EXTENDED ABSTRACT

INFLUENCE OF EMOTIONS ON WINE TOURIST PURCHASE INTENTION IN A NEW WORLD WINE REGION: THE CASE OF MEXICO

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INTRODUCTION

This study was developed to examine the role of emotions on wine tourists' purchase intention. While there has been preliminary research conducted on this question (Horska, Bercik, Krasnodebski, Matysik-Pejas, & Bakayova, 2016), the subject remains largely unexplored. One promising contribution to the literature comes from Pelegrín-Borondo, Arias-Oliva, and Olarte-Pascual (2016), who argue that purchase intention is moderated by three factors: the product, the environment, and external influences. Consequently, the authors focus their work on wine research on the effects of one particular wine brand, the environment created within wineries where the product is sold, and a news report on the effects of wine. With these three factors in mind, the authors design a questionnaire to measure the role of emotions in wine purchase intention.

This study uses the approach developed by Pelegrín-Borondo et al. (2016) to examine the role of emotions in wine purchase intention in Mexico. This research is the first part of a larger study to take place in different wine regions. At this point, the focus of the study is on the Guadalupe Valley, the most important wine region in Mexico, considered part of the New World Wine emerging markets. The study was conducted by surveying 300 wine tourists in Santo Tomás, one of the largest and oldest wineries in the Guadalupe Valley.

The survey was designed to measure positive, negative, and vigilant emotions in response to three stimuli: one brand of wine, the environment of the winery where the wine is sold, and a news report about the benefits of drinking wine. The questionnaire

was developed by Pelegrín-Borondo (2017), who granted permission to the authors of this study to use the PANAS questionnaire. The results from the study suggest that positive emotions moderate wine tourist purchase intention. These positive emotions derive from the tourists' reactions to the wine, the visit to the Santo Tomás winery, and the contents of the news report. Further analysis revealsed statistically significant differences between male and female participants regarding negative emotions toward wine.

METHODOLOGY

This study was conducted through survey research design 300 wine tourists from Mexico and Southern California in the United States completed the questionnaire during a visit to the Santo Tomás winery in the Guadalupe Valley. Participation was voluntary. This convenience sample was selected based on their presence in the Guadalupe Valley as part of a recreational activity, and not for purposes of work or otherwise. The participants were exposed to a bottle of Tempranillo wine from Santo Tomás. The researchers made sure that participants could see the bottle, its label, and other relevant physical characteristics and the product. These visitors, who had completed a tour of the winery, were then asked to listen as one of the researchers read aloud a news story about the benefit of the type of wine they were being exposed to. After this, the participants received a copy of the questionnaire.

The PANAS questionnaire developed by Pelegrín-Borondo (2017) was designed to measure nine factors through the use of a 10-point Liker scale. These factors were positive, negative, and vigilant emotions in response to three different stimuli, namely, exposure to one wine brand, the environmental aspects of the winery, and reaction to one news story. A total of eight items accounted for the positive emotions construct, while nine and three items accounted for the negative and vigilant emotions, respectively. Since this instrument is relatively new, and few studies have been conducted on the matter, the first task during the analysis phase of the study was to validate the instrument. To do this, the researchers used principal components factor analysis with varimax rotation to reduce number of variables (Jaeger, 1983).

The analysis was conducted with the use of the Statistical Package for the Social Sciences (SPSS). Eigenvalues were established at 1.0., a nine factor solution was set, and factors loadings of 4.0 or greater were deemed acceptable. After this, alpha Cronbach coefficients for each factor were calculated. After some adjustments to the number of items in some of the factors, validity and reliability was established for six factors. These factors corresponded to the positive and negative emotions constructs. The factors that corresponded to the vigilant emotions were dismissed from further analysis because they did not hold when the reliability test was conducted. Their coefficients were below .70.

Once the six factors were identified (three for positive emotions and three for negative emotions), linear regressions were conducted, where the dependent variables were each of the factors that emerged from the principal components analysis and the independent variable was purchase intention. Purchase intention was a separate item on the questionnaire. The goal was to establish whether there was a linear relationship between the six emotions in the study and reported purchase intention on the part of the participants.

Finally, to identify whether there was a relationship between the six emotions in the study and the gender of the participants, independent samples t tests were calculated.

RESULTS

Scatterplot tests and R^2 results were analyzed to interpret the results of the study. The null hypotheses on the relationship between positive emotions derived from the wine, the visit to the winery, and the news report were rejected. This means that there were statistically significant relationships between the predictor and response variables. Positive emotions toward wine were found to predict purchase intention ($R^2 = .49$, p< .001). Positive emotions from the visit to the winery were also found to be significant ($R^2 = .25$, p< .001). Positive emotions toward the news report produced moderate, but significant results in terms of purchase intention as well ($R^2 = .15$, p< .001).

Scatterplot and R^2 results suggests that negative emotions do not predict purchase intention within the sample. Negative emotions toward wine and purchase intention were not statistically significant ($R^2 = .02$, p. > .10). Similarly, negative emotions derived from the visit to the winery and purchase intention showed no statistical significance ($R^2 = .01$, p. > .10), as was the case with negative emotions derived from the news report and purchase intention ($R^2 = .03$, p. > .10). As noted earlier, the three factors from vigilant emotions were excluded from further analyses for lack of internal consistency.

Finally, five out of the six factors showed no relationship when moderated by gender. Three positive emotions, and two negative emotions yielded p values above .10 as a result of the independent samples t tests. However, t test results showed that negative emotions toward wine were greater among male (M=3.63) than female participants (M=2,01), and that these differences were statistically significant (p<. 05).

CONCLUSIONS

The results of this study suggest that emotions influence wine tourist consumer behavior. The role of positive emotions is particularly important. This suggests that wine makers and distributors in the Guadalupe Valley should invest in developing marketing strategies designed to stimulate positive emotions among wine tourist through the physical characteristics of their wine, the ambience of their wineries, and public relations messages in the media about their products. As noted before, this is only one part of a larger study on the emotional associations between wine products and wine tourist purchase intention. The study has several limitations that the authors hope to address in future studies.

The most important limitation is the use of one convenience sample in one wine region. The use of several samples distributed through different wine regions should help generalize these findings. Another important limitation is the use of one wine variety brand (Tempranillo). In future studies, the authors hope to tests the effects of different types of wine from different wine makers. A final limitation has to do with the analysis –. Principal components analysis was appropriate at this state of the development of the PANAS questionnaire, however, future studies may benefit from using confirmatory factor analysis to further examine the instrument and yield more accurate results.

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