

**Does satisfaction trigger purchase?  
The case of winery visit experience.**

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*Abstract*

*Purpose: the aim of this study is to determine whether experiencing a wine cellar visit can trigger satisfaction and provoke purchasing.*

*Design/methodology/approach: in order to assess the impact of the perceived authenticity and satisfaction level and purchases, a questionnaire is submitted to visitors in a historical wine cellar in Alsace.*

*Practical implications: a specific attention should be given to the wine cellar atmosphere and authenticity as well as the socialisation between the staff or the owner and the visitors/tourists.*

**Keywords: satisfaction, purchase, consumption experience, authenticity**

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