



Wine Experience Scale: validating the behavior and motivations of Spanish wine tourists

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Abstract

Purpose: Understanding the role of emotion, landscape, involvement and storytelling related to wine are the basis for understanding the wine tourist experience. The purpose of this study is to analyze the validity and reliability of the Wine Experience Scale in Spain.

Design/methodology/approach: The Scale validation comprised the translation, cultural adaptation and validity, in which 250 wine tourists (45.6% male and 54.4% female) from 17 Spanish wineries participated. Data was collected on different days during three consecutive months. To carry out the analyses, IBM SPSS and JASP software were used.

Findings: The statistical procedures used allowed the verification of psychometric properties, as well as adjustment indices and reliability measures. The analyzes carried out retained 16 items and ensured grouping into four factors: Wine Storytelling, Wine Involvement, Winescape and Wine Tasting Excitement.

Originality: By providing this instrument, it will be possible to create a promising path of commercial knowledge. Its application will contribute to establishing a more accurate profile of wine tourists and, simultaneously, to adapting a sustainable tourist offer.

Keywords: scale validation; wine experience; Spain; hedonic experience; wine tourist motivations

1. Introduction

Wine is a key concept of Spanish culture and, in recent years, wine tourism has become a product that drives wine sector and wineries at a national and international level, for its economic, social, cultural and environmental value (García-Casarejos *et al.*, 2018; Vorobiova *et al.*, 2020). In the 1990s, according to Getz (2000), the focus of research on this topic was essentially tourist behavior and the development of rural areas where wineries are located. Recently, researchers from all over the world have delved deeper into wine tourism, and Spain is no exception (e.g.: Marzo-Navarro and Pedraja-Iglesias, 2009). The wine routes as a tourist product, accredited by the Spanish Ministry of Tourism in the 2000s, were a crucial trigger for stimulating the wine industry, especially in smaller wineries (Spanish Ministry of Tourism, 2000). According to Szivas (1999), alongside local, regional and national economic growth, there is the generation of new jobs, and a new image of rural development, particularly due to the flow of tourists. Furthermore, the wine sector provides an ecosystem of activities that are expected to be aligned with environmental and cultural sustainability, the economic development of rural areas and the seasonality of tourism demand (García-Casarejos *et al.*, 2018).

Tourism in general is an important sector of the Spanish economy. In 2018, the economic impact of wine tourism in particular increased by 20.5%. In 2019, tourism in Spain became the sector that contributed the most wealth to the economy, with a total of 176 billion euros, representing 14.6% of GDP. In 2020, as a result of the pandemic, there was a substantial drop, however, tourism continued to represent 5.5% of GDP. In 2021, wine tourism gains momentum after the pandemic and, generated an estimated total economic impact of €160 million (Asociación Española de Ciudades del Vino, 2022). The literature on this topic in Spain is sparse. However, this type of tourism has been

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3 gaining considerable economic and academic interest. On the one hand, researchers focus
4 on topics such as wine tourism and wine production issues (e.g.: López-Guzman *et al.*,
5 2007; López-Guzman and Sánchez, 2008). A study by Hall *et al.* (2000), the central theme
6 was the socioeconomic impact of wine tourism, another study carried out in Australia
7 (e.g.: Charters and Ali-Knight, 2002) analyzed the sociodemographic characteristics of
8 visitors to wineries. On the other hand, there is also interest in the dimensions that
9 positively influence individuals to experience services offered by wineries (e.g.: Marzo-
10 Navarro and Pedraja-Iglesias, 2009).

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12 According to Spanish Wine Cities Association (in Spanish Asociación Española
13 de Ciudades del Vino [ACEVIN]), Ribera del Duero was the first to receive this
14 certification, in 2006 (ACEVIN, 2019, 2022), was the most visited route in 2018 and the
15 second most visited in 2021, with 197145 visitors. Ribera de Duero is one of the nine
16 denominations of origin of the Autonomous Community of Castilla y León, which
17 reflects the global relevance of its wines (Yuste, 2017). Considered one of the most
18 important routes in Spain and the one that offers more wine tourism services (ACEVIN,
19 2022), Ribera de Duero is characterized by its historical, cultural and artistic heritage,
20 such as the route of castles, visits to monuments and monasteries, natural parks,
21 distinctive traditional cuisine and summer festivities. Winemaking has always been one
22 of the main agricultural activities in the region and, over time, wine has become an art
23 form. In addition, the motto established by the Ribera del Duero wine route is *Despierta*
24 *tus Sentidos*, that is, Awaken your Senses. This slogan is in line with what was stated by
25 Getz and Brown (2006) regarding the fact that wine tourism provides sensorial
26 experiences, since the visitor can experience the pleasure of taste (the taste of wines),
27 smell (the smell of the cellars), touch (holding the glass), sight (contemplating the
28 vineyard) and sound (the uncorking of the bottles).

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30 In recent decades, tourism and wine have combined to merge and create a new
31 form of leisure and fulfillment of needs in wine regions. Wine tourism has emerged as a
32 lucrative sector, which allows the creation of new jobs, revitalize and develop rural
33 regions, enhance the heritage and create new tourist itineraries (Cunha *et al.*, 2020).
34 According to Hall (1996), wine tourism can be defined as a visit to vineyards, wineries,
35 festivals and shows related to wine, in which wine tasting and/or contact with the
36 attributes of a wine region are the main motivating factors for visitors. The tourist and
37 his/her wine-related experiences are the key to the success and sustainability of tourism,
38 who seeks tangible and intangible attributes of the experience. The profile of the wine
39 tourist is heterogeneous, and s/he can be intentional or occasional, that is, s/he does not
40 always have the conscious and prior purpose of making a visit related to wine (Byrd *et al.*
41 *et al.*, 2016), and it can be an induced result (Getz and Brown, 2006).

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43 To boost this segment of tourism, it is extremely important to know its 'consumer'.
44 In addition, gender, age and knowledge that the consumer has revealed to be factors that
45 affect the preference for wine experiences. Several authors (e.g.: Byrd *et al.*, 2016;
46 Mitchell *et al.*, 2000) have tried to define a 'typical' and more or less stable profile of the
47 wine tourist: middle-aged individuals, married, with higher education, professionally
48 active, with positions of management/entrepreneurs, and high monthly income. An
49 interesting data relates to gender, in which women have a more expressive presence
50 (Machin, 2000; Barber *et al.*, 2006), who are more interested in context, personal
51 experience, landscape, culture, and conviviality (Mitchell and Hall, 2001), and
52 consequently characterized as a feminine beverage (Spawton, 1990). Nevertheless, Hall
53 *et al.* (2000) found that there are significant gender differences with regard to social
54 factors (e.g., wine tourism planning) and self-image. For instance, in this study, men have
55 higher mean values than women regarding psychological values regarding the perceived
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3 value of wine. A new conception of wine tourism has emerged and offers a transcendent
4 experience to wine, that is, it has an aesthetic dimension (e.g.: presentation of the
5 vineyard) that attracts the visitor (Charters and Carlsen, 2006) and is concerned with the
6 individual sensory experience. The concept “architecture of wine” suggested by Yravedra
7 and Yravedra (2020), assumes that it comes from a synergy between man and nature,
8 which provides a differentiated multisensory experience through the landscape, tasting
9 and other activities related to wine tourism.
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11 The motivations push the tourist towards the experience. For the same reason,
12 motivations are an important variable to explain behavior and to analyze in depth tourist
13 experiences (Baker and Crompton, 2000). There are few studies research on wine tourism
14 experiences (Santos *et al.*, 2019). Moreover, knowing the perspective, motivations and
15 needs of the tourist allows boosting the development of wine tourism. Straub *et al.* (2004)
16 state that the validation of psychometric instruments allows the measurement of behavior,
17 with the ultimate objective of theoretically explaining the pattern of behavior. Moreover,
18 several authors reinforce the importance of adapting and validating psychometric
19 instruments (e.g., Adewuya *et al.*, 2006; Beaton *et al.*, 2000). In this sense, the aim of this
20 study is to analyze the validity and reliability of a scale that assesses the holistic behavior
21 of wine tourist, in the Spanish context, in particular in the region of Ribera del Duero.
22 Consequently, this study expands on the original one by Santos *et al.* (2020), proposing
23 the validation of the scale with Spanish wine tourists. It also expands on the understanding
24 of the experience, behavior and individual motivations of tourists.
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28 *1.1. Wine experience and its dimensions*

29 According to Bruwer and Rueger-Muck (2018), potential tourists form
30 perceptions and build expectations - *a priori* - regarding the wine tourism, based on
31 previous experiences or through information obtained from other people. In addition, the
32 entire scenario surrounding wine tourism (e.g., facilities, vineyard, tasting room,
33 activities offered, etc.) influence the perception of the experience and the experience itself
34 (Bruwer *et al.*, 2013; Morris and King, 1998). Wine tourism can be considered an *escape*
35 experience (Vorobiova *et al.*, 2020), which consists of integrating the client with the
36 destination, producing feelings towards it - this experience is the essential object of the
37 trip. An experience can be understood as knowledge or skill that you get from doing,
38 seeing, or feeling things, or the process of getting this (Lan *et al.*, 2021). In this sense,
39 according to Santos *et al.* (2019), the experience can be understood in the light of three
40 prisms: situational, knowledge decoding and emotional response. A memorable wine
41 tourism experience begins before entering the cellar, and presupposes meaningful and
42 sense-making, a perfect symbiosis between the tourism environment and the tourist, who
43 decodes the stimuli, acquiring knowledge and producing emotional responses (Santos *et al.*,
44 2019). For instance, the study by Bruwer and Rueger-Muck (2018) showed that the
45 landscape is a strong influencing factor for a pleasant wine experience. Although wine
46 tourists are mainly wine consumers, the wine experience goes beyond drinking wine
47 (Oyinseye *et al.*, 2022), due to wine tourism offers a hedonic dimension by sharpening the
48 tourist's five senses, through the landscape and iconic surroundings, the cultural heritage,
49 and the enjoyment and taste wine. Wine tourism is a cultural experience provided in a
50 specific setting, for tourists with a different and sophisticated lifestyle, yet connected with
51 the authenticity of the place.
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56 The wine tourism experience also encompasses social aspects (Kim *et al.*, 2009)
57 and therefore has been seen as a new social phenomenon. This recent approach to the
58 social dimension of wine tourism allows an in-depth study of the experiential expectations
59 of such a heterogeneous tourist group (Napolitano *et al.*, 2022). According to these
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3 authors, the social setting attribute is essential in the wine tourism experience, as there is
4 an effective social relationship between the tourist and the winery's staff (e.g.: winemaker,
5 oenologists), who provide them with an empathetic and wine-symbiotic experience.
6 Moreover, the importance of studying social relations as part of the wine tourism
7 experience allows its integration into a single "social winescape framework" (Napolitano
8 *et al.*, 2022, p. 840), reinforcing the relevant role of winescape attributes for wine tourism
9 (Thomas *et al.*, 2018).
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12 1.2. Profile and individual wine motivations

13 When analyzing wine tourism, motivation cannot be restricted to wine only.
14 According to Hall *et al.* (2000), wine tourism presupposes "the motivations, perceptions,
15 previous experiences and expectations of the wine tourist" (p. 6). Hall *et al.* (2000) lists
16 several motivations that lead people to seek wine tourism: 1) acquisition and tasting of
17 wine in their production environment; 2) educational motivations, i.e., learning more
18 about wine as a cultural product; 3) socialization - between friends and family and people
19 with the same interests; 4) health benefits of wine consumption. Medina and Tresserras
20 (2008) complete this list with motivation based on the surrounding landscape (e.g.: wine
21 estates, architecture, winery, museum). Who is the person looking for wine tourism?
22 What are your motivations? Understanding the profile, behavior and motivations of
23 tourists who choose wine tourism are important for researchers (e.g.: Vaz, 2008; Marzo-
24 Navarro and Pedraja-Iglesias, 2009; Coelho *et al.*, 2021; Lima *et al.*, 2020). What is
25 certain is that it is not possible to draw a generalized profile of the wine tourist, since the
26 oenological/wine supply and culture varies from country to country. Still, wine culture is
27 presented as the axis of wine tourism and, in turn, wine is considered the cultural element
28 that enhances all associated services.
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32 There are different aspects of the wine experience that influence tourist/consumer
33 behavior. First, previous experiences are an indicator that is measured to assess the impact
34 on tourism attitudes, as they are an important source of emotions (e.g., Organ *et al.*, 2015).
35 Yet, during the experience itself, several activities are carried out (e.g., of an educational
36 nature, visit to the vineyard, tasting), which allow the tourist to 'escape from reality' and
37 conditionate their attitude (Lee *et al.*, 2017), and purchase behavior (Gómez-Carmona *et*
38 *al.*, 2023).
39

40 To understand the wine tourist, it is crucial to considering that the tourist has
41 previous beliefs about the wine tourism experience (Panosso, 2005), which will allow
42 reaching an understanding of the holistic essence of wine tourism (Hall *et al.*, 2000).
43 Tourist standards are changing and increasingly demanding, especially rewarding
44 experiences that offer emotional stimuli, like wine tourism (Marzo-Navarro and Pedraja-
45 Iglesias, 2009). Wine tourism can be understood through three purposes, two of which
46 are directly related to the tourist/consumer experience: services available (Hall *et al.*,
47 2000), experiences that involve, and longitudinal perspective to grant the wishes of
48 visitors (Getz, 2000). Wine is clearly a lifestyle, a hedonic experience, an "experiential
49 view" (Hall *et al.*, 2000, p. 129), that is, an individual experience that produces pleasant
50 sensations (Bruwer and Alant, 2009), that takes place *in loco*, in the winescape. The wine
51 tourist relates to the wine and the place and can behave in different ways according to the
52 region, the winery (Hall *et al.*, 2000). In addition, the affinity between the tourist and
53 wine translates into the satisfaction of needs.
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56 It is also worth highlighting the concept of hedonic consumption (Hirschman and
57 Holbrook, 1982), undoubtedly associated with the wine tourism experience. This is
58 defined as a consumption behavior related to the multisensory, intangible and emotional
59 aspects of an experience. This paradigm shift triggers the concept of consumption
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3 developed based on the holistic experience (Verhoef *et al.*, 2009), whose purpose is to
4 satisfy desires, to achieve certain feelings and sensations (Lugosi and Walls, 2013).
5 According to Pearce (2005), the satisfaction arising from a given experience is based on
6 expressive elements - the experience (behavioral component) in itself, closely related to
7 emotions (affective components); and instrumental - resources necessary for experience
8 (cognitive component).
9

10 The wine tourist has a primary motivation: tasting and buying wine (Alant and
11 Bruwer, 2004), and discovery and explore (Bruwer and Alant, 2009). In addition, this
12 tourist segment has secondary motivations, such as enjoying the bucolic landscape and
13 relaxing, socializing, learning more about winemaking culture and traditions (e.g.: Getz
14 and Brown, 2006). It is possible to consider wine tourists what Tourism Australia (2005)
15 defines as characterized by psychographic segmentation (e.g.: personal motivations,
16 values, attitudes, lifestyle) - *experience seekers*. Pleasure and knowledge usually coexist
17 in the experience of wine tourists. The first is considered a consequence of the tourist's
18 hedonic drive fueled by the enchantment with wine and its landscapes (Tonini and
19 Lavandiski, 2011). Knowledge is the agenda for those who appreciate wine culture (e.g.:
20 processes, history, tasting improvement).
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25 **2. Materials and Methods**

26 *2.1. Instrument – Wine Experience Scale*

27 To assess the wine experience of Portuguese consumers, particularly in two wine
28 regions, Santos *et al.* (2020) recently developed a pioneer assessment instrument aimed
29 at studying holistic behavior of wine tourists. Based on the premise that wine tourism has
30 the potential to create positive and holistic individual wine experiences, these authors
31 developed an 18-item scale combining four dimensions: 1) wine storytelling – core stories
32 influence tourists and determine their behavior (Moscardo, 2010); 2) wine tasting
33 excitement - sensory food experiences can provoke emotions, especially for the first time
34 in a certain place (Kim *et al.*, 2009); 3) wine involvement – visiting a winery can increase
35 the direct involvement between the place and the tourist (O'Neil and Charters, 2000),
36 proving to be a strong hedonic charge (Sparks, 2007); and 4) winescape – wine landscape
37 (e.g.: wine region, vineyards, cellars, atmosphere) is considered the main motivator for
38 the wine tourist experience (Bruwer and Alant, 2009). For this purpose, participants
39 indicate their experience using a seven-point Likert scale, ranging from 1 (completely
40 disagree) to 7 (completely agree).
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43 This scale is innovative because it is the first to introduce the experience
44 dimension. The literature allows to ensure the existence of measurement of wine product
45 involvement (Bruwer and Buller, 2013), consumers' motivators decision to purchase
46 wine (Barber *et al.*, 2006), vividness of wine imagery (Croijmans *et al.*, 2019), and market
47 for and issues involved in cocreating integral tourist experiences in rural wine destinations
48 (Cunha *et al.*, 2021).
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51 *2.2. Translation and cultural adaptation*

52 The process of cultural adaptation of the Scale was carried out according to the
53 methodology of Beaton *et al.* (2000), using the translation-retroversion technique. In the
54 first phase, the original scale was delivered to two independent-certified translators,
55 bilingual and bicultural. To avoid misinterpretations and to guarantee an excellent
56 translation it is also required a cultural understanding, as language is inseparable from a
57 specific cultural context. Based on this merger, the two translators carried out the
58 retroversion (from Portuguese to Spanish). Subsequently, from these two versions, a final
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retroversion was produced and, based on that and with the aim of eliminating any discrepancies and incongruities, all the criteria were revised. Finally, the original and translated scales were analyzed by the translators and researchers, in order to gather consensus and operability on the final Portuguese version.

2.3. Procedures

Participants were recruited on different days in each of the wineries. The purpose of the study was explained to them, guaranteeing the complete anonymity and confidentiality of the answers. Those who agreed to participate responded to the instruments in the form of 'paper and pencil'. The inclusion criteria were: being 18 years of age or older, being a Spanish citizen and being a visitor to one of the wineries. This study carefully followed the ethical principles indicated by the American Psychological Association (APA) for studies with human beings.

The process of adapting the Portuguese version of the Scale consisted of two stages: translation and cultural adaptation, and the use of Exploratory Factor Analysis (EFA) of the instrument. In order to achieve the second stage, IBM SPSS Statistics, version 28.0 was used, with the aim of determining the number of factors to be retained, the number of associated items and their internal consistency. The use of the EFA allows the estimation of common factors, in the case of a high correlation between the variables. JASP software (version 0.16.4) was used for these analyses.

Accordingly, the Kaiser-Meyer-Olkin (KMO) sampling adequacy measure and the Bartlett sphericity test were used, because through them it is possible to assess the quality of the correlations in order to proceed or not with the factor analysis. The recommended KMO value is greater than 0.6 and the Bartlett test value is significant (Worthington and Whittaker, 2006).

2.4. Sample

A total of 250 individuals participated in this study, and were surveyed in seventeen Spanish wineries, whose most representative age range is concentrated in the 46-65 age group, with 45.6% being male and 54.4% female. This is a non-probabilistic, convenience, and differentiated sample, as most respondents say they have a university degree (76.4% of the total). Most respondents are employed, with more than half of the sample earning a monthly salary between €1500 and €3000. All these sociodemographic data can be better analyzed in Table I.

- Table I -

3. Results

The psychometric properties were analyzed from the mean, standard deviation, item-total correlation, and alpha values if the item is eliminated. Concerning internal consistency, the first results revealed an acceptable Cronbach's alpha of 0.813 for the 18 items listed. Regarding the item-total correlation coefficients, it is possible to observe that items 5 and 11 ["This winery landscape has a rural appeal" (Este paisaje de la bodega tiene un atractivo rural), and "Stories told about the wine positively influenced the value I attribute to this visit" (Las historias contadas sobre el vino me han permitido disfrutar)] does not present an equal or higher value recommended by the literature (>0.30) (Nunnally, 1995). Hence, considering that Cronbach's alpha would increase significantly with its exclusion, they were removed. These data can be analyzed in Table II.

- Table II -

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4 After the exclusion of both items, a reliability analysis was performed again,
5 reaching a good internal consistency: 0.912 for 16 items scrutinized.

6 According to the Kaiser criterion, its value can vary from zero to one, and values
7 greater than 0.8 and 0.9 are considered excellent (Hutcheson and Sofroniou, 1999). In
8 this sense, prior to the EFA, the Kaiser-Meyer-Olkin measure of sampling adequacy
9 (KMO = 0.901) and the Bartlett Test ($X^2(120) = 2532.155$; $p < 0.001$) were calculated
10 for construct validity analysis.
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12 The next statistical step concerns the exploratory factor analysis using the
13 principal components method, with varimax orthogonal rotation of the factors and Kaiser
14 normalization.
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16 - Table III -

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19 An AFE was performed in which the inter-correlation matrix between the scale
20 items was initially submitted to principal component analysis, which extracted five
21 factors with eigenvalues above one, responsible for 72.79% of the instrument's total
22 variance. However, the scree plot revealed that the ideal number of factors to be extracted
23 was four. In addition, it is important following the exclusion criteria recommended by the
24 literature, that is, indicators with factor loadings below 0.4 or cross loadings on two or
25 more factors. Hence, and considering that this solution matches the original version of
26 the scale, and that one of the factors contained only one item and assumed a value very
27 close to 5% of the explained variance, the four-factor solution was chosen. Subsequently,
28 a Confirmatory Factor Analysis (CFA) was performed forcing a four-factor solution,
29 through the varimax rotation method. This final solution explained 73% of the
30 instrument's total variance, and it retained a total of 16 items that presented factor loadings
31 equal to or greater than 0.4. These data are illustrated in Table III.
32

33 Factor 1 and Factor 2, Wine Storytelling and Wine Involvement, respectively,
34 consisted both of 5 items, Factor 3 and Factor 4, Winescape and Wine Tasting
35 Excitement, grouped both 3 items. It is crucial to note that in Factor 1 an item migrated
36 from a factor of the original scale [Item 1 "Tasting this wine in its original wine cellars
37 makes me excited" ("Catar este vino en su propia bodega me emociona")].
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40 - Table IV -

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43 The analysis of mean differences between the participants regarding gender is
44 presented in Table IV. Male participants scored higher in all dimensions, except for the
45 Wine Tasting dimension. The biggest difference between them concerns the Storytelling
46 dimension (Mean dif. = 0.34), which is statistically significant.
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49 - Table V -

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51 Table V presents the adjustment indexes of the factorial solution of the original
52 scale and the Spanish version. It is possible to observe that both versions have good fit
53 indexes (goodness of fit ($GFI > 0.9$), comparative fit index ($CFI > 0.90$), incremental fit
54 index ($IFI > 0.90$), and Tucker-Lewis index ($TLI > 0.90$) (Hair *et al.*, 2013)), with the
55 exception of the RMSEA (root mean square error of approximation) value of the
56 Portuguese scale. This index must present values lower than 0.08 (Fabrigar *et al.*, 1999)
57 to be acceptable, together with a CFI higher than 0.9. Hence, it is assumed that the
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factorial solution of the Spanish version presents a good theoretical interpretation of the factors, as well as meeting the validity and reliability requirements.

- Table VI –

To analyze gender invariance, configural invariance (same structure between groups), metric invariance (same factor loadings between groups) and scalar invariance (same intercepts between groups) were tested, as proposed by Chen (2008). It was possible to verify an acceptable adjustment regarding the configural invariance. The absolute difference of the CFI and SRMR indices was less than 0.001, which means that the metric invariance between males and females is verified. Finally, it was tested and verified with values of acceptable adjustments to scalar invariance through equality restrictions. Hence, it is also possible to determine that the model under analysis is equivalent for males and females. These results are presented in Table VI.

4. Discussion

This study aimed to translate and adapt the Portuguese version of the Wine Experience Scale (Santos *et al.*, 2020) to the Spanish culture. The results obtained allow to conclude that this scale has good psychometric properties, also showing validity and reliability.

After carrying out the Exploratory Factor Analysis, the grouping in four dimensions was maintained, similar to the original version by Santos *et al.* (2020). However, it was necessary to eliminate two items (item 5 - "This winery landscape has a rural appeal" [Este paisaje de la bodega tiene un atractivo rural]; and item 11 - "Stories told about the wine positively influenced the value I attribute to this visit" [Las historias contadas sobre el vino han influido positivamente en el valor que yo le atribuyo a esta vida]), making a total of 16 items.

The final model of the Spanish version (see Appendix A) consists of: Factor 1 - Wine Storytelling (five items); Factor 2 - Wine Involvement (five items); Factor 3 - Winescape (three items); and Factor 4 - Wine Tasting Excitement (three items). The items that make up the four dimensions of the scale almost completely coincide with the original scale. However, it should be noted that the item "Tasting this wine in its original wine cellars makes me excited" ["Catar este vino en su propia bodega me emociona"] migrated to Factor Wine Storytelling. Telling stories in a given cultural context can arouse interest, mediate knowledge and move the listener (Rytkönen *et al.*, 2021). According to Bonarou (2016), storytelling as a tool awakens people's emotions, can create an emotional bond between the tourist and the product (Herskoviz and Crystal, 2010) and memorably communicates the values of the winery. For instance, a qualitative study carried out in Greece analyzed verbal and visual representations and identified storytelling as effective for wine tourism (Bonarou *et al.*, 2019). Considering that wine tourism has become a complex tourism product, this technique requires an authentic and emotional narrative to capture the tourist's attention and senses (Santos *et al.*, 2022). According to this study by Santos *et al.* (2022), storytelling can be seen as an antecedent of the wine experience, as this is invariably related to the winescape and an important influence of wine tourist behavior, and make the experience memorable (Ramšak, 2022). Moreover, this technique can be a driver of the emotions of the wine tourist, as well as a way of promoting the uniqueness of the wine region.

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3 It is also important to highlight that men presented higher averages compared to
4 women, with the exception of the Wine Tasting Excitement dimension. According to
5 Mora et al. (2018), this may be due to real differences in the way male and female respond
6 to the wines they taste. That is, female have a more demanding and discerning palate and,
7 for this reason, are better able to perceive the differences between tasted wines (Mora et
8 al., 2018). With a different approach, the study by Barber et al. (2009) concluded that
9 women tend to choose their favorite wine, reducing risks associated with tasting,
10 purchasing, choosing and knowing about wine. Moreover, this finding reinforces the idea
11 of a different sensory profile and that tasting events could be designed differently for male
12 and female, focusing on exclusive marketing strategies (Ferreira et al., 2019).

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15 In addition, the highest value concerns storytelling scored by men. According to
16 the study by Ferreira et al. (2019), this finding may be due to the fact that men attribute
17 importance to factors such as the quality of the region in relation to emotional empathy
18 and attributes for wine selection, which is also reflected in their level of involvement with
19 wine.
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21 *4.1. Limitations and Future Research*

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23 Considering the achievement of the objective of this study, with merits in
24 psychometric terms and that the validation process is a continuous act, it is necessary to
25 highlight some limitations of this study. The first concerns the use of a non-probabilistic
26 sample, which does not allow the generalization of the results. Also, although there is no
27 set of rigid rules that determine the sample size for validating a scale (e.g., Anthoine et
28 al., 2014; Comfrey and Lee, 1992; Osborne and Costello, 2004), we point out the sample
29 size as a limitation, because the larger it is, the greater the probability of reliable and
30 representative results. In future research, it is equally relevant to replicate the validation
31 of the Scale in other Spanish speaking countries with a culture of consumption and wine
32 tourism, in order to verify its validity and reliability. It is equally important to consider
33 the influence of social desirability. Finally, the self-response format was used, which can
34 generate some ambiguity in terms of variance, that is, the variance may be due to the
35 measurement method and not to the construct itself. In this sense, the identified
36 limitations suggest the need for further studies, using other samples, in order to deepen
37 the knowledge around the psychometric qualities of the Wine Experience Scale.
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42 **5. Conclusions**

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44 The validation of the Wine Experience Scale gathered the psychometric standards,
45 and criteria of validity and reliability, which allows the implementation of a new
46 measuring instrument of special relevance for the Spanish context. This scale is composed
47 of four factors and sixteen items and the Exploratory and Confirmatory Factor Analysis
48 formed part of its validation strategy. The consistency criteria of the new model
49 adjustment version, namely item reduction and grouping, was validated and allowed
50 adjustments to be made appropriate to the context.
51

52 "A motive is an internal factor that arouses, directs, and integrates a person's
53 behavior" (Iso-Ahola, 1980, p. 230). On the one hand, external motives (e.g.: winery tour)
54 are referred to as those that attract the wine tourist (attraction factors) to the winery and
55 the surrounding activities. On the other hand, the study of internal motivations (e.g.:
56 socializing, relaxation) allows winemakers to identify products that meet the needs of
57 their tourists. Furthermore, whereas these are deeply rooted in the values, beliefs and
58 attitudes of the wine tourist, it can shed light on the similarities and differences between
59 the 'why' of choosing wine tourism over another tourist segment (Mitchell et al., 2000).
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3 The wine tourist's motivations can be considered idiosyncratic, because,
4 according Carvalho *et al.* (2017), each tourist has a main motivation, which can come
5 from internal influences/needs (push strategy) or from external influences/attributes (pull
6 strategy). Considering that there is a continuous need to study the profile of the wine
7 tourist (Hall *et al.*, 2000), with the validation of this instrument to the Spanish culture, it
8 is expected to contribute to the characterization of the wine tourist (particularly, of the
9 younger age group and gender feminine). Simultaneously, by knowing the visitor well
10 (Costa and Kastenholz, 2009) and drawing a more careful profile, it is possible to promote
11 sustainable wine tourism, as well as to implement adequate marketing strategies and
12 promote innovation in this market segment (Marzo-Navarro and Pedraja-Iglesias, 2009).

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14 The validation of the Wine Experience Scale can contribute, in the economic
15 context to help actors in the wine tourism sector to understand the behavior and needs of
16 their tourists, allowing them to rethink the strategy of offering the wine tourism product
17 in the region; and, in academic matters, the validation of this instrument will make it
18 possible to outline and deepen the profile of this type of tourist. Knowing the motivations
19 of the wine tourism consumer is also a way of acquiring knowledge about the sustainable
20 development of this tourist segment. Furthermore, the validation of a new measurement
21 instrument reinforces the university-business relationship, considering that higher
22 education institutions play an important role in economic development and the creation
23 of new products and services (Paranhos and Perin, 2018). According to Gómez-Carmona
24 *et al.* (2023), the wine tourism experience is a construct of special relevance to Marketing
25 scholars. For instance, the report prepared by Hughes *et al.* (2022) concluded that the use
26 of scientific publications is the most common commercialization-interaction between the
27 universities and the companies.

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29 Often inserted in rural tourism or family businesses, wine tourism is considered
30 part of the local identity and can be a means of valuing the community (Cunha *et al.*,
31 2020) and the surrounding natural environment, as well as local and regional
32 development. The concept of wine tourism changes over time and, consequently, the
33 profile and motivations of wine tourism as well. For this reason, it is necessary to bear in
34 mind that when efforts are made to assess the profile of wine tourists, in addition to
35 deepening their expectations and needs, the wine industry gains ground in terms of
36 innovation and the implementation of new marketing and sustainability strategies, and
37 become more competitive. In short, what will never change is wine culture and its ability
38 to raise emotions.
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Table I – Sociodemographic characterization.

Variable	N	%
Gender		
Male	114	45.6
Female	136	54.4
Age group		
18-25	5	2.0
26-45	98	39.2
46-65	136	54.4
More than 65	11	4.4
Education		
No studies	1	0.4
Elementary studies	12	4.8
High school or similar	46	18.4
University studies	191	76.4
Profession		
Student	10	4.0
Self-employed	39	15.6
Employee	167	66.8
Retired	18	7.2
Unemployed	16	6.4
Income		
Less than €1500	39	15.6
€1501 - €3000	140	56.0
€3001 - €4500	43	17.2
More than €4500	26	10.4
No income	2	0.8
Winery		
Arzuaga	27	10.8
Protos	87	34.8
Moradillo de Roa	16	6.4
Pradorey	93	37.2
Emina	4	1.6
Other	23	9.2

Table by author

Table II – Internal consistency of the Spanish version.

Item	Mean	SD	Corrected item-total correlation	α If item deleted
Item 1 [Tasting this wine in its original wine cellars makes me excited]	6.096	1.171	0.694	0.796
Item 2 [Tasting this wine on holidays helps me to relax]	5.5	1.505	0.385	0.805
Item 3 [Tasting this wine makes me feel exhilarated]	4.456	1.665	0.455	0.801
Item 4 [Tasting this wine on holidays makes me stop worrying about routine]	5.492	1.44	0.315	0.808
Item 5 [This winery landscape has a rural appeal]	6.288	4.4643	0.129	0.859
Item 6 [These buildings have historic appeal]	5.62	1.668	0.567	0.796
Item 7 [There is an old-world charm in these wine cellars]	5.58	1.692	0.610	0.794
Item 8 [This architecture gives the winery character]	5.68	1.59	0.585	0.796
Item 9 [Stories told about the wine positively influenced the value I attribute to it]	5.92	1.259	0.661	0.796
Item 10 [Stories told about the wine positively influenced the value I attribute to the wine tasting]	5.78	1.395	0.668	0.784
Item 11 [Stories told about the wine positively influenced the value I attribute to this visit]	6.26	4.668	0.257	0.846
Item 12 [Stories told about the wine enabled me to have an enjoyable time]	6.048	1.325	0.672	0.795
Item 13 [Stories told about the wine enabled me to learn ancient facts about wine that I did not know]	5.704	1.658	0.615	0.794
Item 14 [I like to purchase wine to match the occasion]	6.088	1.155	0.373	0.807
Item 15 [For me, drinking this wine gives me pleasure]	5.752	1.357	0.580	0.798
Item 16 [I enjoyed these wine activities which I really wanted to do]	6.0	1.116	0.627	0.799
Item 17 [For me, these wine tastings are a particularly pleasurable experience]	5.968	1.057	0.634	0.798
Item 18 [My interest in this wine makes me want to visit these wine cellars]	5.76	1.515	0.668	0.793

Table by author

Table III – Rotated factorial structure.

Item	Factor 1	Factor 2	Factor 3	Factor 4	h ²
WE1 [Catar este vino en su propia bodega me emociona]	0.527				0.661
WE9 [Las historias contadas sobre el vino han influido positivamente em el valor que yo le atribuyo al vino]	0.858				0.824
WE10 [Las historias contadas sobre el vino han influido positivamente em el valor que le atribuyo a la cata de vinos]	0.842				0.81
WE12 [Las historias contadas sobre el vino me han permitido disfrutar]	0.773				0.737
WE13 [Las historias contadas sobre el vino me han permitido aprender hechos antiguos sobre el vino que yo no sabía]	0.672				0.606
WE14 [Me gusta comprar vino para la ocasion]		0.715			0.567
WE15 [A mi beber este vino me da plácer]		0.816			0.759
WE16 [Disfruté de estas actividades del vino que realmente quería hacer]		0.707			0.717
WE17 [Para mí estas catas de vino son especialmente placenteras]		0.759			0.74
WE18 [Mi interés por este vino me hace querer visitor esta bodega]		0.678			0.682
WE6 [Este edificio de la bodega tiene um atractivo histórico]			0.87		0.826
WE7 [Hay un encanto especial del Viejo mundo del vino en esta bodega]			0.873		0.876
WE8 [Esta arquitectura le da carácter a la bodega]			0.824		0.793
WE2 [Catar este vino em um sábado me ayuda a relajarme]				0.814	0.74
WE3 [Catar este vino me hace sentir eufórico]				0.61	0.562
WE4 [Catar este vino en un sábado me despreocupa de la rutina]				0.865	0.78
Eigenvalue	7.281	1.979	1.381	1.040	
Variance	45.503	12.367	8.63	6.503	
Items	5	5	3	3	

Table by author

Table IV – Means difference between genders.

	Gender	Mean	SD	SE	t	p	Mean dif.
Wine_Storytelling	Male	6.095	0.874	0.082	2.37	0.001	0.34
	Female	5.754	1.308	0.112			
Wine_Involvement	Male	5.979	0.898	0.084	0.915	0.011	0.12
	Female	5.859	1.135	0.097			
Winescape	Male	5.646	1.432	0.134	0.161	0.111	0.031
	Female	5.615	1.586	0.136			
Wine_Tasting	Male	5.108	1.315	0.123	-0.478	0.213	-0.076
	Female	5.184	1.184	0.102			

Mean difference positive values = higher score for males; Mean difference negative values = higher score for females. For t-test = Equality of variance is assumed in all variables: Levene's Test = $p > 0.05$; 95% Confidence Interval for lower and upper values.

Table by author

Table V – Goodness-of-fit indices.

Factorial Solution	X ²	df	X ² /df	RMSEA (CI)	GFI	TLI	CFI	IFI
Original Scale (4 factors – 18 items)	272.195	129	2.11	0.093 [0.078 – 0.109]	0.91	0.983	0.986	0.986
Spanish version (4 factors – 16 items)	280.671	98	2.864	0.08 [0.07 – 0.09]	0.92	0.91	0.927	0.927

Table by author

Table VI – Gender invariance.

Invariance	χ^2	df	χ^2/df	RMS EA	CFI	IFI	SRMR	$\Delta \chi^2$	Δ CFI	Δ SRMR
Configurational	439.122**	196	2.24	0.04	0.953	0.955	0.022	-	-	-
Metric	464.574**	208	2.234	0.04	0.952	0.956	0.022	1.082	0.001	0.000
Scalar	490.996**	220	2.232	0.04	0.961	0.957	0.022	14.051	0.001	0.000

** $p < 0.001$; χ^2 , Chi-square; df, degree of freedom; RMSEA, root mean square error of approximation; CFI, comparative fit index; IFI, incremental fit index; SRMR, standardized root mean square residual.

Table by author