

THE RELATIONSHIP BETWEEN PAST, ON-SITE AND POST- CONSUMPTION BEHAVIOURS OF TOURISTS AT CELLAR DOORS IN BAROSSA VALLEY

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Introduction/ Problem Statement

The wine buying decision of the tourist at the cellar door is complex and involves an assessment of both cognitive and affective factors. The importance of cognitive factors such as motivation (Alant & Bruwer, 2004; Byrd, Canziani, Hsieh, Debbage, & Sonmez, 2016) and expectations (Charters, Fountain, & Fish, 2009) as well as affective factors such as satisfaction (Chen, Bruwer, Cohen, & Goodman, 2016a) are well established in previous studies. However, there is no conclusive evidence that past behaviors related to wine consumption and the onsite experience at the cellar door affect tourist satisfaction and intention to return. More importantly, existing tourist behavior models in the wine tourism literature (Chen et al., 2016a; Gill et al., 2007) omit past behavior as an important predictor of post-consumption behaviors. Hence, the main objective of this study is to evaluate a model predicting intention to return to the winery on the basis of past wine consumption behaviors as well as on-site experiences at the cellar door.

Literature Review

Despite wine tourism studies showing that previous experience and the possession of knowledge about a tourist destination and its tourist products are associated with the repeat visitation (Bruwer, Lesschaeve, & Campbell, 2012; Chen et al., 2016a), Lee et al. (2017) could not establish the influence of past behavior on behavioral intentions in this context. Bruwer et al. (2012) examine whether previous wine consumption patterns have an influence on the incidence of buying wine, number of bottles bought, and total amount spent on wine at the cellar door. They found that consumers drinking more than six bottles of wine per month were more likely to buy wine and spend more at the cellar doors compared to those consumers who drank less than two bottles per month.

Method

The survey instrument was built from previous studies on wine tourists' behavior and cellar door experiences of visitors to Australia. For example, using the following three questions (number of standard-sized bottles of wine they consume in a typical month, how often they drink wine on a weekly to monthly basis, and how much their household spends on wine in a typical month), we measure respondents' past wine consumption behavior.

It is estimated that 47% of visitors to the Barossa visit a winery cellar door during their visit to the region (South Australian Tourism Commission, 2017). Of the 70 cellar doors located in the Barossa Valley Wine Region in South Australia, a convenience sample of 17 were chosen for data collection purposes (Bruwer, Prayag, & Disegna, 2018). These wineries represent wine

operations of different sizes and attract a diverse customer base. Using a systematic random sampling technique, the target population was identified by staff at the cellar door during different times of the day and days of the week and waiting until the identified persons were ready to depart to hand them the survey. At each cellar door, only one respondent from a household participated in the survey, leading to 676 useable questionnaires.

Findings/Conclusions and Managerial Implications

A binary logistic model showed that only monthly household expenditure on wine consumption and the motive of tasting wine predicted satisfaction with the cellar door visit. A negative binomial model showed that the probability to buy more bottles at the winery increases if the visitor is from Australia, satisfied and tasted wine at the cellar door, and younger. However, intention to revisit was predicted only by satisfaction, awareness of the winery before the visit, motives of buying and tasting wine, and some socio-demographic characteristics. Hence, understanding both pre-visit and on-site behaviors of wine tourists are important activities that shape managerial strategies of cellar doors in their quest for growth and survival.