Received: 4 November 2023 | Revised: 16 February 2024 | Accepted: 25 March 2024

DOI: 10.1002/jtr.2645

RESEARCH ARTICLE

WILEY

Experience-driven well-being and purchase: An alternative model of memorable wine tourism experiences

Erose Sthapit[1] | Catherine Prentice[2] | Chunli Ji[3,4] | Ping Yang[5] | Brian Garrod[6] | Peter Björk[7]

[1]Department of Marketing, Retail and Tourism, Manchester Metropolitan University, Manchester, UK

[2]School of Business, Faculty of Business Education, Law and Arts, University of Southern Queensland, Springfield Campus, Toowoomba, Queensland, Australia

[3]Centre for Gaming and Tourism Studies, Macao Polytechnic University, Macao, China

[4]Campus da Taipa, Universidade Politécnica de Macau, Macau, China

[5]Business School, Tianjin University of Finance and Economics, Tianjin, China

[6]School of Management, Swansea University, Swansea, UK

[7]Department of Marketing, Hanken School of Economics, Vaasa, Finland

Correspondence
Erose Sthapit, Department of Marketing, Retail and Tourism, Manchester Metropolitan University, All Saints, All Saints Building, Manchester M15 6BH, UK.
Email: e.sthapit@mmu.ac.uk

Abstract

Wine tourism has several distinctive features that militate against using Kim et al.'s model of memorable tourism experiences to understand its antecedents and consequences. Accordingly, this study adopts an alternative theoretical framework—the stimulus–organism–response theory—to develop an alternative model. Data were collected from visitors to a well-known vineyard in Yantai, China and structural equation modelling and multiple group analysis were used to analyse them. The results suggest that experience co-creation, sensory experience, experiential satisfaction and appealing winescape are significant and positive antecedents of a memorable wine tourism experience, while eudaimonic well-being and wine purchase intention are significant and positive outcome variables. Visit frequency was found to be a moderating variable linking the winescape to memorable wine tourism experiences. Those who travel to the region frequently form a bond with the winescape that not only contributes to their well-being but also stimulates their future intentions to purchase its wine.

KEYWORDS
memorable tourism experiences, purchase intention, well-being, wine tourism

1 | INTRODUCTION

Wine tourism is defined as tourism associated with 'vineyards, wineries, wine festivals, and wine shows for which grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivating factors for visitors' (Hall et al., 2000, p. 3). Other researchers suggest that further activities could be included in this definition, particularly for those who have less specialised interests, including visiting local markets or spas (Marzo-Navarro & Pedraja-Iglesias, 2010). Wine tourism can, through its linkages with these attractions, have a widespread impact on the local economy (Teng et al., 2022). A thriving wine tourism sector can also help a destination build a strong brand image (Thanh & Kirova, 2018).

From a consumer perspective, wine tourism offers tourists a range of sensory and emotional experiences, usually in highly social settings (Byrd et al., 2016). These flow from the features of the 'winescape', which includes not only the wines themselves but also how they are grown, produced, stored, bought and sold and consumed (Urry, 1995). Wine destinations can also provide activities such as grape picking, grape treading and hiking routes that link different vineyards and wineries together (Quadri-Felitti & Fiore, 2012). These are novel, participatory and immersive activities that provide tourists with the feeling of escape (Sparks, 2007). They can generate feelings of pleasure and relaxation and provide opportunities for social interaction and learning.

As with any other form of tourism, delivering memorable experiences is considered key to maintaining a competitive advantage

(Vorobiova et al., 2019). Tourists increasingly want to receive memorable tourism experiences (MTEs) when on holiday (Kahraman & Cifci, 2023). Various benefits are available to organisations that deliver MTEs. For example, tourists who receive MTEs are more likely to revisit the destination in the future (Tešin et al., 2023) and recommend it to others (Chen & Rahman, 2018). MTEs have also been linked to place attachment (Peng et al., 2023), subjective well-being (Sthapit & Coudounaris, 2018), destination image (Kim, 2018), loyalty (Coudounaris & Sthapit, 2017) and destination sustainability (Wei et al., 2019).

Previous studies have tended to proceed from Kim et al.'s (2012) conceptual model, including adopting its variables and measurement scales (Hosany et al., 2022). Despite the popularity of Kim et al.'s (2012) model, however, the determinants of MTEs and the interactions that take place between them can be highly contextual (Ye et al., 2021). Kim et al.'s (2012) model is not necessarily well suited to dealing with the specifics of wine tourism. Wine tourism can be viewed as a prime example of where this is the case. First, wine tourists typically want to connect with the origins of a particular wine by visiting the region where it is produced (Bruwer & Rueger-Muck, 2019). Second, wine itself holds some degree of symbolic and experiential significance; for example, wine is often consumed at social gatherings and on special occasions (Charters & Pettigrew, 2006). Moreover, relatively little is known about the determinants of wine tourism experiences or the processes by which memories related to them are formed.

On the other hand, tourists are increasingly looking for lasting benefits from their visit to a destination (Alegre & Cladera, 2006). Global tourism markets have responded by focusing more on the well-being outcomes of tourism (Vada et al., 2019). Consumers are also seeking healthier lifestyles, meaning they may be more inclined to travel to destinations that deliver well-being benefits (Backman et al., 2023). Tourists are able to purchase the region's wine once they have returned home. Such purchases may become regular if they develop a preference for a specific variety of wine and become loyal (Alamanos et al., 2016). Drinking the region's wine may also help them recall their visit and thus consider travelling there again or recommend the destination to others (Bruwer et al., 2013).

Drawing on the stimulus–organism–response theory (SOR), this study aims to examine the relationships between MTE, tourist well-being and purchase intention in the context of wine tourism. The components of MTE are context specific, including winescape, wine experience co-creation, wine education, wine sensory experience and experiential satisfaction. The proposed model is approached from a contextual understanding of how wine tourism is consumed and reproduced and incorporates alternative dimensions into the MTE construct to enhance its acuity and hence its applicability. Given that delivering MTEs is considered crucial in improving consumer loyalty and destination competitiveness (Stone et al., 2022), the results of this study have important implications for both academics and the wine tourism industry. The findings will help wine tourism providers offer experiences that are truly memorable and to differentiate themselves and gain a competitive advantage over their competitors.

The remainder of this paper is organised as follows. The following section presents a literature review in which the theoretical background is discussed and the hypotheses are developed. The section after that sets out the methodology. The results are then presented and discussed. The final section presents the theoretical and managerial implications of the study, as well as its limitations and suggestions for future research.

2 | LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1 | Theoretical foundation

The basis of SOR theory (Mehrabian & Russell, 1974) is that environmental stimuli (S) induce a range of cognitive and affective reactions from the organism (O) receiving them, resulting in various response behaviours (R) being displayed by that organism. Environmental stimuli are external factors that alter the internal state of an individual. In the case of service consumption, these might include atmospherics and ambience (Kucukergin et al., 2020). This study takes 'winescape', 'wine experience co-creation', 'education', 'sensorial experience' and 'experiential satisfaction' as the stimuli that will be received during a wine tourism experience. The 'organism' in SOR theory is conceptualised as the sum of the intervening internal processes and structures. In Mehrabian and Russell's (1974) original model, the organism was taken as the human decision-maker. The stimuli then generate emotional and cognitive states in the individual, which are then expressed as 'approach' and 'avoidance' behaviours. This study, in contrast, takes MWTE as the organism. Responses, meanwhile, are taken to be the final outcomes and further decisions made by the individual following their experience. This study takes tourists' eudaimonic well-being as the underlying motive for seeking MWTEs. An intention to purchase wine from the region may then flow either directly from the MWTE or from the well-being that is derived from consuming it (e.g., through the positive memories evoked when drinking the wine) (Figure 1).

3 | HYPOTHESIS DEVELOPMENT

3.1 | Winescape

The concept of servicescape was introduced to services marketing by Bitner (1992), who defined it as 'the dimensions of the physical surroundings (of a service environment) … that can be controlled by the firm to enhance (or constrain) employee and customer actions' (p. 65). Bitner (1992) argued that a servicescape has three principal dimensions: (1) ambient conditions; (2) spatial layout and functionality; and (3) signs, symbols and artefacts. The concept of servicescape has underpinned numerous studies in various contexts, including wine production, where the term 'winescape' has been used (Quintal et al., 2015).

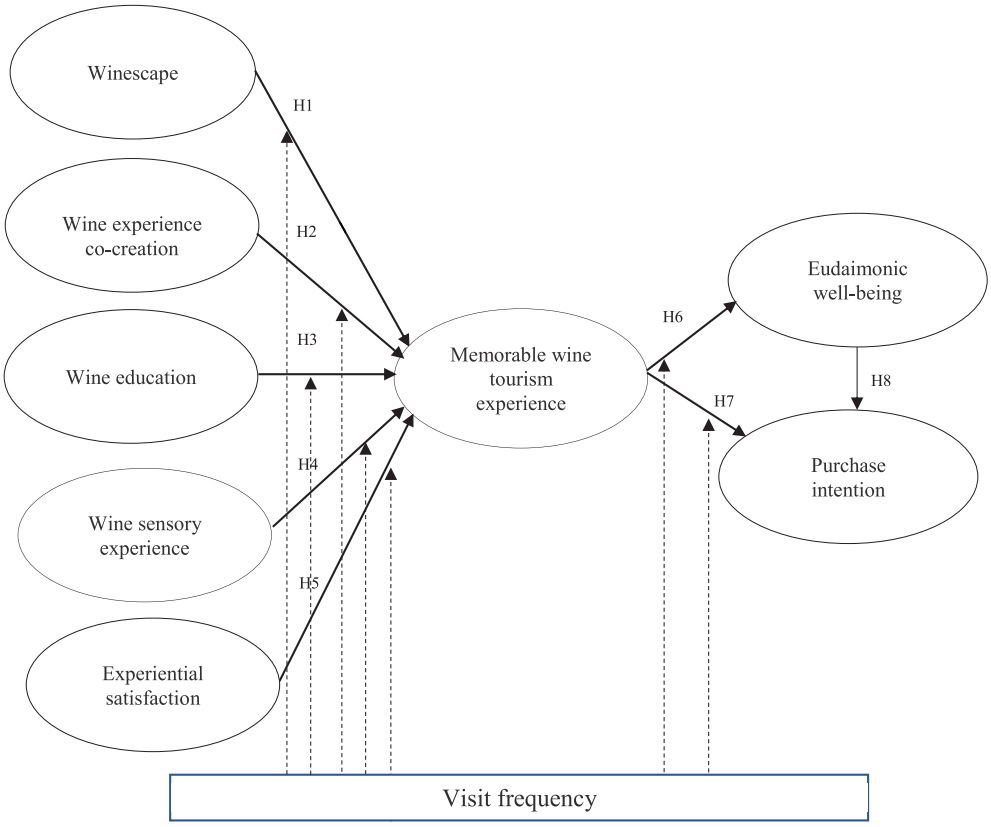

FIGURE 1 The conceptual model.

Winescape has also been more broadly defined as the 'attributes of a grape wine region' (Hall et al., 2002, p. 4). In this respect, Telfer (2000, p. 73) argues that a winescape has three key elements: 'vineyards, the wine-making activity and the wineries where the wine is produced and stored'. Johnson and Bruwer (2007, p. 277), meanwhile, argue that the winescape concept captures all of the interactions between 'vineyards, wineries and other physical structures, wines, natural landscape and setting, people and heritage, towns and their architecture and artefacts within them'. Park et al. (2019) note that wine tourism experiences tend to be constructed around visitors interacting with various combinations of these elements of the destination's winescape.

The literature also provides empirical support for the proposition that visitor perceptions of the winescape can impact their wine tourism experiences (Carmichael, 2005; Griffin & Loersch, 2006). Quintal et al. (2015), for example, found that wineries with more positive winescape attributes tend to receive more favourable evaluations from wine tourists and benefit more from the behavioural intentions associated with them. Meanwhile, Dong and Siu (2013) found that visitors who had more positive perceptions of a winescape tended to report a superior customer experience. Bruwer and Alant (2009) and Getz and Brown (2006) further suggest that winescape perceptions can directly influence the memorability of a visit. Therefore, the following hypothesis is proposed:

H1. A winescape is positively related to tourists' MWTEs.

3.2 | Experience co-creation

According to Prahalad and Ramaswamy (2004), the term 'experience co-creation' refers to the joint creation of value through a process that involves direct interaction between the organisation and its customers. Customers can thereby shape the experience they receive from the service encounter to meet their personal needs and preferences (Payne et al., 2008). Co-constructed experiences are likely to result in greater consumer value (Busser & Shulga, 2018).

In the tourism context, experience co-creation involves the consumption, in situ, of a range of travel products and services that serve as resources for tourists to integrate (Grönroos, 2011). Such integration is achieved through a series of interactions with other actors in the destination, including both the tourism organisation staff and other tourists (Teng et al., 2022). Tourists have considerable control over how they choose to interact with a tourism destination and its offerings (Mathis et al., 2016). As such, the amount of value that is co-created, as well as the way it is co-created, is individual to each tourist. Therefore, tourists cannot be considered passive recipients of pre-existing value; instead, they are best cast as active and engaged co-creators of value (Nangpiire et al., 2022). It is widely held that MTEs can be viewed as desirable outcomes of experience co-creation (Campos et al., 2017; Mathis et al., 2016). Thus, the following hypothesis is proposed:

H2. Wine experience co-creation is positively related to tourists' MWTEs.

3.3 | Wine education

According to Hirschman and Holbrook (1982), the consumption of experiences can result in outcomes such as enjoyment and fun and feelings of pleasure and learning could arise from this. Consumers are increasingly expecting the experiences they receive to include an educational element (Coudounaris & Sthapit, 2017). This is particularly true in tourism, where experiences can be not only educational in themselves but also a platform for the delivery of education, whether it is formal or informal, conscious or unconscious. Indeed, Minnaert (2016) notes that travel is often seen as a rite of passage in an individual's personal development as well as an experience that can be so meaningful that it changes the way the traveller thinks and acts once they have returned home. The desire to learn can influence not only which destination a tourist chooses to visit but also what they do while staying there (Poria et al., 2004). In the case of wine tourism, the desire to learn is widely reported to be a prime motivation for an individual to visit a particular destination (Getz & Carlsen, 2008).

Educational experiences can be delivered and received not only at the vineyard or winery but also at various points in the wine tourism supply chain. For example, dining in hospitality venues or attending a cultural event routinely provides formal and informal wine education experiences for tourists. The most common is wine tasting, followed by wine–food pairing events at restaurants (Thanh & Kirova, 2018). Many wineries offer home winemaking courses, and some partner with chefs to offer culinary classes (Quadri-Felitti & Fiore, 2012). Therefore, education can be considered an important constituent of wine tourism (Thanh & Kirova, 2018). Educational experiences are also likely to be important in the co-creation of memories of the visit to the destination (Quadri-Felitti & Fiore, 2013; Tung & Au, 2018). Therefore, the following hypothesis is proposed:

> **H3.** Wine education is positively related to tourists' MWTEs.

3.4 | Wine sensory experience

Tourism is a form of experiential consumption that takes place in complex settings that provide a wide range of multisensory stimuli (Li et al., 2019). Wine tourism can engage all five of the classical senses, particularly with respect to the look, taste and smell of wine (Charters & Pettigrew, 2005; Quadri-Felitti & Fiore, 2013). Stimulating the senses is often strategic on the part of the tourism provider organisations insofar as this will help involve visitors emotionally with the local wines, landscape, culture and heritage of the destination (Brochado et al., 2018; Pine & Gilmore, 1998).

As visitors spend more time in the destination, they will increasingly make associations between the sensory stimuli they are receiving and their satisfaction, which in turn serves to determine how memorable the experience becomes (Gilmore & Pine, 2002; Pan & Ryan, 2009). This can increase the memorability of the tourism experience (Meacci & Liberatore, 2018; Pine & Gilmore, 1998). Tourists forge unique associations with the destination, which endure in their minds after they return home (Kah et al., 2022). These may then have behavioural intentions, such as visiting again in the future (Chandralal & Valenzuela, 2013). Thus, the following hypothesis is proposed:

> **H4.** Wine sensory experience is positively related to tourists' memorability of wine tourism experiences.

3.5 | Experiential satisfaction

Service satisfaction is defined as the extent to which an individual's perceptions of the value of a service they have received exceed their pre-purchase expectations of its value (Vega-Vázquez et al., 2017). Experiential satisfaction, which proceeds from the concept of service satisfaction, focuses on consumers' overall evaluations of the experience (Kao et al., 2007). Comparing their experiences with their prior expectations can result in either positive or negative disconfirmation (Kao et al., 2008). The emotional responses resulting from this outcome form the basis of customer satisfaction or dissatisfaction (Bigne et al., 2005).

In the tourism context, satisfaction is the difference between the perceived value of what was expected and the perceived value of what has been derived from a tourism experience (Chen & Chen, 2010). The more the perceived value of the experience exceeds their expectations, the greater the resulting level of satisfaction and the greater the feeling of pleasure the tourist receives (Su et al., 2011). Meanwhile, the more the experience fails to meet their expectations, the more the tourist will be dissatisfied and the greater the feeling of displeasure they take away (Reisinger & Turner, 2003). A study by Sthapit et al. (2024) found a positive relationship between satisfaction and memorable experiences. Therefore, the following hypothesis is proposed:

> **H5.** Experiential satisfaction is positively related to tourists' recall of wine tourism experiences.

3.6 | Eudaimonic well-being and purchase intention

Kim et al. (2012, p. 13) define an MTE as 'a tourism experience [that is] positively remembered and recalled after the event has occurred'. Thus, MTE is regarded as an attitudinal construct associated with positive memories of experiencing a tourism trip or activity (Coudounaris & Sthapit, 2017; Kim et al., 2012). Accordingly, the present study defines an MWTE as one that is remembered positively and recalled in vivid detail after participation.

In terms of well-being, some studies have found that partaking in special-interest tourism, of which wine tourism could be said to be an example, can enhance participants' physical and mental well-being (Kotur, 2022). Other studies (e.g., Vada et al., 2019) have found a

positive relationship between MTEs and eudaimonic well-being (EWB). EWB focuses on personal growth, self-realisation and the meaning of life. Thus, EBW can be defined as the degree to which a person is fully functioning in these respects. This distinguishes EWB as being distinct from 'happiness', which tends to be related more specifically with the feeling of satisfaction (Gao et al., 2017).

It has further been argued that EWB may have a positively related influence on purchase intentions (Dodds et al., 2021; Xie et al., 2020). This may then be translated into future purchase behaviour. Mansoor and Paul (2022), for example, found that EWB and consumer purchase intentions were positively correlated. EWB may therefore influence future intentions to purchase wine from the destination that has been visited. Thus, the following three hypotheses are proposed:

H6. MWTEs are positively related to tourists' EWB.

H7. MWTEs are positively related to tourists' future intentions to purchase wine from a winery.

H8. EWB is positively related to tourists' future intentions to purchase wine from a winery.

3.7 | Moderating effect of visit frequency

Previous studies suggest that visit frequency may play a significant moderating role in explaining tourist behaviour (Preko et al., 2020). First-time and repeat tourists tend to have different motivations and exhibit distinct behaviours both before and during their trips (Li et al., 2008; Vada et al., 2019). Liu et al.'s (2012) study also found that repeat tourists are significantly more likely to report feeling satisfied, return again and recommend the destination—even if they have had to pay more for the same experience. Ispas et al. (2021) suggest that visit frequency could be treated as a moderator in the analysis of factors that influence tourist behaviour. Such results corroborate early studies that suggest treating first-time and repeat visitors as two distinct groups with differing needs and wants (Gitelson & Crompton, 1984). Based on these findings, the following moderation hypothesis is proposed:

H9. Frequency of visits to wine destinations has a significant moderating role in the relationship between antecedents and outcomes of MWTEs; repeat visitors have more memorable experiences, higher EWB and stronger wine purchase intentions than first-time visitors.

4 | METHODS

4.1 | Sample

The sample comprised tourists aged 18 years and older who had visited a well-known vineyard, Changyu winery, in Yantai, China, at some point during the 6 months prior to data collection (i.e., January to June 2023). The reason for opting for this destination is as follows. Today, China is one of the world's largest producers of grapes and wine. The area under vines grew from 300,000 hectares in 2000 to 875,000 hectares in 2018 (Richter et al., 2023). Wine tourism is becoming increasingly appreciated and consumed in China. Indeed, China's recent rapid economic growth has been accompanied by an increase in wine consumption (Zhan & Shi, 2024). For example, in 2022, Chinese citizens consumed approximately 0.88 billion litres of wine, making China the world's eighth-largest wine market (Ma, 2023). Wang and Li (2020) observed that the Chinese perceive wine as a luxury item because it symbolises social status. The Chinese wine industry has entered an upgrade phase in terms of wine quality, variety by region, international reputation and image construction (Shi et al., 2024). The government has played a crucial role in developing wine tourism in China by granting funds to support winemaking innovation, establishing marketing networks and creating effective links between wine production and tourism (Zhan & Shi, 2024). Local governments have also encouraged wineries to provide tourism products that will attract both domestic and international tourists (Hao et al., 2016). The largest wine producers in China are Great Wall, Dragon Seal, Changyu and Huadong (Richter et al., 2023).

China has six major wine regions—Hebei, Ningxia, Shanxi, Shangdong, Xinjiang and Yunnan—but few of the wineries in these regions provide wine tourism (Duan et al., 2018). Yantai in Shandong Province is considered the birthplace of China's wine industry because of its excellent terroir and year-round mild weather. There are many wineries in Yantai, and the area has attracted wine tourists from different regions (Lee et al., 2022). China's first wine company, Changyu winery in Yantai, is now one of the largest wine producers in China, covering around 80% of the total wine-producing area of the Yantai region (Qiu et al., 2013; Richter et al., 2023). It offers wine tastings and wine tours to its visitors (Lee et al., 2022).

4.2 | Measures

The questionnaire comprised two sections. The first consisted of questions about the respondents' demographic and travel characteristics. The second comprised the measurement items for the eight constructs in the hypothesised model, with all items scored on a 7-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree). Winescape was measured using five items adapted from Pizam and Tasci (2019). Wine experience co-creation was measured using five items adapted from Mathis et al. (2016). Wine education was measured using three items adapted from Oh et al. (2007). Five items adapted from Santos et al. (2023) were used to measure wine sensory experience. MWTE was measured using three items adapted from Oh et al. (2007). EWB was measured using three items adapted from the psychological well-being scale developed by Ryff (1989). Four items were adapted from Tseng and Wang (2023) to measure future wine purchase intentions. In total, 28 items were used. The survey was administered in Mandarin, the questions having originally been

written in English. To enhance precision and consistency, a two-way translation method was applied.

4.3 | Data collection procedure

A pre-test was undertaken prior to the main survey with five hospitality and tourism professors based in China. The purpose was to identify any errors, verify the flow, phrasing, clarity and relevance of the questions, and confirm the face validity of the measures. They were also encouraged to comment on statements they found ambiguous or unclear. Some minor changes were consequently made, mainly in the form of grammatical corrections and improvements to sentence structure. A professional market research firm was employed to distribute an online survey link through WeChat, a Chinese multi-purpose app. WeChat has emerged as one of the world's most popular social networking platforms (Skavronskaya et al., 2020) and has become an integral part of daily life among Chinese consumers (Lien et al., 2017; Zhou, 2017). WeChat allows researchers to develop high levels of trust and to support sustained interaction with participants to ensure that the data collected are trustworthy (Ma et al., 2019). Various studies have already used WeChat to collect data from Chinese tourists (e.g., Chu et al., 2019; Ma et al., 2019). Filtering questions were first asked to ensure data were being collected from the intended target sample, including 'Are you 18 years old or older?', 'Are you a Chinese national?' and 'Have you visited Changyu winery in Yantai in the past six months (January to June 2023)?' Those who responded negatively to any of these questions were directed immediately to the end of the survey. To help ensure the quality of the responses, participants were informed from the outset that giving irrelevant or random responses would result in the withdrawal of compensation. Responses were thoroughly screened for careless answers, with invalid responses discarded. Each respondent successfully completing the questionnaire was rewarded with a 20 RMB WeChat red envelope (微信红包).

After deleting 98 invalid questionnaires, 407 valid responses were used for further analysis. The sample size was determined using the inverse square root method (Kock & Hadaya, 2018), which indicated a minimum sample size of 251/155/113 observations assuming a significance level of 1%/5%/10% for a path coefficient of between 0.11 and 0.20. The sample obtained for this study easily met all three.

4.4 | Common method bias

Common method bias (CMB) can arise when the data for all variables are sourced from the same respondents. To minimise the potential influence of CMB, the study applied several controls, including ensuring that succinct language was used, guaranteeing respondents' anonymity and informing respondents that there were no right or wrong answers (Chang et al., 2010). The correlation matrix procedure method (Bagozzi et al., 1991; Tehseen et al., 2017) was also used to assess the potential impact of CMB. This confirmed that the correlations of all latent variables were less than 0.9 (Tehseen et al., 2017), indicating that CMB is not a problem (see Table 4). The suggestion of Tehseen et al. (2017) to add a general factor in the PLS-SEM and compare the R^2 value of the endogenous construct before and after adding it was also adopted. The R^2 changed by less than 10% using this test, confirming that CMB was not a significant concern.

5 | RESULTS

A slight majority of respondents were female (51.4%), while 35.6% of the sample were single and 22.6% were aged 56 years or more. More than 60% of respondents had a monthly income greater than 6000 RMB, and 35.1% visited the winery with their family members. Many had visited with a tour organisation (52.3%), while 52.6% were first-time visitors.

5.1 | Measurement model

The results of the multivariate normality test indicated that Mardia's multivariate skewness was 289.1747 ($p < 0.01$), and kurtosis was 1608.4614 ($p < 0.01$), confirming a non-normal data distribution. Assessment of the measurement model involved evaluating the reliability and validity of all the latent variables, specifically internal consistency reliability and convergent validity using composite reliability (CR) and average variance extracted (AVE). The loading of each item on its relevant latent variable was calculated and compared to a threshold to confirm the reliability of the measurement model. One item of WIED was deleted because the loading was lower than 0.5, as suggested by Ali et al. (2018). Table 1 shows that the reliability threshold was achieved for all other items. The CR and AVE figures were larger than 0.7 and 0.5, respectively, establishing reliability and convergent validity (Hair et al., 2019). The Fornell–Larcker criterion was used to assess discriminant validity. This involved evaluating the square root of the AVE of each construct against its correlation with all other constructs in the model (Fornell & Larcker, 1981). As the square root of the AVE for each of the latent constructs was higher than the corresponding interconstruct correlations, there was sufficient discriminant validity between the constructs (see Table 2).

5.2 | Structural model and hypothesis testing

The literature suggests that tourists' demographics exert some influence on their experience-related outcomes. Accordingly, the structural model included age and gender as control variables. To assess the structural model and test the hypotheses, a bootstrapping procedure using SmartPLS 3.0 was performed with 5000 iterations. As suggested by Hair et al. (2019), R^2 and Q^2 were used to assess the adequacy of the structural model. The R^2 values for MWTE, EWB and purchase intention were 0.72, 0.39 and 0.62, respectively, while the Q^2 values for all these constructs were larger than zero (0.56, 0.33 and 0.46 for MWTE, EWB and purchase intention, respectively),

TABLE 1 Construct reliability and validity.

Construct and items	Factor loadings	CR	AVE
Winescape (WISC)		0.923	0.706
The atmosphere during my recent wine tourism experience was appealing to my senses.	0.878		
The size of crowds was comfortable during my recent wine tourism experience.	0.863		
The employees at the winery were friendly.	0.746		
The customers were sociable at the winery.	0.823		
The environment reflected the culture at the winery.	0.882		
Wine experience co-creation (WECR)		0.934	0.738
Working alongside winery staff and other tourists allowed me to have a great social interaction during my recent wine tourism experience, which I enjoyed.	0.858		
I felt comfortable working with winery staff and other tourists during my recent wine tourism experience.	0.873		
The setting allowed me to effectively collaborate with winery staff and other tourists during my recent wine tourism experience.	0.865		
My recent wine tourism experience was enhanced because of my participation in the experience.	0.878		
I felt confident in my ability to collaborate with winery staff and other tourists during my recent wine tourism experience.	0.822		
Wine education (WIED)		0.889	0.729
During the recent wine tourism experience, I learned a lot.	0.803		
My recent wine tourism experience was a real learning experience.	0.889		
My recent wine tourism experience has made me more knowledgeable.	0.866		
Wine sensory experience (WISE)		0.914	0.680
The wine that I drank smelled nice.	0.823		
The wine that I drank tasted good.	0.839		
It was important to me that the wine that I drank looked nice.	0.831		
It was important to me to touch the wine bottle that I drank from.	0.837		
Tasting the wine resulted in the activation of my sensory stimuli.	0.793		
Experiential satisfaction (EXSA)		0.885	0.719
The recent wine tourism experience was beyond my expectations.	0.824		
I really liked the visit to the Changyu winery in Yantai.	0.866		
It was worthwhile visiting the Changyu winery located in Yantai.	0.853		
Memorable wine tourism experience (MWTE)		0.922	0.798
I have wonderful memories of the recent Changyu wine tourism experience.	0.899		
I will not forget my recent Changyu wine tourism experience.	0.894		

(Continues)

TABLE 1 (Continued)

Construct and items	Factor loadings	CR	AVE
I will remember my recent Changyu wine tourism experience.	0.887		
Eudaimonic well-being (EWB)		0.940	0.839
I feel like living life one day at a time.	0.941		
I feel like I have a sense of direction and purpose in life.	0.919		
I enjoy making plans for the future and working to make them a reality.	0.887		
Purchase intention (PUIN)		0.926	0.757
I will buy wine from Changyu winery in Yantai.	0.863		
I wish to buy wine from Changyu winery in Yantai.	0.816		
I am likely to buy wine from Changyu winery in Yantai.	0.879		
I plan to purchase wine from Changyu winery in Yantai.	0.919		

TABLE 2 Discriminant validity.

Constructs	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
EUWB (1)	0.916							
EXSA (2)	0.628	0.848						
MWTE (3)	0.627	0.793	0.893					
PUIN (4)	0.743	0.721	0.663	0.870				
WIED (5)	0.473	0.550	0.550	0.560	0.854			
WISC (6)	0.804	0.734	0.741	0.740	0.512	0.840		
WECR (7)	0.722	0.746	0.761	0.711	0.521	0.814	0.859	
WISE (8)	0.611	0.758	0.750	0.693	0.572	0.763	0.802	0.825

Abbreviations: EUWB, eudaimonic well-being; EXSA, experiential satisfaction; MWTE, memorable wine tourism experience; PUIN, purchase intention; WIED, wine education; WISC, winescape; WECR, wine experience co-creation; WISE, wine sensory experience.

indicating that the predictive relevance of the PLS model can be considered adequate (Hair et al., 2019). As shown in Table 3, all the hypotheses except for H3 were supported. Meanwhile, none of the effects of the control variables were found to be significant.

5.3 | Testing the moderation effect of visit frequency

A multi-method combining Henseler's bootstrap-based multi-group analysis (MGA) was performed to compare the results for different groups and thereby assess the moderating effects of visit frequency. Before conducting the MGA, the MICOM approach recommended by Henseler et al. (2016) was adopted. This enabled an assessment of the measurement invariance of the composite model. Three steps were taken: (1) evaluating configural invariance; (2) testing compositional variance; and (3) assessing the equality of composite means values and variances between the two groups. It is necessary to perform MICOM before conducting MGA, because the absence of measurement invariance may imply that the composites carry different meanings across groups, which can suggest false group-specific differences in structural coefficients (Shafaei et al., 2019).

With regard to MICOM Step 1, the data treatment for the measurement, structural model and algorithm settings for the groups were all identical in the PLS models, confirming configural invariance (Moon, 2021). The SmartPLS permutation procedure was then conducted to test MICOM Step 2. The results for visit frequency are shown in Table 4. Since the values of correlation, *c*, equalled or exceeded the 5% quantile of cu, the compositional invariance of the model was confirmed (Cheah et al., 2020). The mean original difference and variance original difference fell between 2.5% and 97.5%, indicating that full invariance had been established for the two groups (MICOM Step 3). Thus, the dataset was deemed suitable for MGA testing.

The moderating role of visit frequency was assessed using the SmartPLS MGA procedure, and the results are presented in Table 5. The results showed that visit frequency had only a moderating effect on the relationship between WISC and MWTE.

TABLE 3 Results of hypothesis testing.

Hypothesis relationship	β Value	SD	*t*-Values	*p*-Values	Result
H1: WISC → MWTE	0.148	0.063	2.368	0.018	Supported
H2: WECR → MWTE	0.202	0.064	3.139	0.002	Supported
H3: WIED → MWTE	0.078	0.041	1.886	0.059	Rejected
H4: WISE → MWTE	0.136	0.060	2.252	0.024	Supported
H5: EXSA → MWTE	0.387	0.055	7.059	0.000	Supported
H6: MWTE → EUWB	0.627	0.047	13.224	0.000	Supported
H7: MWTE → PUIN	0.325	0.064	5.096	0.000	Supported
H8: EUWB → PUIN	0.539	0.060	8.973	0.000	Supported
Control variables					
Gender → MWTE	−0.001	0.029	0.027	0.986	
Gender → EUWB	0.001	0.038	0.029	0.977	
Gender → PUIN	−0.032	0.037	0.876	0.381	
Age → MWTE	−0.014	0.039	0.099	0.921	
Age → EUWB	−0.004	0.029	0.479	0.623	
Age → PUIN	−0.007	0.036	0.191	0.848	

Abbreviations: EUWB, eudaimonic well-being; EXSA, experiential satisfaction; MWTE, memorable wine tourism experience; PUIN, purchase intention; WIED, wine education; WISC, winescape; WECR, wine experience co-creation; WISE, wine sensory experience.

6 | DISCUSSION

Support was established for all hypotheses except H3. This section discusses these findings in greater depth. First, the winescape was found to have a positive effect on the memorability of the wine tourism experience, thus supporting H1. Stronger interactions with the different elements of the wine experiencescape created more satisfactory and memorable experiences. This corresponds with previous studies (Bruwer & Alant, 2009; Getz & Brown, 2006).

Second, as proposed in H2, wine experience co-creation was found to have a statistically significant positive impact on MWTE. This finding corresponds with other studies indicating that tourists' experiences are more memorable when they involve significant interactions (Quadri-Felitti & Fiore, 2013; Tung & Au, 2018). Tourists who engage actively with winery staff and other tourists to co-create their own experiences tend to have more memorable experiences. The results thereby confirm the importance of experience co-creation in the formation of MWTEs.

However, the findings did not support H3, which proposed a positive relationship between wine education and MWTEs. This contradicts previous studies that found education to be a significant driver of wine tourism experiences (Thanh & Kirova, 2018) and educational experiences to play a critical role in the formation of memories (Quadri-Felitti & Fiore, 2013; Tung & Au, 2018).

However, the proposed relationship between wine sensory experiences and MWTEs (H4) was confirmed. Experiential satisfaction was also found to be positively related to tourists' recall of wine tourism experiences (H5). These results underscore the findings of previous studies (Gilmore & Pine, 2002; Pan & Ryan, 2009).

Significant positive associations between MWTEs and EWB (H6) and between MWTEs and wine purchase intentions (H7) were both confirmed. Wine tourists who have a more memorable experience are more likely to experience EWB and to purchase wine products from the winery they have visited (Di-Clemente et al., 2020; Dodds et al., 2021; Mansoor & Paul, 2022; Xie et al., 2020). A significant positive relationship was also found between EWB and future intentions to purchase wine from the winery (H8), suggesting that MWTEs drive purchase intentions both directly and indirectly through EWB.

Finally, a significant effect of visit frequency on the link between antecedents and outcomes of MWTEs was found, but only for the relationship between winescapes and MWTEs. This suggests that the significant positive relationship between winescapes and MWTEs is stronger for repeat visitors than for those visiting for the first time (Li et al., 2008; Vada et al., 2019). Thus, H9 was partially supported.

7 | CONCLUSION

This study designed and tested a new model of MWTEs based on SOR theory. It builds on Kim et al.'s (2012) MTE scale by investigating other factors that could potentially impact MWTEs. The results supported all hypotheses except the one proposing a relationship between wine education and MWTEs. This section discusses the theoretical and practical implications of these findings, acknowledges the study's limitations and makes recommendations for the direction of future research in this area.

7.1 | Theoretical implications

This study offers three key theoretical contributions. First, it responds to demands from the tourism management literature for studies that

TABLE 4 Results of invariance measurement testing using permutation-based procedure.

Frequency of visit as the moderator									
					Equal mean value		Equal variance		
Composite	Correlation	5% quantile of the empirical distribution of cu	*p*-Value	Partial measurement invariance established	Difference	Confidence Interval (CIs)	Difference	Confidence Interval (CIs)	Full measurement invariance established
EUWB	1	0.999	0.730	Yes	−0.038	[−0.209, 0.185]	−0.111	[−0.296, 0.311]	Yes
EXST	1	0.999	0.709	Yes	−0.096	[−0.199, 0.192]	−0.253	[−0.34, 0.323]	Yes
MWTE	1	1	0.181	Yes	−0.044	[−0.194, 0.192]	−0.338	[−0.358, 0.328]	Yes
PUIN	1	0.999	0.855	Yes	−0.056	[−0.211, 0.179]	−0.071	[−0.338, 0.365]	Yes
WECR	1	1	0.732	Yes	−0.051	[−0.203, 0.195]	−0.047	[−0.342, 0.331]	Yes
WIED	0.999	0.997	0.809	Yes	−0.028	[−0.191, 0.196]	−0.098	[−0.4, 0.387]	Yes
WISC	1	0.999	0.097	Yes	−0.046	[−0.186, 0.192]	−0.155	[−0.357, 0.378]	Yes
WISE	1	0.999	0.658	Yes	0.023	[−0.194, 0.193]	−0.257	[−0.388, 0.376]	Yes

Abbreviations: EUWB, eudaimonic well-being; EXSA, experiential satisfaction; MWTE, memorable wine tourism experience; PUIN, purchase intention; WIED, wine education; WISC, winescape; WECR, wine experience co-creation; WISE, wine sensory experience.

identify and confirm alternative antecedents of tourists' MTEs to those included in Kim et al.'s (2012) model (Hosany et al., 2022; Stone et al., 2022). There have been calls to identify antecedents that relate to the particular contexts in which a given MTE takes place (Stone et al., 2022). Rather than replicate Kim et al.'s (2012) model, this study developed an entirely new model based on the specific circumstances of wine tourism. Five new antecedents of MTEs (in this case, MWTEs) were introduced and tested, including 'winescape', 'wine experience co-creation', 'wine sensory experience', 'experiential satisfaction' and 'wine education'. In view of the limited number of studies related to MWTEs in China, along with the corresponding lack of consensus about the specific factors that characterise MWTEs, this study provides greater clarity and increases our understanding of the phenomenon. The results of this study can, as such, guide future research directions.

Second, the findings contribute to the existing studies on wine tourism, and, specifically, wine tourism experiences in the context of China. Beyond examining the various antecedents of MWTEs, this study found that MWTEs are a significant predictor of EWB and future wine purchase intentions. These results provide an improved understanding of the outcomes of MWTEs and advance the field's collective understanding of the outcomes related to the wine tourism experience.

Third, existing studies have mainly examined MTEs through a positive psychology lens, including the fields of environmental psychology, sociology, organisational management and psychology (Hosany et al., 2022). This study employed SOR theory and complements the literature by identifying both the determinants and outcomes of MWTEs. The results echo the theoretical underpinnings of SOR theory by indicating that environmental stimuli—in this context, winescape, wine experience co-creation, wine sensory experience and experiential satisfaction—influence an individual's cognitive and affective reactions (MWTE), and in turn, these reactions cause response behaviours (EWB and wine purchase intentions). In other words, the findings demonstrated the model's ability to interpret tourist behaviour, suggesting that appealing winescape, wine experience co-creation, wine sensory experience and experiential satisfaction (external stimuli) together determine tourists' MWTEs (organism), which in turn produce EWB and wine purchase intentions (responses). These findings therefore offer new insights into SOR theory advancement in the context of wine tourist behaviour.

Overall, this study contributes by emphasising the role of MWTE in developing EWB and wine purchase intentions following a wine tourism experience. The findings demonstrate that SOR theory is able to provide a robust and insightful understanding of the mechanisms that underlie the formation of MWTEs. The results offer a better understanding of MWTEs and thus identify the actionable observable managerial recommendations presented below.

7.2 | Managerial implications

This study provides novel means such as MWTE to improve wine tourism in China. The planning and delivery of such experiences

TABLE 5 Results for moderation of frequency of visit: Welch–Satterthwait test.

		First-time visit versus revisit			
Hypothesis		***p* (1)_*p* (2)**	***t* Value**	***p*-Value**	**Supported**
H9	MWTE → EUWB	−0.022	0.233	0.816	No
	MWTE → PUIN	−0.051	0.588	0.557	No
	WECR → MWTE	0.157	1.212	0.227	No
	WIED → MWTE	0.038	0.464	0.643	No
	WISC → MWTE	−0.244	2.071	0.026**	Yes
	WISE → MWTE	0.037	0.306	0.760	No
	EXST → MWTE	0.034	0.313	0.755	No

Abbreviations: EUWB, eudaimonic well-being; EXSA, experiential satisfaction; MWTE, memorable wine tourism experience; PUIN, purchase intention; WIED, wine education; WISC, winescape; WECR, wine experience co-creation; WISE, wine sensory experience.
**$p < 0.05$.

should consider how winescape, wine experience co-creation, wine sensory experiences and experiential satisfaction can be effectively incorporated. First, wine tourism service providers should continually strive to offer and promote a more favourable perception of the winescape for their guests. These are features of the experiencescape that visitors encounter during their wine tourism experiences. This will require wineries to continually invest in maintaining and preserving the physical setting. The focus should be on the following: (1) creating a setting that is more appealing to visitors: for example, one that is not overcrowded; (2) the social experience, with staff who are friendly and approachable. Design the experience so that tourists have opportunities to interact with one another. The experience provided should reflect the culture of the region. These factors contribute to the richness of winescapes and MWTEs.

Second, visitors to the winery should not be viewed as passive customers but rather as active co-creators of their own consumption experiences. Therefore, wine tourism providers should enthusiastically interact with visitors who want to co-create their experiences. An example could be sharing information with tourists about the history of the region, winery and winemaking process, including different types of wine being sold. The focus should be on training staff and encouraging them to facilitate opportunities for tourists to co-create their experiences, as they are the frontline staff present when visitors are experiencing the activity. Such participatory experiences involving social interaction and focused mental engagement will help capture and maintain visitors' interests, which will enable them to maximise the use of their time during their wine tourism experiences. Visitors should be the focus of attention, while interactions should be used to help visitors acquire memorable experiences.

Third, wine tourism services should also devise activities that maximise sensory stimulation for tourists, including not only taste, smell and sight, which are traditionally associated with wine tasting, but also touch and hearing. In terms of the latter, this might include opportunities to pick, tread or otherwise process grapes: such experiences having the opportunity to provide significant tactile and auditory elements. In addition, marketing and promotional materials should be tailored to highlight how each of the antecedents is evoked by the experience offered.

Fourth, this study provides wine producers with insights into wine tourism diversification. While many winery owners focus on producing the best wines possible, this study suggests that providing MWTEs is positively associated with future wine sales. Tourists with MWTE at the winery are more likely to purchase the wines being produced at the winery. This effect can be reinforced by ensuring that visitors have MWTEs, since doing so will increase their EWB and future patronage.

7.3 | Limitations and suggestions for future research

Several limitations of the study should be acknowledged. First, only five antecedents were investigated. The inclusion of additional antecedents could further enhance the understanding of MWTEs. Second, the respondents were all Chinese (and, hence, domestic) tourists. Different sample populations could be used to validate the findings of this study, including comparative studies of domestic and international tourists. Third, the data for this study were collected one to 3 months after the trip. Future studies could collect data from tourists on-site or with less of a time delay following the visit. Fourth, a web-based survey questionnaire was used in this study, and its potential biases are widely documented. This could be addressed by a wider range of data collection methods.

DATA AVAILABILITY STATEMENT

Research data are not shared.

ORCID

Erose Sthapit https://orcid.org/0000-0002-1650-3900
Catherine Prentice https://orcid.org/0000-0002-7700-3889
Chunli Ji https://orcid.org/0000-0003-4749-8419
Brian Garrod https://orcid.org/0000-0002-5468-6816

REFERENCES

Alamanos, E., Kuznesof, S., & Ritson, C. (2016). The influence of holidays on wine purchasing behaviour: Marketing and tourism insights based on a holiday experience in Greece. *International Journal of Tourism Research*, *18*(3), 228–235.

Alegre, J., & Cladera, M. (2006). Repeat visitation in mature sun and sand holiday destinations. *Journal of Travel Research*, *44*(3), 288–297.

Ali, F., Rasoolimanesh, S. M., Sarstedt, M., Ringle, C. M., & Ryu, K. (2018). An assessment of the use of partial least squares structural equation modeling (PLS-SEM) in hospitality research. *International Journal of Contemporary Hospitality Management*, *30*(1), 514–538.

Backman, S. J., Huang, Y.-C., Cheng, C.-C., Lee, H.-Y., & Cheng, J.-S. (2023). Engaging with restorative environments in wellness tourism. *Current Issues in Tourism*, *26*(5), 780–806.

Bagozzi, R. P., Yi, Y., & Phillips, L. W. (1991). Assessing construct validity in organizational research. *Administrative Science Quarterly*, *36*(3), 421–458.

Bigne, J. E., Andreu, L., & Gnoth, J. (2005). The theme park experience: An analysis of pleasure, arousal and satisfaction. *Tourism Management*, *26*, 833–844.

Bitner, M. J. (1992). Servicescapes: The impact of the physical surroundings on customers and employees. *Journal of Marketing*, *56*(2), 57–71.

Brochado, A., Stoleriu, O., & Lupu, C. (2018). Surf camp experiences. *Journal of Sport & Tourism*, *22*(1), 21–41.

Bruwer, J., & Alant, K. (2009). The hedonic nature of wine tourism consumption: An experiential view. *International Journal of Wine Business Research*, *21*, 235–257.

Bruwer, J., Coode, M., Saliba, A., & Herbst, F. (2013). Wine tourism experience effects of the tasting room on consumer brand loyalty. *Tourism Analysis*, *18*(4), 399–414.

Bruwer, J., & Rueger-Muck, E. (2019). Wine tourism and hedonic experience: A motivation-based experiential view. *Tourism and Hospitality Research*, *19*(4), 488–502.

Busser, J. A., & Shulga, L. V. (2018). Co-created value: Multidimensional scale and nomological network. *Tourism Management*, *65*, 69–86.

Byrd, E. T., Canziani, B., Jerrie, H. Y.-C., Debbage, K., & Sonmez, S. (2016). Wine tourism: Motivating visitors through core and supplementary services. *Tourism Management*, *52*, 19–29.

Campos, A. C., Mendes, J., Valle, P. O., & Scott, N. (2017). Co-creating animal-based tourist experiences: Attention, involvement and memorability. *Tourism Management*, *63*, 100–114.

Carmichael, B. (2005). Understanding the wine tourism experience for winery visitors in the Niagara Region, Ontario, Canada. *Tourism Geographies*, *7*, 185–204.

Chandralal, L., & Valenzuela, F. R. (2013). Exploring memorable tourism experiences: Antecedents and behavioural outcomes. *Journal of Economics, Business and Management*, *1*(2), 177–181.

Chang, S., Witteloostuijn, A., & Eden, L. (2010). From the editors: Common method variance in international business research. *Journal of International Business Studies*, *41*, 178–184.

Charters, S., & Pettigrew, S. (2005). Is wine consumption an aesthetic experience? *Journal of Wine Research*, *16*(2), 121–136.

Charters, S., & Pettigrew, S. (2006). Product involvement and the evaluation of wine quality. *Qualitative Market Research: An International Journal*, *9*(2), 181–193.

Cheah, J.-H., Thurasamy, R., Memon, M. A., Chuah, F., & Ting, H. (2020). Multigroup analysis using smartpls: Step-by-step guidelines for business research. *Asian Journal of Business Research*, *10*(3), 1–19.

Chen, C., & Chen, F. (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism Management*, *31*, 29–35.

Chen, H., & Rahman, I. (2018). Cultural tourism: An analysis of engagement, cultural contact, memorable tourism experience and destination loyalty. *Tourism Management Perspectives*, *26*, 153–163.

Chu, S.-C., Lien, C.-H., & Cao, Y. (2019). Electronic word-of-mouth (eWOM) on WeChat: Examining the influence of sense of belonging, need for self enhancement, and consumer engagement on Chinese travellers' eWom. *International Journal of Advertising*, *38*(1), 26–49.

Coudounaris, D. N., & Sthapit, E. (2017). Antecedents of memorable tourism experience related to behavioral intentions. *Psychology and Marketing*, *34*(12), 1084–1093.

Di-Clemente, E., Hernández-Mogollón, J. M., & Campón-Cerro, A. M. (2020). Tourists' involvement and memorable food-based experiences as new determinants of behavioural intentions towards typical products. *Current Issues in Tourism*, *23*(18), 2319–2332.

Dodds, S., Jaud, D. A., & Melnyk, V. (2021). Enhancing consumer well-being and behavior with spiritual and fantasy advertising. *Journal of Advertising*, *50*(4), 354–371.

Dong, P., & Siu, N. Y. M. (2013). Servicescape elements, customer predispositions and service experience: The case of theme park visitors. *Tourism Management*, *36*, 541–551.

Duan, B., Arcodia, C., Ma, E., & Hsiao, A. (2018). Understanding wine tourism in China using an integrated product-level and experience economy framework. *Asia Pacific Journal of Tourism Research*, *23*(10), 949–960.

Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, *18*(1), 39–50.

Gao, Y., Rasouli, S., Timmermans, H., & Wang, Y. (2017). Understanding the relationship between travel satisfaction and subjective well-being considering the role of personality traits: A structural equation model. *Transportation Research Part F: Traffic Psychology and Behaviour*, *49*, 110–123.

Getz, D., & Brown, G. (2006). Critical success factors for wine tourism regions: A demand analysis. *Tourism Management*, *27*(1), 146–158.

Getz, D., & Carlsen, J. (2008). Wine tourism among generations X and Y. *Tourism*, *56*(3), 257–270.

Gilmore, J. H., & Pine, J. (2002). Differentiating hospitality operations via experiences: Why selling services is not enough. *Cornell Hotel and Restaurant Administration Quarterly*, *43*(3), 87–96.

Gitelson, R. J., & Crompton, J. L. (1984). Insights into the repeat vacation phenomenon. *Annals of Tourism Research*, *11*(2), 199–217.

Griffin, T., & Loersch, A. (2006). The determinants of quality experiences in an emerging wine region. In J. Carlsen & S. Charters (Eds.), *Global wine tourism: Research, management and marketing* (pp. 153–160). CABI.

Grönroos, C. (2011). Value co-creation in service logic: A critical analysis. *Marketing Theory*, *11*(3), 279–301.

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, *31*(1), 2–24.

Hall, C. M., Johnson, G., Cambourne, B., Macionis, N., Mitchell, R., & Sharples, L. (2000). Wine tourism: An introduction. In C. M. Hall, L. Sharples, B. Cambourne, & N. Macionis (Eds.), *Wine tourism around the world: Development, management and markets* (pp. 1–24). Elsevier.

Hall, C. M., Sharples, L., Cambourne, B., & Macionis, N. (2002). *Wine tourism around the world: Development, management and markets*. Butterworth-Heinemann.

Hao, L., Li, X., Cao, K., & Ma, H. (2016). Ningxia update: Government policy and measures for promoting a sustainable wine industry. *BIO Web of Conferences*, *7*, 3021.

Henseler, J., Ringle, C. M., & Sarstedt, M. (2016). Testing measurement invariance of composites using partial least squares. *International marketing review*, *33*(3), 405–431.

Hirschman, E. C., & Holbrook, M. B. (1982). Hedonic consumption: Emerging concepts, methods and propositions. *Journal of Marketing*, *46*, 90–101.

Hosany, S., Sthapit, E., & Björk, P. (2022). Memorable tourism experience: A review and research agenda. *Psychology & Marketing*, *39*(8), 1467–1486.

Ispas, A., Untaru, E. N., Candrea, A. N., & Han, H. (2021). Impact of place identity and place dependence on satisfaction and loyalty toward Black Sea coastal destinations: The role of visitation frequency. *Coastal Management*, *49*(3), 250–274.

Johnson, R., & Bruwer, J. (2007). Regional brand image and perceived wine quality: The consumer perspective. *International Journal of Wine Business Research*, *19*, 276–297.

Kah, J. A., Shin, H. J., & Lee, S.-H. (2022). Traveler sensoryscape experiences and the formation of destination identity. *Tourism Geographies*, *24*(2–3), 475–494.

Kahraman, O. C., & Cifci, I. (2023). Modeling self-identification, memorable tourism experience, overall satisfaction and destination loyalty: Empirical evidence from small Island destinations. *Journal of Hospitality and Tourism Insights*, *6*(2), 1001–1023.

Kao, Y. F., Huang, L. S., & Wu, C. H. (2008). Effects of theatrical elements on experiential quality and loyalty intentions for theme parks. *Asia Pacific Journal of Tourism Research*, *13*, 163–174.

Kao, Y. F., Huang, L. S., & Yang, M. H. (2007). Effects of experiential elements on experiential satisfaction and loyalty intentions: A case study of the super basketball league in Taiwan. *International Journal of Revenue Management*, *1*, 79–96.

Kim, J.-H. (2018). The impact of memorable tourism experiences on loyalty behaviors: The mediating effects of destination image and satisfaction. *Journal of Travel Research*, *57*(7), 856–870.

Kim, J.-H., Ritchie, J. R. B., & McCormick, B. (2012). Development of a scale to measure memorable tourism experiences. *Journal of Travel Research*, *51*(1), 12–25.

Kock, N., & Hadaya, P. (2018). Minimum sample size estimation in PLS-SEM: The inverse square root and gamma-exponential methods. *Information Systems Journal*, *28*(1), 227–261.

Kotur, A. S. (2022). Exploring the wellness dimensions of wine tourism experiences: A netnographic approach. *International Journal of Wine Business Research*, *34*(4), 608–626.

Kucukergin, K. G., Kucukergin, F. N., & Dedeoglu, B. B. (2020). An overview of the destination physical servicescape with SOR paradigm: The importance of prestige sensitivity. *Asia Pacific Journal of Tourism Research*, *25*(5), 473–488.

Lee, K., Kladou, S., Usakli, A., & Shi, Y. (2022). Inspiring winery experiences to benefit destination branding? Insights from wine tourists at Yantai, China. *Journal of Hospitality and Tourism Insights*, *5*(1), 116–137.

Li, H., Wang, C., Meng, F., & Zhang, Z. (2019). Making restaurant reviews useful and/or enjoyable? The impacts of temporal, explanatory, and sensory cues. *International Journal of Hospitality Management*, *83*, 257–265.

Li, X., Cheng, C., Kim, H., & Petrick, J. (2008). A systematic comparison of first time and repeat visitors via a two-phase online survey. *Tourism Management*, *29*(2), 278–293.

Lien, C. H., Cao, Y., & Zhou, X. (2017). Service quality, satisfaction, stickiness, and usage intentions: An exploratory evaluation in the context of WeChat services. *Computers in Human Behavior*, *68*, 403–410.

Liu, C. R., Lin, W. R., & Wang, Y. C. (2012). Relationship between self-congruity and destination loyalty: Differences between first-time and repeat visitors. *Journal of Destination Marketing & Management*, *1*(1–2), 118–123.

Ma, Y. (2023). Wine consumption volume in China from 2012 to 2022. www.statista-com.ezproxy.lb.polyu.edu.hk/statistics/425098/china-wine-consumption/

Ma, Y., Hardy, A., & Ooi, C. S. (2019). Researching Chinese tourists on the move. *Journal of China Tourism Research*, *3*, 1–16.

Mansoor, M., & Paul, J. (2022). Consumers' choice behavior: An interactive effect of expected eudaimonic well-being and green altruism. *Business Strategy and the Environment*, *31*(1), 94–109.

Marzo-Navarro, M., & Pedraja-Iglesias, M. (2010). Are there different profiles of wine tourists? An initial approach. *International Journal of Wine Business Research*, *22*(4), 349–361.

Mathis, E. F., Kim, H., Uysal, M., Sirgy, J. M., & Prebensen, N. K. (2016). The effect of cocreation experience on outcome variable. *Annals of Tourism Research*, *57*, 62–75.

Meacci, L., & Liberatore, G. (2018). A senses-based model for experiential tourism. *Tourism & Management Studies*, *14*(4), 7–14.

Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. MIT Press.

Minnaert, L. (2016). Social tourism as opportunity for unplanned learning and behavior change. *Journal of Travel Research*, *51*(5), 607–616.

Moon, S.-J. (2021). Investigating beliefs, attitudes, and intentions regarding green restaurant patronage: An application of the extended theory of planned behavior with moderating effects of gender and age. *International Journal of Hospitality Management*, *92*, 102727.

Nangpiire, C., Silva, J., & Alves, H. (2022). Customer engagement and value co-creation/destruction: The internal fostering and hindering factors and actors in the tourist/hotel experience. *Journal of Research in Interactive Marketing*, *16*(2), 173–188.

Oh, H., Fiore, A. M., & Jeoung, M. (2007). Measuring experience economy concepts: Tourism applications. *Journal of Travel Research*, *46*(2), 119–132.

Pan, S., & Ryan, C. (2009). Tourism sense-making: The role of the senses and travel journalism. *Journal of Travel & Tourism Marketing*, *26*(7), 625–639.

Park, J.-Y., Back, R. M., Bufquin, D., & Shapoval, V. (2019). Servicescape, positive affect, satisfaction and behavioral intentions: The moderating role of familiarity. *International Journal of Hospitality Management*, *78*, 102–111.

Payne, A. F., Storbacka, K., & Frow, P. (2008). Managing the co-creation of value. *Journal of the Academy of Marketing Science*, *36*, 83–96.

Peng, J., Yang, X., Fu, S., & Huan, T. C. (2023). Exploring the influence of tourists' happiness on revisit intention in the context of traditional Chinese medicine cultural tourism. *Tourism Management*, *94*, 104647.

Pine, J., & Gilmore, J. H. (1998). Welcome to the experience economy. *Harvard Business Review*, *76*(4), 97–105.

Pizam, A., & Tasci, A. D. (2019). Experienscape: Expanding the concept of servicescape with a multistakeholder and multi-disciplinary approach. *International Journal of Hospitality Management*, *76*, 25–37.

Poria, Y., Butler, R., & Airey, D. (2004). Links between tourists, heritage, and reasons for visiting heritage sites. *Journal of Travel Research*, *43*(1), 19–28.

Prahalad, C., & Ramaswamy, V. (2004). Co-creating unique value with customers. *Strategy and Leadership*, *32*(3), 4–9.

Preko, A., Gyepi-Garbrah, T. F., Arkorful, H., Akolaa, A. A., & Quansah, F. (2020). Museum experience and satisfaction: Moderating role of visiting frequency. *International Hospitality Review*, *34*(2), 203–220.

Qiu, H. Z., Yuan, J. J., Ye, B. H., & Hung, K. (2013). Wine tourism phenomena in China: An emerging market. *International Journal of Contemporary Hospitality Management*, *25*(7), 1115–1134.

Quadri-Felitti, D. L., & Fiore, A. M. (2012). Experience economy constructs as a framework for understanding wine tourism. *Journal of Vacation Marketing*, *18*(1), 3–15.

Quadri-Felitti, D. L., & Fiore, A. M. (2013). Destination loyalty: Effects of wine tourists' experiences, memories, and satisfaction on intentions. *Tourism and Hospitality Research*, *13*(1), 47–62.

Quintal, V. A., Thomas, B., & Phau, I. (2015). Incorporating the winescape into the theory of planned behaviour: Examining 'new world' wineries. *Tourism Management*, *46*, 596–609.

Reisinger, Y., & Turner, L. W. (2003). *Cross-cultural behavior in tourism: Concepts and analysis*. Butterworth-Heinemann.

Richter, B., Yang, Y., & Hanf, J. H. (2023). Dragon head enterprises in China's wine production: Case study results. *Journal of Agribusiness in Developing and Emerging Economies*, *13*(2), 229–242.

Ryff, C. D. (1989). Happiness is everything, or is it? Explorations on the meaning of psychological well-being. *Journal of Personality and Social Psychology*, *57*(6), 1069–1081.

Santos, V., Dias, A., Ramos, P., Madeira, A., & Sousa, B. (2023). Mapping the wine visit experience for tourist excitement and cultural experience. *Annals of Leisure Research*, *26*(4), 567–583.

Shafaei, A., Nejati, M., & Abd Razak, N. (2019). One size does not fit all: Multi-group analysis of international students' cross-cultural adaptation using Micom. *International Journal of Research & Method in Education*, *42*(5), 536–552.

Shi, F., Gu, Q., & Zhou, T. (2024). Understanding brand reputation: A case study of Chinese wineries. *International Journal of Contemporary Hospitality Management*.

Skavronskaya, L., Moyle, B., Scott, N., & Schaffer, V. (2020). Collecting memorable tourism experiences: How do 'WeChat'? *Journal of China Tourism Research*, *16*(3), 424–446.

Sparks, B. (2007). Planning a wine tourism vacation? Factors that help to predict tourist behavioural intentions. *Tourism Management*, *28*(5), 1180–1192.

Sthapit, E., Björk, P., & Rasoolimanesh, S. M. (2024). Toward a better understanding of memorable souvenir shopping experiences. *International Journal of Hospitality & Tourism Administration*, *25*(1), 59–91.

Sthapit, E., & Coudounaris, D. N. (2018). Memorable tourism experiences: Antecedents and outcomes. *Scandinavian Journal of Hospitality and Tourism*, *18*(1), 72–94.

Stone, M. J., Migacz, S., & Sthapit, E. (2022). Connections between culinary tourism experiences and memory. *Journal of Hospitality & Tourism Research*, *46*(4), 797–807.

Su, H. J., Cheng, K. F., & Huang, H. H. (2011). Empirical study of destination loyalty and its antecedent: The perspective of place attachment. *The Service Industries Journal*, *31*(16), 2721–2739.

Tehseen, S., Ramayah, T., & Sajilan, S. (2017). Testing and controlling for common method variance: A review of available methods. *Journal of Management Sciences*, *4*(2), 142–168.

Telfer, D. J. (2000). The northeast wine route: Wine tourism in Ontario, Canada and New York State. In C. M. Hall, L. Sharples, B. Cambourne, & N. Macionis (Eds.), *Wine tourism around the world: Development, management and markets* (pp. 253–271). Butterworth-Heinemann.

Teng, Y.-M., Wu, K.-S., & Wang, W.-C. (2022). Exploring rural winery loyalty: The effect of visitors' experience in Taiwan rural winery tourism. *Journal of Rural Studies*, *96*, 32–41.

Tešin, A., Kovačić, S., & Obradović, S. (2023). The experience I will remember: The role of tourist personality, motivation, and destination personality. *Journal of Vacation Marketing*, 13567667231164768.

Thanh, T. V., & Kirova, V. (2018). Wine tourism experience: A netnography study. *Journal of Business Research*, *83*, 30–37.

Tseng, T. H., & Wang, H.-Y. (2023). Consumer attitudes and purchase intentions towards internet celebrity self-brands: An integrated view of congruence, brand authenticity and internet celebrity involvement. *Journal of Product & Brand Management*, *32*, 863–877.

Tung, V. W. S., & Au, N. (2018). Exploring customer experiences with robotics in hospitality. *International Journal of Contemporary Hospitality Management*, *30*, 2680–2697.

Urry, J. (1995). *Consuming places*. Routledge.

Vada, S., Prentice, C., & Hsiao, A. (2019). The influence of tourism experience and well-being on place attachment. *Journal of Retailing and Consumer Services*, *47*, 322–330.

Vega-Vázquez, M., Castellanos-Verdugo, M., & Oviedo García, M. Á. (2017). Shopping value, tourist satisfaction and positive word of mouth: The mediating role of souvenir shopping satisfaction. *Current Issues in Tourism*, *20*(13), 1413–1430.

Vorobiova, N., Pinto, P., Pintassilgo, P., & Lavandoski, J. (2019). Motivations of tourists in wine regions: The case of La Rioja, Spain. *International Journal of Wine Business Research*, *32*(3), 353–371.

Wang, Y., & Li, J. (2020). Segmentation of China's online wine market based on the wine-related lifestyle. *British Food Journal*, *122*(8), 2385–2401.

Wei, C., Zhao, W., Zhang, C., & Huang, K. (2019). Psychological factors affecting memorable tourism experiences. *Asia Pacific Journal of Tourism Research*, *24*(7), 619–632.

Xie, L., Li, D., & Keh, H. T. (2020). Customer participation and well-being: The roles of service experience, customer empowerment and social support. *Journal of Service Theory and Practice*, *30*(6), 557–584.

Ye, S., Wei, W., Wen, J., Ying, T., & Tan, X. (2021). Creating memorable experience in rural tourism: A comparison between domestic and outbound tourists. *Journal of Travel Research*, *60*(7), 1527–1542.

Zhan, X., & Shi, X. (2024). Delineating wine tourism experiences in Ningxia, China: A supply–demand perspective. *International Journal of Contemporary Hospitality Management*.

Zhou, B., & Gui, S. (2017). WeChat and distant family intergenerational communication in China: A study of online content sharing on WeChat. *New media and Chinese society*, 185–206.

How to cite this article: Sthapit, E., Prentice, C., Ji, C., Yang, P., Garrod, B., & Björk, P. (2024). Experience-driven well-being and purchase: An alternative model of memorable wine tourism experiences. *International Journal of Tourism Research*, *26*(2), e2645. https://doi.org/10.1002/jtr.2645