

The impact of cellar door experience on visitors' loyalty intentions

By

Xiaoyu Chen (1603662)

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Business School, The University of Adelaide

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Abstract

With the increasing establishment of new wineries, cellar doors are now marketing in an energetic manner to attract wine tourists; as a result, cellar door managers are increasingly concerned with factors leading to the differentiation of their cellar doors and visitors' post-visit behaviours. However, despite the fact that the cellar door experience is logically of great importance from both the wine tourism and wine marketing perspectives, little is known about the detailed relationships between the different aspects of a visitor's cellar door experience and how these aspects interact to affect a visitor's post-visit behavioural intentions.

This study features an exploration of the effects of winery cellar door inputs on visitors' monetary and experiential value perceptions, overall satisfaction and behavioural intentions. The results of this study provide preliminary evidence that a memorable cellar door experience encompasses not only the selection of the core wine product but also other components, including the appreciation of the cellar door environment and the face-to-face interaction with the front-line employees that facilitate the visit.

Further, the application of Partial Least Squares path modelling indicates that cellar door visitors are oriented towards the experiential aspects of the visit itself as much as pragmatic considerations in purchasing wine. The insights are, therefore, directed towards the creation of a total cellar door experience. The research shows that cellar door operators cannot solely rely on good-quality wine to maintain their business. Their marketing differentiation strategy needs to shift from a goods-based offering to including the creation of hedonic and utilitarian experiential value on a consistent basis, to maintain visitor satisfaction and enhance customer loyalty.

Key words: wine tourism; overall satisfaction; value perception; loyalty intentions; cellar door.

Declaration

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