Title
Significance of Winery Experienscape for Residents and Visitors

I want to submit an abstract for:
Conference Presentation

Corresponding Author
Asli D. A. Tasci

E-Mail Corresponding Author
Asli.Tasci@ucf.edu

Affiliation
University of Central Florida

Co-Author/s

<table>
<thead>
<tr>
<th>Name</th>
<th>Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Robin M. Back</td>
<td>University of Central Florida</td>
</tr>
<tr>
<td>Ady Milman</td>
<td>University of Central Florida</td>
</tr>
</tbody>
</table>

E-Mail/s Co-Author/s

<table>
<thead>
<tr>
<th>E-Mail</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="mailto:Robin.Back@ucf.edu">Robin.Back@ucf.edu</a></td>
</tr>
<tr>
<td><a href="mailto:Ady.Milman@ucf.edu">Ady.Milman@ucf.edu</a></td>
</tr>
</tbody>
</table>

Keywords
winery experienscape; winescape; wine tourism; consumer behavior; visitor and resident perspectives

Research Question
What are Florida’s important winery experienscape attributes that affect residents’ and current and future wine tourists’ visit experience, satisfaction, and loyalty.

Methods
Cross-sectional online survey. Respondents (n=434) who visited Florida wineries and residents (n=232) who live around Florida wineries recruited. Frequencies, descriptives, t-tests, PCA and OLS multiple regression analysis conducted in SPSSv28.0.

Results
Four winery experienscape components identified: Service and Social Atmosphere; Brand Image, Quality, and Value; Access and Safety; Respect for Nature and Culture. Visitors and residents perceive Florida winery experienscape positively.

Abstract
Background

As wine tourism has gained academic attention, researchers have endeavored to identify the dimensions of a winery service environment. Nonetheless, the influence of these dimensions on consumer behavior, especially from visitor and resident perspectives, is lacking. Scholarly research endeavored to identify the important attributes of a winery landscape, termed “winescape,” as potential drivers of visitor satisfaction and loyalty. Winescape is a concept similar to the wine tourism destination image, where attributes of a wine tourism destination form a landscape in tourists’ minds (Bruwer & Lesschaeve, 2012; Bruwer et al., 2015; Quintal et al., 2015; Thomas et al., 2018). The concept is related to the well-known servicescape construct (Bitner, 1992), which was recently reconstructed as experienscape (Pizam & Tasci, 2019; Tasci & Pizam, 2020) inclusive of natural, social, cultural, sensory, and functional attributes.

The influence of winescape on satisfaction and loyalty has not been studied together in a single study. Additionally, there is a lack of studies comparing the perspectives of visitors and residents living around wineries. Involving resident perspectives may identify potential issues for improvement within a winery experienscape. Furthermore, many studies did not apply modeling techniques to reveal unique and complex relationships among different consumer behaviors (Marzo-Navarro and Pedraja-Iglesias, 2009). Therefore, the current study builds on existing scales and applies modeling to capture the significant components of the winery experienscape that contribute to visitor satisfaction and loyalty.

While Florida does not have the climatic conditions to become a major wine tourism destination for serious wine aficionados and, therefore, has not received much attention in academic research, wine production using grapes of the Vitis Rotundifolia (more commonly known as “Muscadine”) species provides authentic experiential tourist activities that diversify the tourism product. However, the potential of wine tourism in non-traditional wine-producing states will not be realized unless the winery experienscape in relation to consumer experience, satisfaction, and loyalty is understood. Therefore, the current research aims to study residents as well as current and potential wine tourism consumers of Florida in order to define Florida’s important wine experienscape attributes from different perspectives, in relation to consumers’ visit experience, satisfaction, and loyalty.

Methods

A cross-sectional survey was conducted for the objectives of the study. To identify the winery experienscape, comprehensive desktop research of literature and projects was conducted. Additionally, interviews with winery owners were conducted. This approach revealed 65 attributes. After eliminating redundancies, 42 unique attributes of a winery were revealed. A 7-point scale was used for the multi-item scales measuring winery experienscape with multiple dimensions to maximize the variance in the data while minimizing the stress on the respondents.

Online respondents (n=434) who have visited wineries in Florida were recruited through MTurk. Additionally, residents (n=232) who live around wineries in Florida were recruited through Qualtrics. SPSS Version 28.0 was used in the data analyses including frequencies, descriptives, t-tests, Principal Component Analysis (PCA), and ordinary least squares (OLS) multiple regression analysis. The Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) and Bartlett’s Test of Sphericity were assessed to ensure the appropriateness of the data for PCA. The KMO coefficient for all constructs was above .75 and Bartlett’s test was significant at the .001 level or below, indicating the adequacy of the items.

Results

The survey of residents and visitors revealed that in Florida, the winery experienscape of the state is perceived quite positively by both groups, with visitors having significantly better perceptions than residents in 34 attributes. Visitors also had significantly higher ratings on their perception of the winery visit’s significance in the overall trip experience, their satisfaction with the winery they visited last, and their likelihood to visit this winery again.

The study identified four winery experienscape components, Service and Social Atmosphere; Brand Image, Quality, and Value; Access and Safety; and Respect for Nature and Culture. the Brand Image, Quality, and Value dimension
of the Florida winery experienscape consistently explained the significance of the winery visit in the overall trip experience, satisfaction with the winery visit, and the likelihood to visit the winery again for both residents and visitors. The Access and Safety dimension consistently explained all three dependent variables for visitors. The Respect for Nature and Culture dimension exerted some influence on residents’ perception of the significance of the winery visit on the overall trip experience, while it exerted some influence, less than that for residents, on visitors’ likelihood to visit the winery again. Although Service and Social Atmosphere had the highest percentage of variance extracted in PCA and the highest factor grand mean, this dimension of winery experience did not have any influence on the perceived significance of the winery visit on the overall trip experience, the satisfaction with the winery, or the likelihood to visit the winery again.

Implications

This study is an extension of the body of literature on consumers’ experience while visiting Florida wineries. While three of the four winery experienscape components have been identified in previous studies (Bruwer and Lesschæve, 2012; Quintal et al., 2015), it is interesting to mention that the access and safety component was a new addition to the winery experienscape portfolio in the literature. This might be associated with contemporary challenges and safety and accessibility in various locations, including Florida. The study also contrasted the perspectives of residents and visitors and identified similar winery experienscape components with different influences on their satisfaction and loyalty.

References


Consent

✔ I agree to the privacy policy.

You find the link to our privacy policy at the bottom of the page. In the privacy policy you find a link for exporting and/or erasing your personal data stored in our database.