviour during the Porto wine cellars visits context

feel a sense of affection	Equal variances not assumed			6,586	589,273	,000	,357	,054	,250	,463
DE6.When I visit the Porto wine cellars I feel a sense of love	Equal variances assumed	120,453	,000	5,660	900	,000	,313	,055	,204	,422
	Equal variances not assumed			5,621	634,745	,000	,313	,056	,204	,422
DE7.When I visit the Porto wine cellars I feel a sense of tenderness	Equal variances assumed	116,122	,000	5,495	901	,000	,331	,060	,213	,449
	Equal variances not assumed			5,469	651,026	,000	,331	,061	,212	,450
DE8.When I visit the Porto wine cellars I feel warm-hearted	Equal variances assumed	94,864	,000	5,325	902	,000	,280	,053	,177	,383
	Equal variances not assumed			5,301	711,439	,000	,280	,053	,176	,383
DE9.When I visit the Porto wine cellars I feel a sense of astonishment	Equal variances assumed	105,866	,000	5,505	900	,000	,300	,054	,193	,407
	Equal variances not assumed			5,471	674,125	,000	,300	,055	,192	,407
DE10.When I visit the Porto wine cellars I feel fascinated	Equal variances assumed	89,995	,000	4,889	902	,000	,200	,041	,120	,280
	Equal variances not assumed			4,862	709,340	,000	,200	,041	,119	,281
DE11.When I visit the Porto wine cellars I feel a sense of inspiration	Equal variances assumed	89,330	,000	4,888	898	,000	,234	,048	,140	,328
	Equal variances not assumed			4,850	658,590	,000	,234	,048	,139	,329
DE12.When I visit the Porto wine cellars I feel a sense of surprise	Equal variances assumed	111,797	,000	5,575	899	,000	,314	,056	,203	,424
	Equal variances not assumed			5,552	689,168	,000	,314	,057	,203	,425
DE13.Unhappy/Happy	Equal variances assumed	88,202	,000	4,701	905	,000	,150	,032	,087	,212

Consumer Behaviour in Wine Tourism: destination emotions, involvement and place attachment in the
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	Equal variances not assumed			4,687	690,138	,000	,150	,032	,087	,212
DE14.Calm/Excited	Equal variances assumed	123,601	,000	5,946	903	,000	,322	,054	,215	,428
	Equal variances not assumed			5,924	622,443	,000	,322	,054	,215	,428
DE15.Unsatisfied/Satisfied	Equal variances assumed	75,060	,000	4,394	903	,000	,154	,035	,085	,222
	Equal variances not assumed			4,387	698,073	,000	,154	,035	,085	,223
DE16.Sleepy/Wide awake	Equal variances assumed	127,285	,000	6,031	906	,000	,288	,048	,194	,382
	Equal variances not assumed			6,010	706,978	,000	,288	,048	,194	,382
DE17.Cared for/In control	Equal variances assumed	125,459	,000	5,876	906	,000	,325	,055	,217	,434
	Equal variances not assumed			5,844	655,116	,000	,325	,056	,216	,435
DE18.Relaxed/Stimulated	Equal variances assumed	156,700	,000	6,624	906	,000	,389	,059	,274	,505
	Equal variances not assumed			6,578	546,621	,000	,389	,059	,273	,506
DE19.Annoyed/Pleased	Equal variances assumed	113,903	,000	5,538	906	,000	,185	,033	,119	,250
	Equal variances not assumed			5,518	760,259	,000	,185	,033	,119	,250
DE20.Influenced/Influential	Equal variances assumed	162,574	,000	6,967	905	,000	,472	,068	,339	,605
	Equal variances not assumed			6,923	636,765	,000	,472	,068	,338	,606
DE21.Dull/Jittery	Equal variances assumed	130,149	,000	6,095	905	,000	,273	,045	,185	,361

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	Equal variances not assumed			6,068	668,034	,000	,273	,045	,185	,362
DE22.Bored/Relaxed	Equal variances assumed	75,958	,000	4,661	904	,000	,178	,038	,103	,253
	Equal variances not assumed			4,652	819,799	,000	,178	,038	,103	,253
DE23.Guided/Autonomous	Equal variances assumed	157,177	,000	6,736	905	,000	,537	,080	,381	,694
	Equal variances not assumed			6,700	606,456	,000	,537	,080	,380	,695
DE24.Awed/Important	Equal variances assumed	158,123	,000	6,928	904	,000	,373	,054	,268	,479
	Equal variances not assumed			6,899	637,246	,000	,373	,054	,267	,480
DE25.Sluggish/Frenzied	Equal variances assumed	171,084	,000	7,245	906	,000	,401	,055	,292	,509
	Equal variances not assumed			7,209	671,754	,000	,401	,056	,292	,510
DE26.Melancholy/Contented	Equal variances assumed	76,276	,000	4,777	907	,000	,196	,041	,115	,276
	Equal variances not assumed			4,762	774,155	,000	,196	,041	,115	,276
DE27.Submissive/Dominant	Equal variances assumed	111,817	,000	6,029	903	,000	,441	,073	,298	,585
	Equal variances not assumed			6,008	750,786	,000	,441	,073	,297	,586
PI1.Unimportant/Important	Equal variances assumed	103,190	,000	5,506	904	,000	,246	,045	,158	,334
	Equal variances not assumed			5,488	725,227	,000	,246	,045	,158	,334
PI2.Of no concern/Of concern to me	Equal variances assumed	100,089	,000	5,795	905	,000	,330	,057	,218	,441

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	Equal variances not assumed			5,776	752,569	,000	,330	,057	,218	,442
PI3.Irrelevant/Relevant	Equal variances assumed	106,348	,000	5,493	901	,000	,238	,043	,153	,323
	Equal variances not assumed			5,468	729,619	,000	,238	,044	,153	,323
PI4.Doesnt matter/Matters to me	Equal variances assumed	101,252	,000	5,130	905	,000	,231	,045	,143	,319
	Equal variances not assumed			5,102	683,943	,000	,231	,045	,142	,320
PI5.Worthless/Valuable	Equal variances assumed	76,335	,000	4,646	903	,000	,184	,040	,106	,262
	Equal variances not assumed			4,629	784,901	,000	,184	,040	,106	,262
PI6.Not beneficial/Beneficial	Equal variances assumed	115,504	,000	5,967	902	,000	,262	,044	,176	,348
	Equal variances not assumed			5,941	718,255	,000	,262	,044	,175	,348
PI7.Insignificant/Significant	Equal variances assumed	74,889	,000	4,902	904	,000	,218	,044	,131	,305
	Equal variances not assumed			4,890	785,446	,000	,218	,045	,130	,305
PI8.Superfluous/Vital	Equal variances assumed	109,847	,000	5,696	906	,000	,313	,055	,205	,420
	Equal variances not assumed			5,669	689,585	,000	,313	,055	,204	,421
PI9.Boring/Interesting	Equal variances assumed	46,994	,000	3,674	900	,000	,130	,035	,061	,200
	Equal variances not assumed			3,661	834,446	,000	,130	,036	,060	,200
PI10.Unexciting/Exciting	Equal variances assumed	113,147	,000	5,647	905	,000	,229	,041	,150	,309

Consumer Behaviour in Wine Tourism: destination emotions, involvement and place attachment in the wine tourist behaviour during the Porto wine cellars visits context

	Equal variances not assumed			5,627	733,653	,000	,229	,041	,149	,309
PI11.Mundane/Fascinating	Equal variances assumed	52,910	,000	4,206	904	,000	,184	,044	,098	,270
	Equal variances not assumed			4,198	857,018	,000	,184	,044	,098	,270
PI12.Nonsentential/Essential	Equal variances assumed	74,641	,000	4,750	904	,000	,252	,053	,148	,356
	Equal variances not assumed			4,735	733,875	,000	,252	,053	,148	,357
PI13.Undesirable/Desirable	Equal variances assumed	92,631	,000	4,946	902	,000	,195	,040	,118	,273
	Equal variances not assumed			4,926	737,515	,000	,195	,040	,118	,273
PI14.Not needed/Needed	Equal variances assumed	83,093	,000	5,345	904	,000	,303	,057	,192	,414
	Equal variances not assumed			5,325	746,427	,000	,303	,057	,191	,414
PI15.I feel pleased when visiting Porto wine cellars	Equal variances assumed	24,332	,000	2,747	904	,006	,090	,033	,026	,154
	Equal variances not assumed			2,746	896,197	,006	,090	,033	,026	,154
PI16.Visiting Porto wine cellars is like buying a gift for me	Equal variances assumed	61,965	,000	4,423	904	,000	,259	,058	,144	,373
	Equal variances not assumed			4,412	777,873	,000	,259	,059	,143	,374
PI17.Visiting these Porto wine cellars give me some pleasure	Equal variances assumed	28,344	,000	3,143	902	,002	,130	,042	,049	,212
	Equal variances not assumed			3,138	863,912	,002	,130	,042	,049	,212
PI18.It is very important to	Equal variances assumed	76,831	,000	4,406	902	,000	,224	,051	,124	,324

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visit Porto wine cellars	Equal variances not assumed			4,385	677,739	,000	,224	,051	,124	,325
PI19. Visiting Porto wine cellars is of great interest to me	Equal variances assumed	38,462	,000	3,291	902	,001	,138	,042	,056	,221
	Equal variances not assumed			3,285	835,660	,001	,138	,042	,056	,221
WPI1. I am knowledgeable about Porto wine	Equal variances assumed	18,527	,000	4,311	896	,000	,527	,122	,287	,768
	Equal variances not assumed			4,307	881,967	,000	,527	,122	,287	,768
WPI2. Much of my leisure time is devoted to Porto wine-related activities	Equal variances assumed	53,074	,000	5,596	903	,000	,811	,145	,526	1,095
	Equal variances not assumed			5,589	875,425	,000	,811	,145	,526	1,095
WPI3. I have invested a great deal in my interest in Porto wine	Equal variances assumed	50,668	,000	5,416	905	,000	,773	,143	,493	1,053
	Equal variances not assumed			5,411	878,245	,000	,773	,143	,492	1,053
WPI4. Porto wine represents a central life interest for me	Equal variances assumed	49,188	,000	5,429	904	,000	,747	,138	,477	1,018
	Equal variances not assumed			5,423	875,920	,000	,747	,138	,477	1,018
WPI5. For me the Porto wine tastings are a particularly pleasurable experience	Equal variances assumed	14,319	,000	2,594	904	,010	,142	,055	,035	,250
	Equal variances not assumed			2,592	881,767	,010	,142	,055	,035	,250
WPI6. I wish to learn more about Porto wine	Equal variances assumed	48,577	,000	4,348	903	,000	,236	,054	,130	,343
	Equal variances not assumed			4,336	803,165	,000	,236	,054	,129	,343
WPI7. I have a strong interest in	Equal variances assumed	71,728	,000	4,859	904	,000	,329	,068	,196	,462

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Porto wine	Equal variances not assumed			4,845	767,662	,000	,329	,068	,196	,463
WPI8.My interest in Porto wine makes me want to visit the cellars	Equal variances assumed	78,765	,000	4,861	902	,000	,253	,052	,151	,355
	Equal variances not assumed			4,851	740,376	,000	,253	,052	,151	,355
PA1.I strongly identify with Porto wine cellars	Equal variances assumed	142,018	,000	6,263	905	,000	,458	,073	,315	,602
	Equal variances not assumed			6,236	678,555	,000	,458	,073	,314	,603
PA2.Visits to Porto wine cellars means a lot to me	Equal variances assumed	130,795	,000	6,070	907	,000	,396	,065	,268	,524
	Equal variances not assumed			6,059	684,247	,000	,396	,065	,268	,525
PA.I am very attached to Porto wine cellars for its history, culture and heritage	Equal variances assumed	120,614	,000	5,998	908	,000	,405	,068	,273	,538
	Equal variances not assumed			5,982	664,147	,000	,405	,068	,272	,538
PA4.Porto wine cellars are very special to me	Equal variances assumed	130,618	,000	6,011	905	,000	,392	,065	,264	,520
	Equal variances not assumed			5,993	681,167	,000	,392	,065	,264	,521
PA5.Visiting Porto wine cellars is more important to me than going on other visits	Equal variances assumed	152,415	,000	6,511	908	,000	,452	,069	,316	,588
	Equal variances not assumed			6,492	621,222	,000	,452	,070	,315	,588
PA6.I enjoy visiting Porto wine cellars and their environment more than other place	Equal variances assumed	161,833	,000	6,637	908	,000	,458	,069	,323	,594
	Equal variances not assumed			6,617	629,171	,000	,458	,069	,322	,594
PA7.I get more satisfaction	Equal variances assumed	137,532	,000	6,338	906	,000	,433	,068	,299	,567

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out of visiting Porto wine cellars than any other visits	Equal variances not assumed			6,321	650,65 1	,000	,433	,068	,298	,567
PA8.For what I like to do I could not imagine anything better than the settings and facilities provided by Porto wine cellars	Equal variances assumed Equal variances not assumed	205,33 2	,000	7,372	905	,000	,531	,072	,390	,673
				7,342	578,96 7	,000	,531	,072	,389	,673
BI1.I will recommend these cellars to other people	Equal variances assumed Equal variances not assumed	50,762	,000	3,644	902	,000	,109	,030	,050	,168
				3,641	743,56 0	,000	,109	,030	,050	,168
BI2.I will say positive things about these cellars to other people	Equal variances assumed Equal variances not assumed	16,075	,000	2,264	904	,024	,076	,033	,010	,141
				2,264	903,88 5	,024	,076	,033	,010	,141
BI3.I will encourage friends and relatives to visit these cellars	Equal variances assumed Equal variances not assumed	9,211	,002	1,717	904	,086	,066	,039	-,009	,142
				1,717	899,56 3	,086	,066	,039	-,009	,142
BI4.I will revisit these cellars in the next 3 years	Equal variances assumed Equal variances not assumed	28,529	,000	3,720	908	,000	,440	,118	,208	,671
				3,718	884,85 6	,000	,440	,118	,208	,672
BI5.Accordin g to destination	Equal variances assumed	165,08 1	,000	6,261	906	,000	,357	,057	,245	,469

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emotions that Porto wine cellars make me feel, the involvement and place attachment of the place the likelihood to visit Porto wine cellars is very strong to me	Equal variances not assumed			6,241	583,704	,000	,357	,057	,245	,470
Porto Wine Tastings.It is very important for me the tastings of Porto wine during the visits to the Porto wine cellars	Equal variances assumed	7,113	,008	1,470	901	,142	,069	,047	-,023	,160
	Equal variances not assumed			1,467	846,460	,143	,069	,047	-,023	,160

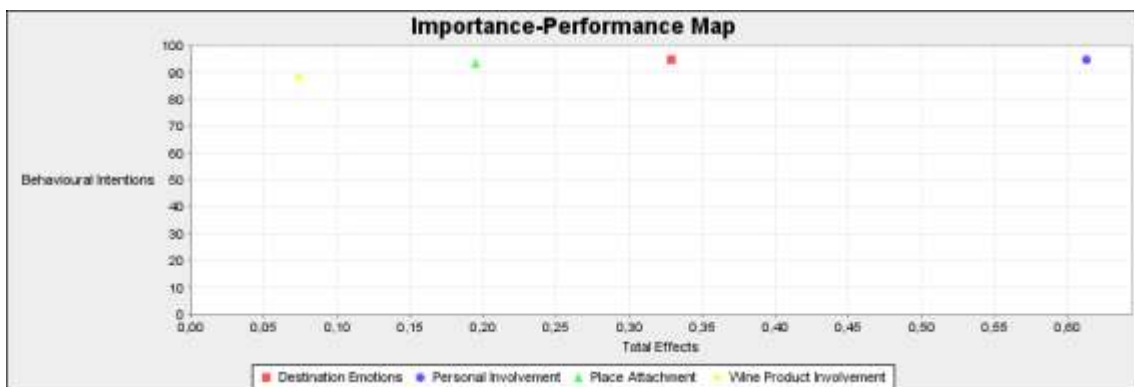
Consumer Behaviour in Wine Tourism: destination emotions, involvement and place attachment in the wine tourist behaviour during the Porto wine cellars visits context

Appendix VII: IPMA Results of Behavioural Intentions (BI) as the Target Construct

PLS IPMA Analysis

IPMA Results of Behavioural Intentions (BI) as the Target Construct

For archive the IPMA results of the behavioural intentions (BI) as the target construct, is required obtaining the full effects of the relationships of all other constructs (DE, PI, PA and WPI) on the selected the target construct (BI) (Ahmad & Afthanorhan, 2014; Hair *et al.*, 2014), as shown the map below.



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