

A PASSION FOR WINE: DEVELOPING SCALES TO TEST A MODEL OF ENDURING INVOLVEMENT

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ABSTRACT

Purpose: Highly involved wine consumers are very important to the global wine industry as they spend more on wine and often serve as opinion leaders. However, very little is known about how people first became enamored with wine. Bloch, Commuri and Arnold (2009) have proposed a model to explain the origin, development and reinforcement of Enduring Involvement (EI) but the model has yet to be empirically tested. The purpose of this study was to develop scales to measure the constructs in the model.

Methodology: 82 scale items were developed to measure the 9 constructs in the EI model proposed by Bloch et al. The items were first analyzed for construct validity. An online survey gathered data from 149 upper division business students, and the data were analyzed further for scale reliability and convergence, discriminant and nomological validity.

Findings: The scales for the 9 constructs developed and tested in this paper are suitable for use in testing the EI model using SEM. This will allow future researchers to gain a much deeper understanding of wine consumer behavior and how to promote continued development of responsible passion for wine.

Key Words: Scale Development, Wine Involvement, Enduring Involvement Theory

1. Introduction

The concept of enduring involvement (EI) is important for marketers because consumers who fit this category have a tendency to have higher levels of brand commitment and loyalty (Traylor, 1981; Coulter et al., 2003; Shukla, 2004). They are also more apt to spend more money and make repeat purchases (Lee & Bai, 2014; Thach & Olsen, 2015). Equally important is the fact that they may become advocates of a category and encouraged others to become highly involved as well (Bloch et al., 2009). Because of its importance, there is a robust inventory of research on EI, and multiple scales have been developed to measure levels of involvement. However, there is much less information on the origins and development of enduring involvement. What causes a consumer to become passionate about a specific product or recreational activities in the first place? Why do some people fall in love with wine and

others do not? In order to answer these questions, this research study looks to a proposed theoretical model, the *Model of EI Origins and Development*, created by Bloch, Commuri and Arnold in 2009.

2. Literature Review

2.1 Defining Enduring Involvement (EI). The concept of Enduring Involvement (EI) has been studied for more than three decades, and has given rise to a variety of definitions. One of the original definitions, proposed by Rothschild (1984) and based on a compilation of multiple involvement research studies, was that EI is an "unobservable state of motivation, arousal or interest toward a recreational activity or associated product, evoked by a particular stimulus or situation, and which results in searching, processing, and decision-making (p. 216)".

EI is differentiated from other forms of "product involvement," in that it is a stable ongoing interest in a product rather than only occurring in certain situations (Laurent & Kapferer, 1985; Celsi & Olson, 1988). Examples of product categories that can generate strong enduring involvement include cars, cameras, wine, specific types of music, art, and fashion. Recreational activities that may engender EI are golf, skiing, football, cooking, and horse-back riding.

For EI to occur, it must originate from a person's self-concept, values and ego (Dholakia, 2001). Consumers may find some products are more central to their lives, provide a sense of identity, and define their relationship to the world (Taylor, 1981). Although researchers have attempted to identify high and low involvement products, it appears that involvement is defined by the consumer, not the product (Shukla, 2004). Thus product involvement is not inherent in the product itself, but an aspect of the consumer (Taylor, 1981).

2.2 The Importance of EI. Obviously consumers with a high level of EI towards a product category or activity are very important to marketers. Research has shown that high involvement leads to brand commitment, brand loyalty and repeat purchase (Taylor, 1981; Coulter et al., 2003; Shukla 2004). High involvement also leads to consumers spending more time looking at store displays and use of media including Internet, magazines, and entertainment channels regarding the product or activity (Kinley et al., 2010). EI consumers can become very passionate about the shopping experience associated with the product. EI leads to more extensive information search (Zaichkowsky, 1985), and using a greater variety of sources. They are also more comfortable and confident in making decisions (Kinley et al., 2010; Lockshin et al., 1997). There is also an interaction effect with greater levels of involvement and product knowledge leading to more information search (Lin & Chen, 2006).

2.3 Previous Research in Wine Involvement. There has been a growing body of research conducted on highly involved consumers in the wine arena. An early study discovered that these types of consumers were more likely to be wine innovators, or those consumers who were more apt to try new products as they are introduced to the marketplace (Goldsmith et al., 1998). Other studies found that highly involved wine consumers will consider the region where a country comes based on the consumption situation (Quester & Smart, 1998), and that they focus on more cognitive dimensions of wine, such as complexity (Charters & Pettigrew, 2006). In Japan, researchers found that involvement increases with the frequency of wine consumption and the amount of wine consumed, which leads to greater amounts of money spent on wine (Bruwer & Buller, 2013). Furthermore, another study showed that highly involved drinkers were apt to spend more on wine than less involved consumers (Thach & Olsen, 2015).

Research in France showed a relationship between wine involvement and emotional representations (Mora & Moscarola, 2010). The presence of rituals, value judgements, and family connections were positively related to involvement; whereas functional elements such as wine varieties and regions were negatively related and there was no relationship with brands. The finding suggests the path to higher involvement is more likely to come from symbolic and affective sources rather than brands and intrinsic elements of the wine.

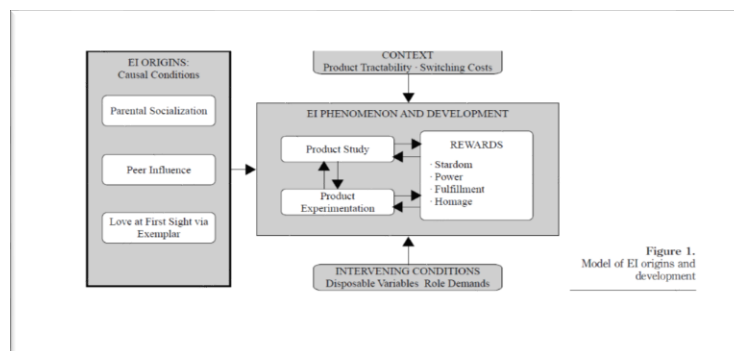
In wine tourism research, first time visitors to a winery were more likely to be on vacation to visit friends and family, whereas more highly involved return visitors to a winery were more likely to base their vacation around visiting wineries (Stoddard & Clopton, 2015). The returning visitors wanted to buy wine, meet the winemaker and attend events, whereas first time visitors wanted tours, a time to relax and to be entertained. This suggests that initial levels of involvement may be based more on fun, and the rewards of education come later in the cultivation of involvement.

2.4 Antecedents to Enduring Involvement. One area of involvement in which there has been less research is exploring antecedents to enduring involvement. What causes a person to become passionate about a product or recreational activity? The few studies that have been conducted show both individual traits and socialization factors as having an impact on promoting involvement. Andrews et al., (1995) identified two categories of antecedents to involvement; those related to personal needs goals and characteristics, and those related to situational and decision factors. The first category appears to be most relevant to enduring product involvement whereas the second group of factors relate to situational involvement. The authors identified 6 antecedents to involvement: 1) personal goals, 2) values, 3) ego-related significance, 4) personal relevance, 5) importance of the object, and 6) personality factors. Other research has shown that socialization factors such as family and peers have a strong impact on developing EI. In a study of young people, parents and peers had a positive relationship to product involvement (Te'eni-Harari, 2014). Another study found that parental influence is greatest when the

products are expensive as parents provide resources for purchase (Bloch et al., 2009). Research on involvement with professional sports teams showed that the opportunity to bond with friends and other spectators was an antecedent of involvement (Funk et al., 2004).

2.5 A Model of Enduring Product Involvement. One of the most comprehensive studies to explore antecedents to EI was conducted by Bloch, Commuri and Arnold (2009). They focused on consumers who were enamored with cars, photography, fashion, and jazz. Research participants were invited to write narratives about their experiences with these products or activities, which resulted in 57 narratives and 292 usable episodes for analysis. As a result of their study, they came to the conclusion that EI is a dynamic construct that grows and develops based on 3 groups of antecedents, which they identified as EI Origins. From there the passion for the product is enhanced and developed, which they referred to as EI Phenomenon and Development. These concepts are illustrated in their Model of EI Origins and Development (Figure 1).

Figure 1. Model of EI Origins and Development (Bloch et al., 2009)



EI Origins The model indicates that EI does not happen in a vacuum and can be triggered by three potential sources, as outlined below:

1. **Parental Socialization** - Parental socialization can act as a source of EI as it includes transfer of interest, influence, approval and bonding from parents and other family members and more distant relatives.
2. **Peer Influence** - Influence of friends and peers is another possible trigger to form EI. Bloch et al. (2009) noticed that friends can have a direct influence when they help identify important brands and models, as well as provide an introduction to a specialized sub-category of a product class. These results were consistent with past research showing that product preferences and recreational choices are affected by group connections and pressure to conform (Kyle & Chick, 2002).
3. **Love at First Sight** - There are also spontaneous triggers that create deep interest in a product often described as a “love at first sight.” The researchers found that product admiration has the

potential “to move a consumer from an under-exposed and uninterested state into one that, often, resulted in a lifelong involvement and appreciation” (Bloch et al., 2009, p.56).

EI Development and Reinforcement The model also examines factors and conditions that affect involvement development and change. Past consumer behavior research on EI has considered it as a largely static phenomenon that could be measured as high versus low (Zaichkowsky, 1985). Bloch et al. found out that EI is a dynamic construct with three main interconnected elements:

1. **Product Study** - EI consumers invest a significant amount of time and a variety of resources to carefully study and understand the product. EI consumers frequently mentioned books and training courses as well as special interest magazines and websites as important tools in their ongoing association of product study. These findings are in line with earlier work that has showed a strong link between EI and a consumer’s ongoing search for product information (Bloch et al., 1986; Mathwick & Rigdon, 2004).
2. **Product Experimentation** – A consumer’s product relationship is rooted in one’s tendency to actively interact with the product. Experimentation can take the form of direct, hands-on experience with the product; be it to understand its inner workings or to uniquely customize it through different types of modifications.
3. **Rewards/positive reinforcement** – The model also indicates that product involvement is encouraged when consumers are rewarded for their interest. Rewards can come from four sources:
 - a) **Stardom**: recognition and admiration from others for growing expertise
 - b) **Power**: control and mastery over the product
 - c) **Fulfillment**: a deep sense of satisfaction and enjoyment
 - d) **Homage**: paying homage to relevant products, attachment and nostalgia over older products

The researchers also propose that contextual factors such as switching costs and intervening conditions, such as role demands could impact the development of EI.

2.5 The Need for Scale Development to Test the Model. As one of the most comprehensive studies on the origins and development of EI to date, the researchers were able to propose a theoretical model. The next step is to test the model in a wine context. There have been different scales developed to measure involvement, such as Laurent and Kapferer’s (1985) Consumer Involvement Profile (CIP) and Zaichkowsky’s (1985) Personality Involvement Inventory (PII). However, to date there has been no scales created to measure the constructs in the proposed EI model. With this in mind, the present study was undertaken to create the necessary scales with a wine focus.

3. Method

3.1 Item Generation and Content and Face Validity. Content validity concerns capturing all facets of the concept and is based on the assessment of experts that the items represent the desired domain. Scale

items were generated by 3 experts in the field of wine marketing research familiar with the wine involvement literature. Using the definitions in the model as guides for each of the 9 domains, a list of 8-12 scale items was generated by the experts. Therefore, the scales are assumed to possess content validity. Face validity is evaluated by checking to see if members of the target population believe the items measure the desired construct. Ten students in an MBA program were provided a subset of scale items and asked to match them to the correct definition of the construct. The students correctly classified the items 95.3% of the time. One item was removed and minor editing on others to improve the face validity of the scales. In the end, 82 scale items were created to measure the nine constructs in the model.

3.2 Data Collection. In order to obtain data for further scale development, an online survey administered via Survey Monkey was developed. Survey participants were upper division business students enrolled in three management classes. Students were first screened to insure that they were above age 21 and consumed wine, at least on an occasional basis. There were 153 students who qualified and took the survey, however the responses for 4 participants were removed due to having incomplete data. The remaining 149 completed surveys provided data for scale development. The final sample was 40% male and 60% female. The ethnic background of the students was 60% Caucasian, 28% Hispanic, 10% Asian, and 1% African American and 1% Pacific Islander. Although the sample does not accurately represent the wine drinking public, it is suitable for initial scale development.

3.3. Descriptive Statistics. Descriptive statistics for the 82 items are presented in Table 1 (Due to page restrictions, Table 1 is available upon request). The table provides findings for the mean, standard deviation, skewness, and kurtosis of each item, as well as the inter-item correlation and factor loadings, Eigenvalues (EV) and Cronbach's alpha for the item and its respective scale. All items were measured on a 5 point Likert type scale where 1 was strongly disagree and 5 was strongly agree. Sample means ranged from 2.50 to 4.18, and standard deviations from .886 to 1.292. The statistics for skewness and kurtosis were also used to check for normality in the data. The standard error for skewness was .199 and for kurtosis was .395. Following the guidelines given in George & Mallery, 2010, items with skewness and kurtosis statistics greater than |1| cannot be assumed to be normally distributed. Therefore, the findings suggest that the assumption the data are normally distributed cannot be made in every case and is a cause for concern.

3.4. Scale Refinement. The scales performed well in terms of having a high degree of internal reliability, however in several cases the factor analyses show the resulting scales are not unidimensional. At this point, a scale refinement process was used to create unidimensional scales for each construct. While it is tempting to retain the items which lead to the highest degree of internal reliability as evidenced by Cronbach's alpha, doing so often only serves to increase redundancy among the measures, while

potentially reducing validity of capturing the full domain of the construct (Clark & Watson, 1997). Given the large number of constructs in the EI model, a more parsimonious scale for each construct was desired for eventual structural equation modeling. Scales with 4 indicators are preferred, while 3 items are sufficient if other constructs have more than 3 items (Hair et al., 2010. Pp. 675-676). Therefore, for each construct, 4 indicators were chosen with an attempt to capture the fullness of the construct domain. The exceptions were cases where the construct is more narrowly defined, and more than 3 indicators appeared to be redundant. The selected indicators, their inter-item correlations, and factor loadings with Eigenvalues (EV) appear in Table 2.

Table 2. Selection of Scale Items for Each Construct

Scale Item (5-point scale, 1= Strongly Disagree to 5 = Strongly Agree	Inter-Item Correlation	Factor Loading
ORIGINS: PARENTAL SOCIALIZATION		
		EV = 73.11
1. Wine was often at the dinner table when I was growing up	.746	.863
5. My parents introduced me to wine	.749	.865
7. Wine is a part of my family heritage	.681	.817
9. My parents taught me to enjoy wine	.764	.874
Cronbach's alpha, .877		
ORIGINS: PEER INFLUENCE		
		EV = 61.89
3. I enjoy drinking wine with my friends	.608	.789
4. Wine is a popular beverage when I'm with my friends	.705	.873
5. My friends suggest new wines to try	.660	.838
9. My peers influenced my interest in wine	.420	.612
Cronbach's alpha, .785		
ORIGINS: LOVE AT FIRST SIGHT VIA EXEMPLAR		
		EV = 76.47
2. I remember when a wonderful wine captivated me	.704	.869
3. I have been able to taste some extraordinary wines	.683	.866
4. A memorable wine experience has influenced my love of wine	.754	.898
Cronbach's alpha, .846		
DEVELOPMENT: PRODUCT STUDY		
		EV = 74.88
1. I love reading books about wine	.653	.789
2. I love learning about wine	.762	.872
7. I would be interested in taking wine classes	.776	.882
9. I like to study wine	.826	.912
Cronbach's alpha, .887		
DEVELOPMENT: PRODUCT EXPERIMENTATION		
		EV = 74.91
2. I like tasting unusual wines	.635	.776
7. I enjoy evaluating wines	.795	.893
8. I like going to a party where I can taste different wines	.790	.892
10. I like to experiment with wine	.796	.895
Cronbach's alpha, .887		
REINFORCEMENT: STARDOM		
		EV = 69.40
1. I like the acknowledgement I receive because I know about wine	.617	.766
3. Friends and family look to me for guidance in wine	.745	.862
7. I have been complemented on my wine knowledge	.824	.911
8. Amongst my friends I am often perceived as a wine expert	.761	.873

Cronbach's alpha, .877		
REINFORCEMENT: POWER		EV = 72.70
1. I have confidence in my own knowledge about wine	.693	.836
3. I am not afraid to experiment with wine	.580	.749
4. I am capable of choosing good wines	.788	.895
6. I know how to serve wine	.712	.847
Cronbach's alpha, .851		
REINFORCEMENT: FULFILLMENT		EV = 84.50
1. Wine brings me a sense of fulfillment	.838	.931
4. I feel satisfaction from being a wine lover	.843	.933
8. Wine brings delight to my life	.769	.893
Cronbach's alpha, .908		
REINFORCEMENT: HOMAGE		EV = 82.42
2. I enjoy the culture of wine	.789	.879
3. I dream of visiting the famous wine regions of the world	.844	.915
4. I dream of tasting some of the most historic wines of the world	.877	.934
5. It is a great honor to taste a special wine	.825	.903
Cronbach's alpha, .929		

3.5 Construct Validity: Tests for Discriminant and Convergent Validity. Construct validity concerns the extent to which a measure is related to other measures as specified by theory or previous research. Two types of construct validity are assessed here, convergent validity and discriminant validity. Convergent validity is the extent to which items of a specific construct share a high proportion of variance in common and can be assessed both by Cronbach's alpha, and by inspecting the factor loadings reported above in Table 2. Factor loadings should at least be above .5, and ideally above .7. All factor loadings are above .7 except for Origins-Peers, Item 9, which is above .5. Convergent validity is therefore assumed.

Discriminant validity was assessed with exploratory factor analysis, specifying the number of factors to be extracted and using a varimax rotation. Three separate analyses were done, one each for the domains of Origins, EI Development, and EI Reward and Reinforcement. The results are presented in Tables 3-5. In all but one case, the items loaded on the same factor as other items measuring the same construct. The one exception was the first measure of Power, which loads more highly on the factor for Stardom. Therefore, the first item will be removed from the scale in subsequent analyses and the assumption of discriminant validity for the scales is met.

Table 3. Origin Scales: Rotated Component Matrix

1. Wine was often at the dinner table when I was growing up	.865	.078	.007
5. My parents introduced me to wine	.867	.091	-.025
7. Wine is a part of my family heritage	.805	.120	.172
9. My parents taught me to enjoy wine	.824	.312	-.007
3. I enjoy drinking wine with my friends	.035	.481	.638
4. Wine is a popular beverage when I'm with my friends	.028	.285	.814
5. My friends suggest new wines to try	-.026	.053	.887

9. My peers influenced my interest in wine	.084	.130	.621
2. I remember when a wonderful wine captivated me	.118	.823	.267
3. I have been able to taste some extraordinary wines	.235	.821	.105
4. A memorable wine experience has influenced my love of wine	.176	.817	.269

Table 4. Development Scales: Rotated Component Matrix

1. I love reading books about wine	.819	.150
2. I love learning about wine	.784	.365
7. I would be interested in taking wine classes	.759	.426
9. I like to study wine	.851	.316
2. I like tasting unusual wines	.156	.783
7. I enjoy evaluating wines	.459	.746
8. I like going to a party where I can taste different wines	.328	.843
10. I like to experiment with wine	.332	.841

Table 5: Reinforcement Scales: Rotated Component Matrix

1. I like the acknowledgement I receive because I know about wine	.691	.305	.273	.008
3. Friends and family look to me for guidance in wine	.764	.285	.075	.275
7. I have been complemented on my wine knowledge	.824	.139	.315	.234
8. Amongst my friends I am often perceived as a wine expert	.816	.056	.269	.244
1. I have confidence in my own knowledge about wine	.648	.189	.199	.499
3. I am not afraid to experiment with wine	.087	.294	.357	.687
4. I am capable of choosing good wines	.309	.237	.267	.774
6. I know how to serve wine	.457	.222	-.021	.713
1. Wine brings me a sense of fulfillment	.406	.250	.792	.161
4. I feel satisfaction from being a wine lover	.339	.313	.758	.227
8. Wine brings delight to my life	.238	.493	.658	.283
2. I enjoy the culture of wine	.131	.726	.396	.259
3. I dream of visiting the famous wine regions of the world	.231	.879	.149	.143
4. I dream of tasting some of the most historic wines of the world	.196	.888	.137	.211
5. It is a great honor to taste a special wine	.194	.798	.298	.228

3.6 Nomological Validity. Finally, nomological validity was investigated. Nomological validity refers to whether the constructs are related to other constructs as predicted by theory and previous research. To assess nomological validity, a correlation matrix using the scales created above and three additional constructs was inspected (Hair et al., 2010, p. 688). Two of the additional constructs that were chosen were shown to be related to EI in previous research, the frequency of wine consumption, and subjective wine knowledge. Also, as the model is developed to represent the origins and development of enduring involvement, the correlation between the scales and Zaichkowsky's 10 item scale for product involvement were investigated. Zaichkowsky's scale was selected as the measure for EI as it is unidimensional, has high internal reliability (Cronbach's alpha of .948), and has been successfully used in previous research. The correlations between the 9 scales and the 3 theoretical constructs are presented in Table 4. All correlations except for Parental Socialization X Frequency are significant (Chi Square >.05). The analysis provides strong evidence for nomological validity of the scales.

Table 6: Correlation with Scales and Frequency, Subjective Knowledge and EI

	Frequency	Knowledge	Involvement
Parental Socialization	.123	.288	.267
Peer Influence	.343	.257	.435
Love at First Sight via Exemplar	.455	.561	.578
Product Study	.400	.507	.660
Product Experimentation	.444	.443	.698
Stardom	.438	.601	.513
Power	.437	.649	.660
Fulfillment	.471	.493	.741
Homage	.390	.450	.760

Significant Chi Square < .05 for all correlations except Parental Socialization X Frequency.

4. Discussion and Further Research.

This study has resulted in scales for the 9 constructs that can be used in future research. There are still a few issues that still should be addressed however as researchers move forward to test the EI model. The assumption of normally distributed data appeared to be an issue with many of the measures. The lack of normality could have been due to the student sample as the younger students may not have had a broad range of experience with wine and the skewness and kurtosis reflected their more similar background. Future research using a representative sample of wine drinkers may overcome this limitation. Likewise, some of the measurement items may benefit from changes to the wording to reflect the experiences of older, more experienced wine consumers. For example, 'I dream of visiting the famous wine regions of the world' was used in this study as students may not yet have had the opportunity or resources to visit other regions, however, the statement '*I love visiting the famous wine regions of the world*' would more closely reflect the idea of reward and reinforcement proposed in the model. The items for peer influence were chosen with the fact that students' adoption of wine is a recent phenomenon, however with an older aged sample the wording may be slightly altered to '*When I started drinking wine, I enjoyed drinking wine with my friends*', instead of the current, '*I enjoy drinking wine with my friends*' to capture the origins of EI.

Going forward, it is the researchers' intent to gather data from a representative sample of wine consumers to test the theoretical relationships proposed in the EI model. The suitability of the scales will eventually depend on how they perform in the the measurement model, however given the work that has been performed here, the likelihood of success is now much greater.

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