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## **Consumer Psychological Well-Being and Territorial Wine Brands: Exploring Wine Tourism and Wine's Impact on Lifestyle**

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**CONSUMER PSYCHOLOGICAL WELL-BEING AND TERRITORIAL WINE  
BRANDS: EXPLORING WINE TOURISM AND WINE'S IMPACT ON  
LIFESTYLE**

A Dissertation Presented

by

MATTHEW COYNE

Submitted to the Graduate School of the  
University of Massachusetts Amherst in partial fulfillment  
of the requirements for the degree of

DOCTOR OF PHILOSOPHY

September 2025

Management

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## **DEDICATION**

To my mother, Marie.

## ACKNOWLEDGMENTS

I am immensely grateful to my co-advisors, Professor Albert Assaf and Professor Muzzo Uysal for their extensive investment in my development and research. Their dedication to students, the hospitality and tourism sector, and our scholarly field is an inspiring example. I am also very grateful to Professors Robin Back and Craig Wells. Professor Back has provided the ideal complement with a unique mix of expertise in the wine sector and research. My special thanks to Professor Wells for his insightful comments, kindness, and support.

My deep and enduring gratitude goes to my family. My mother and older brother have long supported and guided me to this juncture. They continually spur me on, as do my two dedicated younger brothers.

## ABSTRACT

### **CONSUMER PSYCHOLOGICAL WELL-BEING AND TERRITORIAL WINE BRANDS: EXPLORING WINE TOURISM AND WINE'S IMPACT ON LIFESTYLE**

SEPTEMBER 2025

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Wine has long been a part of human culture, harkening back to deep traditions in ancient, religious, cross-cultural, political, and even military contexts. Recently, the question of alcohol's impact on health has become a point of debate and contention in the wine sector and the global wine market. A new tide of neo-prohibitionist endeavor has coincided with an increased focus on health, both in regards to alcohol and more broadly. Meanwhile the U.S. wine market, the established global leader in wine sales value, and the wider global wine market, have declined in wine consumption and value. Taken together, these dynamics beg the following questions. Why are fewer consumers adopting wine, and what is wine's impact on health and well-being?

This dissertation investigates these questions and subsequent themes in three parts. The first chapter features a literature review using a framework-based approach. The review examines empirical research regarding the wine tourism experience, with the scope limited to the consumer perspective. The findings indicate that new and further specified theoretical approaches are warranted, that wine's impact on psychological well-being has primarily been investigated in terms of hedonic (i.e. emotional) well-being, and that the wine's place of origin is a key consideration.

The second and third chapters respond to these important gaps in the literature with online surveys of U.S. wine consumers regarding Territorial Wine Brands (i.e. the product-centric face of wine regions). Both chapters are framed by Self-Expansion Theory (SET), and the third chapter presents a novel synthesized perspective of SET and Service-Dominant Logic. The second chapter focuses on how consumers come to adopt wine into their lifestyle and ultimately develop emotional bonds with wine regions. The third chapter examines the linkage of consumers perceiving value in the wines from a particular region, subsequently facilitating emotional bonding with the region, and ultimately enhancing their psychological well-being through the process. Broadly speaking, the findings indicate that any full accounting of wine's impact on health, to be consistent with the World Health Organization's tripartite framing of psychological, social, and physiological well-being, must at minimum consider the psychological benefits of wine as a trade-off against any claims of deleterious impacts on physiological health.

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## CHAPTER 1

### THE WINE TOURIST PERSPECTIVE: A TCCM FRAMEWORK-BASED REVIEW OF EMPIRICAL LITERATURE

#### 1.1 Introduction

Wine culture and tourism has proliferated globally with an ensemble of localized wine regions (Singh & Wagner, 2023). The beverage has persisted from ancient to contemporary cultural significance, reaching a global market value of over \$330 billion USD in 2023 (Dodd & Van Limbergen, 2025; OIV, 2024). In Europe in 2022, the wine sector generated nearly €52 billion in fiscal impact. Of this amount, wine tourism revenue accounted for almost €15 billion (CEEV, 2024).

Yet trends in the market and society have been shifting. An increased focus on health and well-being has been observed (Deloitte, 2025). In 2023, global wine exports declined by 6.3% in volume and 4.7% in value. (McKinsey, 2024; OIV, 2024). In 2024, global market volume further decreased a modest 0.1%, yet this amount represented the lowest volume since 2010. The market value in 2024 saw an additional decrease of 0.3% from the 2023 figures (Adams, 2025). Experts in the wine sector have recently addressed the market challenges in key trade conferences, offering advice on how to shift marketing strategy and narratives pertaining to wine consumer culture (Asimov, 2025).

The wine sector has sought new technical innovations, marketing messaging, and strategy (Deb et al., 2022; Eads, 2024; Szolnoki et al., 2022). Strategy is often tied to the need to preserve authenticity and cultural identity in building a wine brand image (Beverland, 2006; Beverland & Luxton, 2005). The recent accelerated change in consumer behavior, wine and wine tourism

supply-side factors, and market trends suggest that the focus and strategy of wine consumer behavior and tourism scholars may benefit from updated guidance.

Previous reviews in wine tourism or related fields have supported and contextualized the knowledge in the field, although they are not equipped to account for the recent societal and market shifts, or recent developments in the literature. A systematic review of the wine tourism literature by Gómez et al. (2019) has identified a somewhat recent uptick in theory building in the field. In 2016, the rate of publications surged and increased further in 2021. The review by Gómez and colleagues is limited to articles published prior to 2015, however, suggesting that an updated review is warranted. Meanwhile V. R. Santos et al. (2019) reviewed the wine tourism experience literature, and noted that further research in the area is warranted. A recent systematic review by Strickland et al. (2024) examined the literature pertaining to wine events and festivals. Considering the impact of the pandemic and how rapidly artificial intelligence and virtual reality are proliferating; an updated definition of wine tourism is required to encapsulate these recent changes. Thus, wine tourism is presently defined as engagement with wine hospitality experiences offered in a wine producing region, or engagement with a replica of such experiences in virtual reality.

While these reviews have all benefitted the literature, the present study is the first to examine wine tourism from the consumer's perspective in all the major relevant contexts since recent societal shifts have accelerated. In addition, the analysis examines the theory (T), characteristics (C), contexts (C), and methodologies (M) (TCCM) (Paul & Rosado-Serrano, 2019). The TCCM framework maps the theoretical and empirical breadth of a field of research. The meticulous structured rigor helps to reconcile fragmented strands of research. In this study, the consumer-derived wine tourism literature is chronicled to depict the state of the art, identify

new avenues to explore, and inform how best to pursue them. The review also provides practitioners with visualizations summarizing key findings whilst including enough detail to reveal actionable insights.

## **1.2 Methodology**

### **1.2.1 Review Approach**

In the present research systematic literature review (SLR) is conducted, guided by the TCCM framework (Paul & Rosado-Serrano, 2019), on articles which obtain data derived from the tourist's perspective in the wine tourism context. Kraus et al. (2020) defines a SLR as, "[...] a review of an existing body of literature that follows a transparent and reproducible methodology in searching, assessing its quality and synthesizing it, with a high level of objectivity." The SLR strategy was adopted to better guide how best to approach synthesizing previous research, and to enhance transparency and reproducibility. This is important for various reasons, including clarifying for future authors when another review is warranted. Leaping advancements in artificial intelligence and virtual reality, and the wine industry's recent accelerated adoption of technological innovation, suggest that future and niche reviews will become warranted more rapidly.

The TCCM framework was initially developed by Paul and Rosado-Serrano (2019). It is well equipped to address how a field has developed, and also addresses what is known in the field (Paul et al., 2024). The theory (T) analysis explores the theoretical underpinnings and paradigmatic dynamics which account for the relationships among constructs. Some articles develop their argument with a combination of theoretical perspectives, in some cases nestling one perspective within a broader meta-theoretical backdrop. Paul et al. (2024) describes the

contextual (C) analysis as entailing “the realm of circumstances shaping the research setting.” The analysis of characteristics (C) regards constructs, specifically their dimensions and relationships with other constructs. Finally, the methodology (M) analysis addresses sampling, measurement, research design, and analytical tools.

## **1.22 Data Collection**

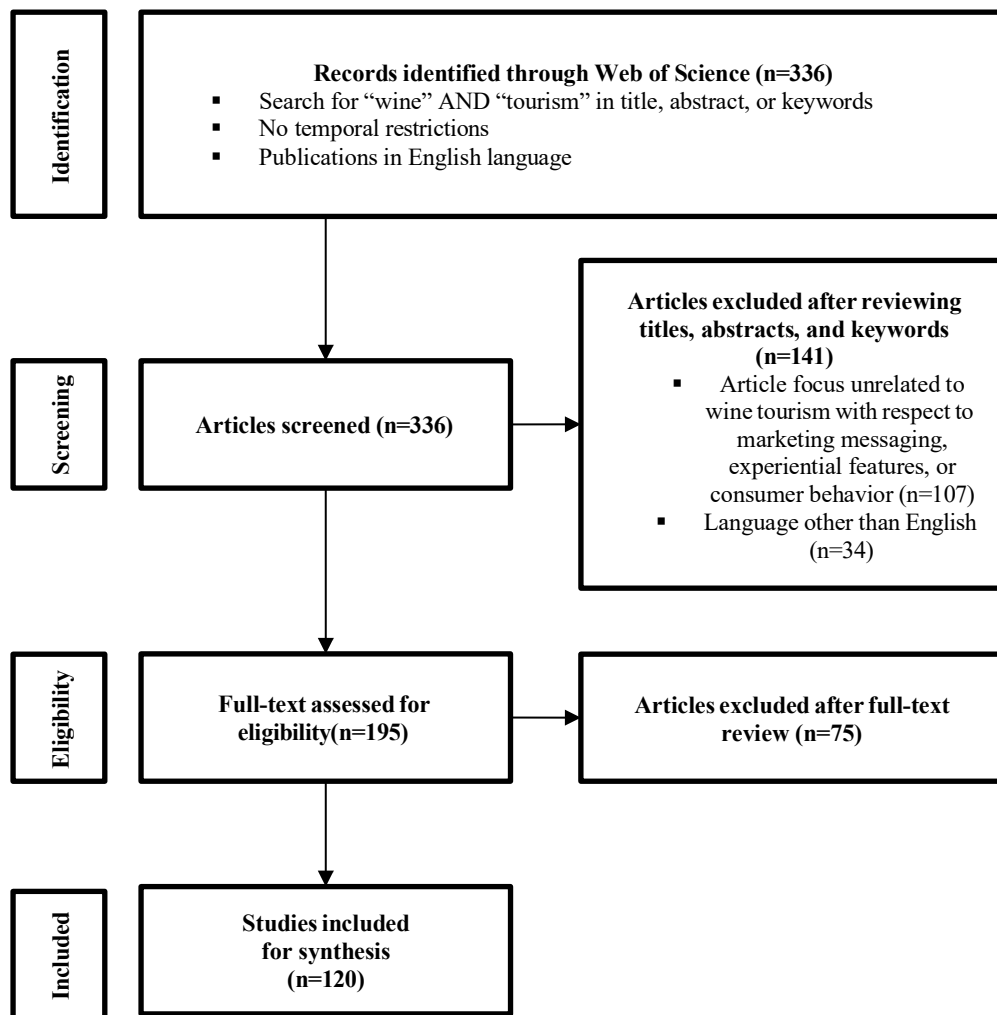
The PRISMA guidelines (Moher et al., 2009) were adopted for collecting articles and ultimately determining which were retained in the study sample. PRISMA was used in conjunction with the TCCM approach to provide transparency regarding how articles were collected and how the final sample was then selected. In this way, the sharper conceptual analysis which the TCCM approach provides is afforded more credibility from the transparency provided by the PRISMA protocol. A search was conducted using the Web of Science database in September and October of 2024. Articles were included if they contained either both “wine” and “tourism”, or both “wine” and “tourist”, in the title, abstract, or keywords. No temporal restrictions were added, although the search only included articles published in English.

The steps taken consistent with the PRISMA guidelines are depicted in Figure 1. First an initial screening analyzed the abstracts of the collected articles. 107 articles were excluded because their focus is outside of the scope of the present study. An additional 34 articles were excluded for not being in English. The English language filter was not applied in the initial search because some relevant articles are published in both English and another language.

After a full text review of the remaining 195 studies, another 75 studies were excluded. Nine of these studies were excluded for being outside of the study’s scope, which required that the sample was determined somehow to be comprised of wine tourists and not just wine consumers. The remaining 66 studies were excluded for not using data that was from the tourist’s

perspective. This includes 44 studies which only had data from the supply-side perspective. Another 10 studies used either secondary data or a third party’s perspective, such as bloggers. Lastly, 12 of the articles were either conceptual or review papers. The resulting study sample included 120 articles published between 2002 and 2024.

**Figure 1 PRISMA Protocol**



### 1.3 Publication Trends

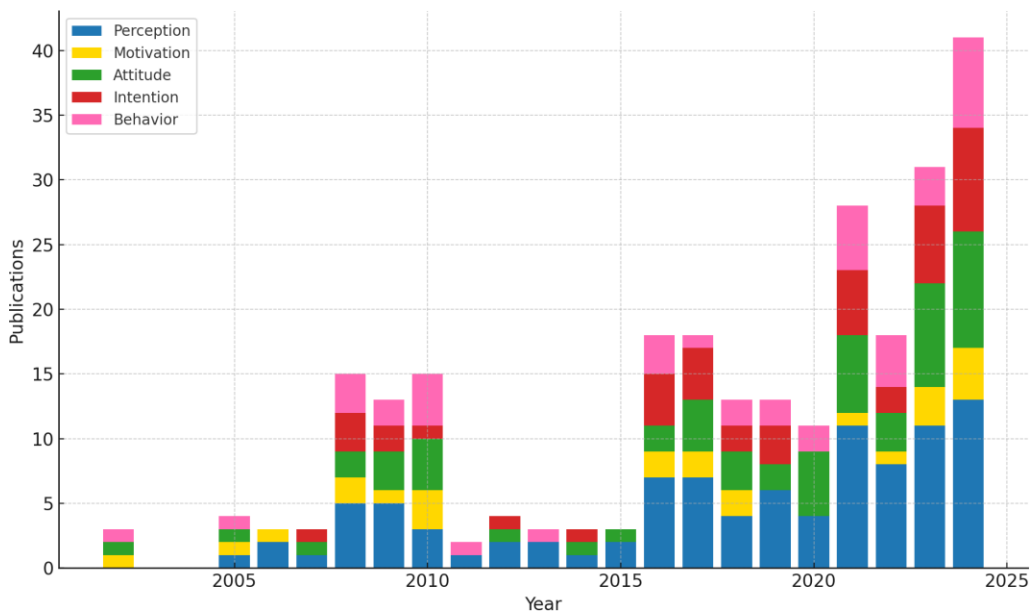
Investigating wine tourism through the tourist lens has become increasingly popular in recent years. Notable increases in the rate of publication are observed in 2016 and then again in

2021. Motivation, attitude, perception, intention, and behavior have been investigated across articles, often with multiple of these facets being examined in one article. Table 1 summarizes the number of articles published per year which have addressed these facets. Since articles often examine more than one facet, the number of articles in the table (n=262) exceed the number of articles in the review sample (n=120). The progression of articles published per year which address these facets are detailed in Figure 2.

**Table 1 Articles Addressing Facets of Consumer Behavior**

Data Perspective	No. of Articles	Percentage
Motivation	24	20%
Attitude	57	48%
Perception	96	80%
Intention	43	36%
Behavior	42	35%

**Figure 2 Articles Addressing Facets of Consumer Behavior by Year**

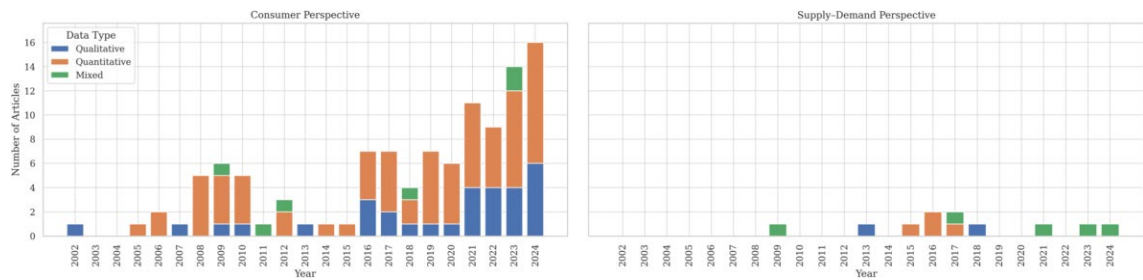


Studies have either used quantitative data, qualitative data, or both, and in some cases complimented consumer-derived data with supply-side data. The article classification descriptive statistics are reflected in Table 2. The number of articles published per year are stratified by data type in a side-by-side comparison of articles from either the consumer or supply-demand perspective in Figure 3.

**Table 2 Data Perspective and Classification**

Data Perspective	No. of Articles	Percentage
Consumer	100	83%
Supply-Demand	20	17%
<b>Data Classification</b>		
Quantitative	76	63%
Qualitative	33	28%
Mixed Methods	11	9%

**Figure 3 Articles Published Per Year and Data Type**



Based on the search using Web of Science, a few journals have emerged as the most popular outlets for articles in the area, while many journals have only published one of the articles included in this review. The International Journal of Wine Business Research (IJWBR) has by far the most articles. Following IJWBR is Sustainability, and then primarily journals in

the hospitality and tourism management field. The number of articles published in each journal is listed in Table 3.

**Table 3 Journal Publication Outlets**

Journal	Publications
International Journal of Wine Business Research	16
Sustainability	9
Tourism Analysis	7
International Journal of Contemporary Hospitality Management	6
International Journal of Tourism Research	6
Current Issues in Tourism	5
Journal of Vacation Marketing	5
Tourism Management	5
Anatolia	4
Journal of Hospitality & Tourism Research	4
Journal of Travel & Tourism Marketing	4
Journal of Destination Marketing & Management	3
Tourism	3
Tourism And Hospitality Research	3
Tourism Review	3
Advances in Hospitality and Tourism Research	2
Agriculture	2
Consumer Behavior in Tourism and Hospitality (renamed in 2022, "International Journal of Culture Tourism and Hospitality Research")	2
Economics of Agriculture (Ekonomika Poljoprivreda)	2
New Medit	2
Tourism Recreation Research	2
Acta Turistica, Annals of Leisure Research, Annals of Tourism Research, Annals of Tourism Research Empirical Insights, British Food Journal, Ciencia e Tecnica Vitivinicola, European Countryside, European Journal of Tourism Research, Food Quality and Preference, Heritage, International Journal of Event and Festival Management, Journal of Asia Business Studies, Journal of Business Research, Journal of Hospitality and Tourism Insights, Journal of Hospitality and Tourism Management, Journal of Hospitality Marketing & Management, Journal of Quality Assurance in Hospitality & Tourism, Pasos-Revista de Turismo y Patrimonio Cultural, Rosa Dos Ventos-Turismo e Hospitalidade, Tourism Economics, Tourism Management Perspectives, Tourism Review International, Turismo-Estudios e Praticas, Zeitschrift für Tourismuswissenschaft	1

## 1.4 The TCCM Framework

### 1.41 Theoretical Perspectives (T)

#### 1.411 Overview

The scope of the theoretical analysis is limited to our sample of articles developed from the tourist perspective. The wine tourism review by Gómez et al. (2019) identified “regional development” and “the experiential wine tourist” as additional themes to add to the wine tourism research framework developed by Carlsen (2004). Scholars have responded to these calls through the tourist lens, often from the perspective that hedonic value and well-being are a key part of how the “winescape” is experienced (Bruwer & Lesschaeve, 2012). A key predicate is the “terroir” principal, which holds that wine style is derived from the interaction of a place’s culture and natural environment (Cadot et al., 2012). The terroir can thus be experienced on the pallet from a wine glass or with other senses while touring a winery (Marlowe & Bauman, 2019).

Seminal theoretical perspectives have been adopted from the wider marketing and service literature. The perspectives have been adapted to differing extents for the wine tourism context. Next, these prominent perspectives, their rationale and features, and application to the wine tourist perspective are discussed. Table 4 provides a summary of how frequently the articles adopted various theoretical perspectives.

**Table 4 Theoretical Perspectives and Approaches**

Theoretical perspectives and approaches	No. of Articles	Source
"Scapes" - Winescape (14); Servicescape (4); Eventscape (1)	19	Bitner (1992); Quintal et al. (2018); Bruwer & Gross (2017)
Experience Economy	16	Pine & Gilmore (1998;1999)
Hedonic Perspective	13	Holbrook & Hirschman (1982); Bruwer & Alant (2009)
Theory of Planned Behavior	8	Ajzen (1991)

Co-Creation	5	Prahalad & Ramaswamy (2004)
Push-Pull Motivational Framework	4	Dann (1977); Crompton (1979)
SERVQUAL	3	Parasuraman et al. (1988)
Service-Dominant Logic	3	Vargo & Lusch (2004)
Constraint Theory	2	Crawford & Godbey (1987)
List of Values (LOV) Approach	2	Kahle et al. (1986)
Stimulus-Organism-Response Theory	2	Mehrabian Russell (1974)
Self-Determination Theory	2	Deci & Ryan (1985); Ryan & Deci (2000)
Kano Model	2	Kano et al. (1984); Kano (2001)
<i>Perspectives which appear only once:</i>		
<b>Consolidated Theory Categories</b>	<b>No. of Articles</b>	<b>Source</b>
Consumer-Based	25	various
Hospitality Design/Strategy	10	various
Brand Perception	8	various
Supply-Demand	4	various
Culture-Based	3	various
Proposed New Model	2	inductive theory development
<b>No explicit theoretical perspective:</b>		
Practical or Descriptive Focus	49	N/A

### 1.412 Servicescape

The notion of the “servicescape” refers to the environment within which service is provided, including the physical, social, and additional intangible elements (Bitner, 1992; Rosenbaum & Massiah, 2011; Tombs & McColl-Kennedy, 2003). The servicescape framework has been applied in differing and context-specific ways, sometimes by developing new “scape” constructs. Kandampully et al. (2023) suggests that the “experienscape” and the servicescape are not mutually exclusive, but rather are related, inherently linked, and warrant joint examination. Leri and Theodoridis (2020) examined the tourist’s experience in the (winery) servicescape in a physical and social sense. Their findings suggest that the tourist’s personality and emotions influence the positive effect of the experience on revisit intention. Goncalves et al. (2022) examined attendees of a wine event with the eventscape construct and found a stronger focus on

the social dimension of the experience. Their findings indicate that the wine eventscape positively affects the tourist's image of the wine event, leading to satisfaction and loyalty.

### **1.413 Winescape**

The “winescape” regards the environment in which wine tourism and subsequent hospitality experiences occur (Bruwer & Lesschaeve, 2012). The winescape has been conceptualized at the regional and winery brand level, with scales developed at each level (Bruwer & Gross, 2017; Thomas et al., 2018). While most studies pick one level to study, in some cases multi-level effects between the two have been captured (e.g. Byrd et al., 2016). Napolitano et al. (2022) examined the impact of the “social winescape”, at the winery level, on developing a memorable tourism experience, revisit intentions, and intention to recommend. In examining the winescape (winery) experience Sthapit et al. (2024) found a positive relationship with eudemonic well-being and memorable tourism experiences, which ultimately increased revisit intentions. Primarily, however, psychological well-being has been investigated with hedonic (emotional) well-being as opposed to life satisfaction (i.e. prudential well-being) or eudaimonia. This dynamic holds both with studies which directly operationalize the winescape and across this study's full sample.

The winescape has been discussed from various theoretical perspectives. While some common dimensional features appear across conceptualizations, there are differences to note. Mitchell et al. (2012) adopted the Bonnemaïson cultural systems framework (Bonnemaïson, 2005) from cultural geography. Their conceptualization depicted the winescape as being based on knowledge, techniques, beliefs, and space.

Three relevant psychometric scales have been developed at both the level of the wine region and the winery brand. At the regional level, Bruwer and Gross (2017) developed a winescape scale with the dimensions of infrastructure and socioeconomic environment, natural and cultural resources, atmosphere and social setting, layout and signage, and people. They surveyed wine tourists using free-text questions, and pick-any protocol, before conducting confirmatory factor analysis (CFA). In addition, Sekhniashvili and Bujdosó (2023) developed a scale for the wine tourism destination image following the example of Echtner and Ritchie (1993). Their scale is similar to the regional winescape scale by Bruwer and Gross (2017), both in the construct's conceptualization and its dimensions. The dimensions of the winery brand-level scale by Thomas et al. (2018) share similar themes including setting, atmospherics, signage, and service staff. Additional dimensions which are not incorporated in the regional scale include wine quality, wine value, complementary product. Thomas and colleagues followed the scale development protocols outlined by Churchill Jr (1979) and DeVellis (2003).

#### **1.411 The Hedonic Perspective**

The assumption that wine tourists seek experiences and value primarily based on hedonism and pleasure, as opposed to based on utilitarian value, largely supports the theoretical arguments in the reviewed articles. This perspective was extended from the wider consumer behavior literature (e.g. Holbrook & Hirschman, 1982) to the wine tourism context (Bruwer & Alant, 2009). Some studies have articulated this general perspective as a basis for investigating more specific hedonic motives, experiences, value, and post-visit implications. In some cases, the hedonic perspective is highlighted as the guiding theoretical principle, while in other cases, the perspective is an assumption underlying another theoretical framing. Some articles cite

previous wine marketing or wine tourism research based on this perspective and implicitly adopt the hedonic perspective without explicitly referencing its seminal theoretical lineage. While wine tourists may seek to enhance themselves, as with wine education and knowledge, even these elements often have an “edutainment” orientation.

### **1.412 The Experience Economy**

The perspective of the experience economy was outlined in the seminal Harvard Business Review article by Pine and Gilmore (1998). The authors posited that economic value has evolved beyond goods and services toward staged, memorable experiences as the primary driver of competitive advantage. In this sense, the predicate adopts the hedonic perspective as a key assumption. In this view the experience is the locus of value, while the physical products involved are still key but ancillary to the experience. The authors subsequently expanded and refined the perspective in their seminal book, *The experience economy*, originally published in 1999 (Pine & Gilmore, 2011). Therein the authors added the four “E”s model (entertainment, education, esthetics, and escapist) to the framework.

Some scholars criticized the perspective for not accounting for the consumer’s active role in creating the experience (e.g. Prahalad & Ramaswamy, 2004). Pine and Gilmore (2013) noted, however, that their description of the experience being “staged” did not exclude the customer from having an active role. Thus, they clarify that the experience economy perspective is consistent with the wider notion of the co-creation of value (Prahalad & Ramaswamy, 2004). In this sense, the experience economy framework is compatible with other perspectives which adopt the co-creation principle, such as Service-Dominant Logic (Vargo & Lusch, 2004).

The experience economy framework has become a prominent predicate for studies from the wine tourist's perspective. Studies have linked experience design to subsequent consumer evaluations of the experience along the lines of the four "E"s (e.g. Fonseca et al., 2021). Quadri-Felitti and Fiore (2016) compared evaluations of the four "E"s between supply and demand side perspectives. Carvalho et al. (2021b) collected data from both tourists and tourism providers of food and wine experiences. The study highlighted the influence of tourist interaction, participation, and engagement consistent with the co-creation perspective.

In related example, Carvalho et al. (2021a) conducted a series of semi-structured interviews and found that co-creation positively impacts wine and food experiences. The authors identified a unique facet of co-creation in the storytelling developed between tourists, winery personnel, and other destination stakeholders. The authors synthesized the perspectives of the experience economy, co-creation, and S-D logic. The findings indicated that tourist interactions with the cultural and natural elements of the destination are key considerations.

#### **1.413 The Theory of Planned Behavior**

The Theory of Planned Behavior (TPB) posits that the attitude-intention-behavior linkage is influenced by the consumer's perceived control over both internal and external factors (Ajzen, 1991). The theory positions perceived behavioral control, attitude towards a behavior, and subjective norms as antecedents to intention to enact a behavior. Intention, in turn, influences the behavior itself. TPB is an expectancy-value model, which makes it compatible with the servicescape and experience economy frameworks, which are predicated on the expectancy-disconfirmation paradigm. TPB is a very widely used perspective across various fields. The

perspective makes a notable contribution in the consumer behavior literature (Rozenkowska, 2023) and the literature being reviewed presently.

Other scholars have criticized TPB, however. While critiques have been leveled on various grounds, arguably the most significant concern is that intention has been identified as the strongest predictor in the model (McEachan et al., 2011), and that the intention to behavior linkage may not hold with all consumers. To address this issue, scholars have introduced additional moderators. Examples include satisfaction and trust, which have enhanced the strength of the intention to behavior relationship (Sultan et al., 2020).

Scholars have also criticized the how TPB accounts for motivation, noting that attitude and subjective norms are not sufficient as antecedents (Bagozzi, 1992). One way of addressing the motivation issue is to synthesize TPB with another perspective focused on motivations. Ye et al. (2017) employed this strategy using Self-Determination Theory (Deci & Ryan, 2000). Within the present scope, articles have paired TPB with the hedonic perspective (e.g. Singh et al., 2021) and the winescape framework (e.g. Sparks, 2007). In addition, authors have introduced past behavior as an antecedent and emotions as antecedents or moderators (e.g. Lee et al., 2017).

#### **1.414 Other Prevalent Perspectives**

Various articles adopted perspectives regarding the co-creation of value (Prahalad & Ramaswamy, 2004), S-D Logic (Vargo & Lusch, 2004, 2016), and the push pull motivational framework (Crompton, 1979; Dann, 1977). In addition, a wide variety of theories were adopted for one or two articles. The notion that value is co-created in consumer-brand interactions as opposed to being created by the brand and then merely exchanged for (i.e. extracted) by the consumer is a fundamental predicate of S-D Logic. While S-D Logic adds additional

assumptions, taken together with the wider co-creation perspective the rationale is almost as well represented as TPB within the scope of this review.

Quintal et al. (2017) examined tourist motivations based on tourist-based factors (push motivations) and regional winescape-based factors (pull motivations). The authors used these factors as part of a market segmentation study. Additional studies model push or pull factors as a part of the conceptual model. Typically, however, the push-pull framework is not explicitly referenced.

## 1.42 Context (C)

### 1.421 Geographical Context

The reviewed articles featured data from the tourist perspective from six continents and 23 countries. The countries from which samples were drawn are listed in Table 5. Australia and the U.S. were the two most studied markets. Portugal and Spain were also examined with numerous studies. Wine tourists in China were examined in nine studies. This represents an important contribution as it provides cross-cultural insight relative to the more commonly represented sample populations from WEIRD (western, educated, industrialized, rich, and democratic) nations. Additional studies in India, Mexico, Brazil, and Canada add to the cross-cultural robustness in this niche literature. The United Kingdom and Germany are large wine markets, yet only one study from Germany was included in the reviewed literature.

**Table 5 Geographical Contexts**

Geographical Context of Studies	
Country	No. of Articles

Australia	20
United States	19
Portugal	16
Spain	11
China	9
New Zealand	6
France	6
Italy	6
Canada	5
India	4
Mexico	4
Greece	3
Brazil	3
Isreal	3
Serbia	2
Romania	2
Moldova	2

Chile, Croatia, Czech Republic, Germany, Korea, South Africa	1
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### 1.422 Situational Context

The tourist perspective was often collected through digital channels or at the winery. Online studies drew data from qualified consumer panels, social media, and tourist reviews (e.g. from TripAdvisor). In some cases, questionnaires were distributed by email or paper mail. The articles contained three experiments which were conducted online (Eletxigerra et al., 2023; Milman et al., 2025), including one using virtual reality (Deng et al., 2024). Data was frequently collected at the winery venue primarily by way of intercepting the tourist directly after their experience. In numerous cases questionnaires were distributed by the wineries directly to their customers, typically with a link to an online survey. The high number of studies using winery intercepts lends validity to the data supporting this body of research.

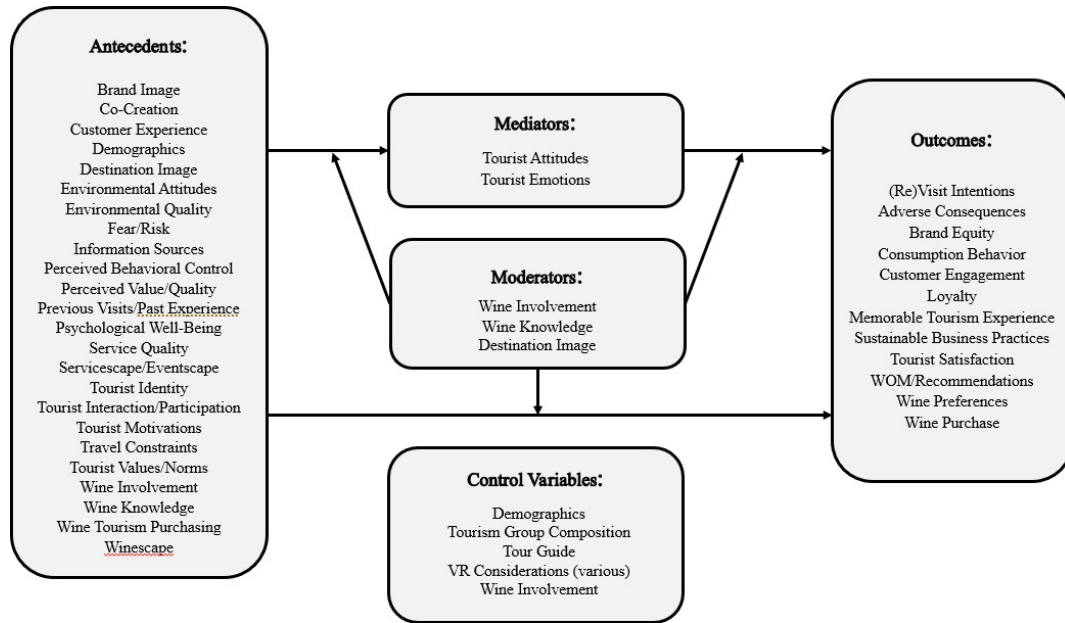
## **1.43 Characteristics (C)**

### **1.431 Overview of Research Approaches**

There were many constructs examined throughout the reviewed articles. In some cases, the constructs appeared in various roles in across articles (i.e. antecedent vs moderator, etc.). This section discusses the constructs featured in each variable role in studies which formally hypothesize inter-construct relationships. There is an almost equal number of segmentation articles (n=47) to articles which formally state hypotheses and test them as part of conceptual models (n=46). The remaining articles (n=27) take a descriptive or inductive approach. Given this dynamic, the segmentation and descriptive/inductive studies are discussed separately in subsections 1.437 and 1.438.

A high number of articles did not formally state and test hypotheses regarding inter-construct relationships. Considering this issue, to provide a summary depiction of the literature the prominent constructs were classified into modestly abstracted variable categories. The frequency with which these variable categories appeared throughout the articles was used to develop Figure 4. The diagram is based on all the reviewed articles (n=120). The prominent constructs in articles which formally state and test hypotheses are discussed by variable role in subsections 1.432 to 1.436.

### **Figure 4 Summary of Variable Roles**



### 1.432 Antecedents

Tourist perceptions of the regional wine brand, whether in its product-centric (i.e. appellation) or tourist-centric (i.e. destination) capacity, represented a key theme among the antecedents. Pratt and Sparks (2014) examined the impact of the wine destination image, both in terms of its functional (i.e. experience-based) and affective image. Using surveys administered after a wine tourism experience, Chen et al. (2016) investigated the impact of service quality and the physical setting. Loureiro and Cunha (2017) investigated how the Portugal’s Douro wine region’s product-centric brand image impacted tourist satisfaction after a winery experience. In a similar vein, Sthapit et al. (2024) examined the regional wine’s sensory appeal as an antecedent. Indeed, articles which incorporated the wine experience as an antecedent have in some cases embedded the wine product or wine tasting as a key dimension therein, consistent with the position of Byrd et al. (2016).

Another key theme among antecedent constructs regards consumer-brand dynamics. Drawing on TPB, studies have examined perceived behavioral control. This includes perceived control over the external stimuli which the winery brand provides during the experience (Pancy & Sujood, 2024). To elucidate the impact of comparisons between the tourist's self-image and their perception of the destination brand image, Pratt and Sparks (2014) operationalized self-congruence (Sirgy, 1986). Various otherwise, the tourist experience was positioned as an antecedent (e.g. Lee et al., 2017; Sparks, 2007).

The profile of the tourist was another important theme among the antecedents. Age (Eletxigerra et al., 2023) and other demographic variables such as gender, nationality, and socio-economic status (Pé-Curto et al., 2025) were used as antecedents. Wine involvement was a popular antecedent (e.g. Barber et al., 2010; Gastaldello et al., 2023). Various forms of wine knowledge were also present (e.g. Tasci et al., 2024). Other psychological characteristics used as antecedents include attitudes and norms (Pancy & Sujood, 2024; Ye et al., 2017).

Various types of tourist behavior were popular antecedents. Previous consumption of the wine from the region prior to visiting the region represents one important example of how wine consumption often precedes wine tourism (Ramos et al., 2020). Previous travel to the wine region was an important factor (Sparks, 2007). Previous visits to a wine festival were also examined as an antecedent for factors related to the event visit itself and post-visit dynamics (Yuan et al., 2008). Other important behavioral antecedents included tourist participation and interaction, as they facilitated co-creation of value (Rachão et al., 2021).

### **1.433 Mediators**

Tourist attitude, in various forms, was a prominent theme for mediation. Attitude towards wine tourism in general was one example (Lee et al., 2017; Pratt & Sparks, 2014). Another approach was to examine tourist attitudes towards their favorite set of wine brands (Bruwer et al., 2013). Other attitudinal themes also served as mediators. Barber et al. (2010) examined attitudes regarding how wine impacts a region, including impacts to the nature, as well as community and personal well-being. Sparks (2007) examined attitudes regarding how tourists expect wine tourism to make them feel (i.e. “emotional attitude”). While the author hypothesized an experience-attitude-visit intention linkage, only the experience to attitude relationship was supported.

Experiences with wine, including in the wine tourism context, represented another important theme for mediation. Loureiro and Cunha (2017) examined experience related to purchasing and consuming wine. Bruwer et al. (2013) examined the winery experience in a holistic sense, using an extensive list of survey items. The mediating role of a memorable tourism experience stemming from a winery visit was examined by Sthapit et al. (2024). In a study of wine tourism in virtual reality, Sousa et al. (2024) examined the “quality of experience”, which regarded perceived quality and whether the virtual reality experience seemed realistic. In a rare approach, one study modeled co-creation experience as a mediator following the four “E”s (Pine & Gilmore, 2011) and hedonism (Zhang & Lee, 2022).

A third prominent theme for mediation regards brand perceptions and relationships. Provided that previous visits or the experience were positive, tourists perceived increased value in the brand or were more satisfied. It should be noted, however, that related research outside of the present sample of articles suggests that the dynamic only holds until tourists become satiated

(Park et al., 2019). Articles which incorporated satisfaction included Serra-Cantalops et al. (2021) and Díaz-Meneses and Amador-Marrero (2023) among others. Yuan and Jang (2008) and Zhang and Lee (2022) examined perceived value. Constructs pertaining to destination image included destination appeal (Marzo-Navarro & Pedraja-Iglesias, 2009) and various facets of destination image (Wu & Liang, 2021). In terms of consumer-brand bonding place attachment at the destination level (Santos et al., 2023) and brand loyalty at the winery level (Zhan & Shi, 2024) were examined.

### **1.431 Moderators**

Only six of the reviewed articles incorporated moderation variables. Facets of the tourist's self-concept included personality, wine involvement, and wine knowledge (Famularo et al., 2010; Leri & Theodoridis, 2020). Place-based moderation was another theme of moderation, including destination image (Milman et al., 2025) and environmental cues (Deng et al., 2024). The quality of alternative wineries was another mediating factor (Pé-Curto et al., 2025).

### **1.432 Outcomes**

With respect to constructs modeled as outcome variables, loyalty was a prominent theme. Visit and revisit intentions were key outcomes. Visit intentions were modeled as outcomes in 11 articles. Gastaldello et al. (2023) examined intentions to visit within one year, while examining values-dependent intentions such as with sustainable wine tourism (Vecchio et al., 2024) was another approach. Revisit intentions were also an important outcome, appearing in 10 articles. In most cases, the intentions were based on an experience at the winery (e.g. Ramos et al., 2020), although they were also based on virtual reality experiences (Sousa et al., 2024). Destination loyalty was another related outcome (Díaz-Meneses & Amador-Marrero, 2023). Winery brand

loyalty was also examined as an outcome both in a product-centric (V. Santos et al., 2019) and tourism-centric (Santos et al., 2023) sense. In some cases described or modeled as a dimension of loyalty, both in the reviewed articles and wider tourism and marketing literature, word of mouth and recommendations also appeared as outcomes (Tončev et al., 2016; Zhang & Lee, 2022).

Outcomes tied to brands, outside of loyalty specifically, also represented a prominent theme. Consumer-based brand equity, at the regional level, was one such outcome (Milman et al., 2025). Madeira et al. (2019) also examined regional brand equity, and while their operationalization fits the “consumer-based” designation, it was not specifically designated as consumer-based brand equity. Purchase intention was another area of focus. Barber et al. (2010) examined the intention to purchase either tourism experiences or the wines from a wine brand with a smaller environmental footprint. Sthapit et al. (2024) focused on the intention to purchase the wines from a specific winery in China.

Another key thematic area among outcomes focuses on the tourist. Tourist engagement with the wine region was one of the outcomes (Gaetjens et al., 2023). Co-creation between the tourist and the winery brand or its employees was also modeled as an outcome (Rachão et al., 2021). Within the virtual reality context, Deng et al. (2024) explored memorable tourism experiences as an outcome. In addition, tourist satisfaction with the wine region was examined as an outcome (Sampaio, 2012).

### **1.433 Control Variables**

Control variables either included demographics or were related to digital contexts. Age and gender were the most common demographic control variables, although income, education, and nationality were also used (McAdams et al., 2021; Pé-Curto et al., 2025). For their web-based virtual reality study, Deng et al. (2024) controlled for wine knowledge, virtual reality

comfort, and video-centric quality. As part of the natural language processing protocol to analyze online reviews, Wang et al. (2024) controlled group size, tour guide dynamics, language, presence of service animals, what safety measures were in place, and whether free cancellation was offered.

#### **1.434 Segmentation Studies**

The segmentation studies were primarily based on quantitative survey data, although some articles incorporated interviews or reviews tourists post online. Quantitative data analysis in some cases used consumer characteristics to segment for variables which are important for wineries such as the level of wine purchasing or revisit intentions. In other cases, cluster analysis was employed. Considering the approaches taken in these studies and their frequent focus on informing practice, the constructs used to segment consumers are analyzed with a narrative as opposed to a systematic format.

A wide variety of strategies were used to segment consumers. The variables, however, tend to converge on a few key themes. A popular strategy involved demographic variables, such as age and gender (e.g. Okech, 2016). In addition, place of residence was used to segment, and delineated between domestic tourists, international tourists, and local residents (Gu & Huang, 2019).

Another popular strategy examined motivation, perception, intention, or motivation based psychographic variables. Examples include wine involvement (Gu et al., 2018), wine preferences (Damijanić et al., 2016), pre-visit attitudes (Nella & Christou, 2021), tourist personality or values (Wang et al., 2024), and tourist social inclinations (Napolitano et al., 2022). Perceptions of the destination (or regional winescape) (Byrd et al., 2016; Getz & Brown, 2006) were another key route to segmentation, including using factors such as travel constraints (Gu et al., 2020). In

addition, some studies segmented based on tourist motivations or perceptions at the winery brand level (Bruwer & Alant, 2009).

Examining tourist behavior was another popular segmentation strategy. Examples included previous visits to the winery or region (Nella & Christou, 2021). Wine consumption was also used for segmentation (Alonso & Kok, 2020). Subscriptions to wine clubs and wine media outlets (Marzo-Navarro & Pedraja-Iglesias, 2009) were also used. In addition, the sources which tourists sought information about wine from were used to segment them (Yue et al., 2019).

#### **1.435 Descriptive or Inductively Oriented Articles**

Beyond the articles with formal hypothesis testing and segmentation articles, various articles collected data from the consumer perspective. These articles aimed to either describe phenomena or to theorize with the data using an inductive strategy, or in some cases both. Examples are provided of phenomena examined in inductive and descriptive oriented studies. The examples were selected to provide a narrative-based assessment of the literature representing some key themes.

Articles taking an inductive approach often considered hedonism, or jointly or alternatively considered learning, knowledge, or self-enhancement (cognitive focus). Gao et al. (2024) analyzed online tourist reviews to specify the aspects of the wine tourism experience which create value. The authors identified the following aspects: product related, social-relational experiential, cognitive-educational experiential, and sensory-affective experiential. Getz and Carlsen (2008) examined motivations in conjunction with involvement, and specified wine involvement as being comprised of the dimensions of “centrality”, “learning”, and “interest”. Fournier (2021) linked motivations to customer engagement, focusing more on

learning or self-improvement as opposed to hedonism. Fournier identified context-specific dimensions of knowledge or learning-based wine tourist engagement, including formal discoveries regarding wine, wine's social and cultural significance, wine producers and their values, experimentation of theoretical knowledge at wineries.

Additionally, articles examined tourist-centric processes or wellness with an inductive approach. Carvalho et al. (2021a) conceptualized the wine tourism experience as being predicated on the co-creation of value. The authors discussed the interaction between the intangible psychological resources of the tourist and tourist provider, and the natural and cultural resources stemming from the physical environment. Kotur (2022) used a large sample of online tourist reviews to conceptualize the wine tourism wellness dimensions of body, mind, spirit, and environment. Complimenting these findings, Duan and Ma (2025) interviewed Chinese wine tourist and identified wellness values including: wine health attributes, knowledge, wine destination attributes, mental benefits, social and space needs, and wellness facilities.

Another group of articles examined tourist behavior with a geographically delimited descriptive approach. Singh and Hsiung (2016) developed a list of wine tourism destination demand attributes using previous research and feedback from wine tourism providers. These attributes were then tested with an online consumer survey using an importance-performance matrix. Wu et al. (2024) linked Chinese wine tourist motivations to satisfaction and delineated the motivations along the lines of scenic views, wine tasting, wine purchasing, and wine knowledge. Santorinaios et al. (2023) described wine tourist behavior among the community of a Greek university campus with respect to consumption and previous tourism experience, and related perceptions and attitudes, in light of the COVID-19 pandemic.

## 1.44 Methodology (M)

### 1.441 Data Collection

The reviewed articles heavily favored surveys as a data source, although various types of data were used. Over (n=100) of the articles used surveys. The next most popular types of data collected included interviews (n=19) and online tourist reviews (n=10). In almost one quarter of the articles, multiple types of data were collected. Focus groups, experiments, and observational data were also used. Various other types of qualitative data were also in a few cases, including autoethnography, expository travel journals, and itinerary mapping. The usage of data types is detailed in Table 6.

**Table 6 Data Types Used**

Category	No. of Articles	%
surveys	102	85%
interviews	19	16%
tourist reviews	10	8%
focus groups	6	5%
other (autoethnography; critical incident technique; expository travel journals; itinerary mapping)	4	3%
experiments	3	3%
observation	3	3%

The surveys were distributed in various contexts. In half of the reviewed articles (n=60) tourists were intercepted at wineries or other venues. Not all the studies specified the protocol for how tourists were intercepted. Regarding intercepts at wineries, however, studies which did describe the protocol typically intercepted tourists who had just completed their winery experience. Intercepts also occurred at other venues such as wine retail stores, wine education companies, public squares or other urban contexts within wine regions, or wine festivals.

Beyond intercepts, surveys were often distributed online. Online distribution was conducted using consumer panels and indirectly through wine promotional organizations or other wine-based businesses. Surveys were also emailed to tourists, and in a few cases, mailed to them on paper. 15 articles did not specify how their surveys were distributed. In addition, two articles obtained supply-side survey data. The number of articles which distributed surveys in these various contexts are summarized in Table 7.

**Table 7 Survey Distribution Method**

Survey Distribution Method	No. of Articles	%
Intercept - Winery	31	26%
Intercept - Other Venues (e.g. retail stores; urban areas)	24	20%
Online	23	19%
Unspecified	15	13%
Email	9	8%
Social Media	6	5%
Intercept - Wine Festival/Event	5	4%
Mail	3	3%

#### **1.442 Data Analysis Strategies**

The analytical strategy varied among the articles, including various strategies for the same data type. 28 articles analyzed more than one type of data. Survey data was analyzed in various ways, and popular strategies including using descriptive statistics, factor analysis, structural equation modeling, comparing means (e.g. t-test), comparing variance (e.g. ANOVA/MANOVA), regression, and other correlational analysis. Qualitative data was primarily examined using content or thematic analysis. Table 8 lists the most common analytical strategies and how many articles employed these strategies.

**Table 8 Articles Adopting Analytical Strategies**

Methodology	No. of Articles	%
<i>Quantitative</i>		
Descriptive Statistics	42	35%
Exploratory Factor Analysis	25	21%
Confirmatory Factor Analysis	19	16%
Partial Least Squares Structural Equation Modeling (PLS-SEM)	14	12%
Covariance-Based Structural Equation Modeling (CB-SEM)	7	6%
Regression (univariate, multivariate, pls-based, logistic, tobit)	12	10%
Correlational Analysis	5	4%
T-Test & Mean Comparisons	10	8%
ANOVA/MANOVA	12	10%
Cluster Analysis	9	8%
<i>Qualitative</i>		
Content Analysis	4	3%
Thematic Analysis	2	2%

### 1.443 Data Analysis Tools

Various software programs were used to analyze the qualitative and quantitative data. Various types of Computer-Assisted Qualitative Data Analysis Software (CAQDAS) were used. Programs included various versions of Nvivo, Leximancer, and ATLAS.ti. For quantitative data, SPSS was used in various ways, including generating descriptive statistics, comparing means, regression, and exploratory factor analysis. PROCESS is an add on within SPSS which specializes in moderation and mediation analyses. SmartPLS was used for conducting PLS-SEM. AMOS, EQS, MPlus, and LISREL facilitated CB-SEM and other analyses.

#### **1.444 Psychometrics**

The use of survey-based data with Likert scales was highly prevalent and warrants discussion. In some cases, psychometric scales were used which were developed in accordance with established guidelines, such as those outlined by Churchill Jr (1979), DeVellis (2003), or Echtner and Ritchie (1993). A few popular scales among the reviewed articles were developed specifically for the wine consumer or wine tourism contexts. A scale for the winescape at the winery brand level was developed using the guidelines of Churchill and DeVellis (Thomas et al., 2018). A wine involvement scale was developed by Brown et al. (2007) which drew on some of the recommended steps from Churchill and DeVellis but did not mention them specifically. Bruwer and Gross (2017) developed a winescape at the regional level using a different methodological strategy.

In other cases, scales from other disciplines or content areas were adapted for the study's context. There were a substantial number of survey items, however, which were developed by authors while conducting their studies. In addition, sometimes these survey items were then adopted by subsequent studies. Some articles examined the same construct but used different dimensions and survey items. For example, brand loyalty was operationalized with word of mouth as a dimension in some studies but not others. Another practice was to include multiple single item measures for a variable class, such as single questions for multiple specific motivations for partaking in wine tourism.

## 1.5 Future Research Directions

### 1.51 Theory

Among the reviewed articles, the more widely adopted theoretical perspectives contribute to strengths and reveal opportunities to theorize further. The servicescape literature has been more widely adopted in the service, hospitality, and tourism literature. The robust conceptual specification and validation of this perspective presents an opportunity to follow suit with the winescape construct (Kandampully et al., 2023; Kandampully et al., 2018). One promising example along these lines regards how Napolitano et al. (2022) conceptualized the “social winescape” construct. Their conceptualization is reminiscent of how Tombs and McColl-Kennedy (2003) developed the “social servicescape” construct.

The article by Napolitano and colleagues better attunes the social element from the servicescape perspective to the unique context of wine tourism. Future research could examine the impact of the unique nature and culture-based experiential features inherent in wine tourism experiences. For instance, consider the comparison of one route for a winery experience which includes walking through the vineyard, as opposed to another route which includes walking through the wine production facilities. The vineyard route presents more direct exposure to nature, whereas the production facilities may present increasingly indirect forms of nature with wine aging in barrels or tanks. The difference in impact to key outcome variables for tourists and wineries, such as wine purchasing, brand attachment, and consumer well-being, could then be examined.

The hedonic perspective is largely assumed when adopting the perspective of the experience economy, and these perspectives could serve as theoretical backdrops upon which more specific theories could be foregrounded. The notion that enjoyment and pleasure are a key

element of wine tourism has extensive support in the presently reviewed articles and the wider wine tourism literature. The logic of the experience economy provides an apt framework for outlining how the winery experience is structured (i.e. “staged” by the winery), and for how the tourist anticipates, experiences, and then evaluates their experience.

Wine tourism inherently involves some level of co-creation of value by tourists, as they typically participate and interact during the experience, at minimum by tasting the wine. While rarely wine tourists visit the winery and do not taste the wine, the wine itself is focal point of the winery experience (Byrd et al., 2016). Winery employees may be surprised if a tourist talks so much during the wine tour that the information they provide is curtailed, and yet the tourist then comments on how informative the wine tour was. In such cases, however, the tourist has interacted during the tour to a greater extent. Thereby, the information which the employee presented based on the winery brand may have been better translated by the tourist into self-relevant knowledge. The indication is that the wider perspective regarding the co-creation of value (Prahalad & Ramaswamy, 2000), or more specifically the perspective of S-D Logic (Vargo & Lusch, 2004, 2016), may be opportune to foreground in future studies.

The wider array of perspectives which have only been adopted by a few articles, or even in just one article, present a challenge in terms of fragmentation but also enrich the corpus of the literature. The variation in approaches provides more nuanced and alternatively oriented insights, which are important for capturing the complexities and heterogeneity inherent in wine tourism. The social, cultural, natural, and place-specific dynamics inherent in wine tourism make the phenomenon more complex. Wine tasting is highly subjective, and preferences are highly personalized based on a variety of factors, such as the tourist’s previous experience, cultural inclinations, and physiological attributes (e.g. the number of taste buds). This discussion

indicates that future research is warranted which explores the tourist's identity, and accounts for the phenomenological nature of the winery experience and subsequent aspects of consumer perceived value.

### **1.52 Context**

The wide variety of geographical contexts examined in the reviewed articles has contributed significantly to the knowledge gleaned from the tourist perspective, although future research could further enhance such contributions. The research thus far has provided key cross-cultural and market specific insights. For example, studies based in Asia, in countries such as China and South Korea, provide highly beneficial cross-cultural insights which both enhance the validity of previous findings and provide new tourist perspectives. The different perspectives are critical to capture, considering how wine and wine tourism are experienced in highly subjective and personalized ways. Studies based in Mexico and South America further compliment these benefits. Future research could examine tourism in other notable wine-producing countries with varying cultural climates. For example, Turkey, Georgia, and the Levant present other opportune settings. Other wine regions which are either emerging or are unique in terms of culture and the natural environment, such as in Thailand, also present opportune settings for future research.

With respect to the situational context, the reviewed articles often collected data following the wine tourism experience. Some studies examined tourist motivations or travel constraints. The data, however, was often collected either after the tourism experience or administered to a sample of wine tourists but not specific to tourists who have a planned or recently completed a tourism experience. This dynamic suggests that future studies are warranted which sample tourists who have an upcoming trip planned. In addition, comparing the tourist perspective from before and after a tourism experience is warranted. Relatedly, longitudinal

studies were not present in the reviewed articles, indicating that future longitudinal studies could provide major contributions. This is especially relevant for how tourist psychographic constructs and wine purchasing evolve iteratively with experience and over time.

## **1.53 Characteristics**

### **1.531 Antecedents**

Future research is warranted which examines multi-level and multi-faceted impacts of brand perceptions. Largely the focus in the reviewed articles has regarded the wine region in either its capacity as a tourism destination, or a product-centric brand (i.e. an “appellation”), or some combination thereof. The perceptions of the region, however, are predicated on how the experiences which tourists have with specific wineries accrue and co-create the image of the wider region. Yet studies which include analyses and both levels are rare. Thus, further insight is needed regarding how a particular winery experience impacts evaluations of, and subsequent consumer-brand dynamics regarding, the wider region. In addition, the impact of experiences at specific wineries is underexplored.

The image of the wineries and the wider region are also multi-faceted, involving nature, culture, and a variety of social dynamics. The terroir principal underlies the brand image at both levels. While the importance of nature and escapism has been noted repeatedly in the reviewed articles, pertinent concepts from the wider tourism and social science literature remain underexplored. Examples include connectedness with nature, concepts relating to biophilia, cultural adoption vs barriers to acculturation, and a variety of social dynamics.

While behavioral antecedents have been well explored, psychographic characteristics of the tourist offers a fruitful area for future research. Wine involvement has been explored in

various studies. The construct, however, is oriented at the level of the product class (wine). Future research could examine region or winery-specific forms of wine involvement to garner further insight. This strategy would provide more targeted insight and facilitate a new avenue of research regarding why tourists *decide not to visit the focal wine region or winery*. For instance, if a consumer has high involvement with wine in general, but low involvement with the wine region of interest, they might need an additional compelling reason (i.e. a moderator or mediator) to visit. In a related sense, the extent to which consumers believe that wine contributes to their quality of life is an intuitive antecedent to wine involvement, and this dynamic is yet to be examined.

In addition, the work of Pratt and Sparks (2014) is pioneering in that it examines the perceived consumer-brand match with a wine region as an antecedent. Since wine preferences are highly subjective and subsequent experiences with wine are phenomenologically oriented, the consumer-brand match/mismatch is a critical theme to consider and yet remains under-explored. Thus, future research is needed to learn how consumer preferences, values, identity, and more broadly consumer self-concept, impact wine tourism. While the terroir principal is predicated on the interaction as opposed to the static impacts of various factors, such as climate and winemaking practices, climate for instance, tends to create particular product attributes. For instance, warmer weather may lead to riper fruit flavors. So, if a consumer likes the wines of one region with warmer weather and riper flavors in the wine, they may be more amenable to adopting another wine region with warmer weather.

### **1.532 Mediators**

While the experience has often been modeled as an antecedent, modeling it as a moderator may provide for more robust theoretical insight and actionable insight for

practitioners. The expectancy-disconfirmation paradigm predicates the servicescape, winescape, and a wide range of hospitality and service literature (Bitner, 1992; Kandampully et al., 2023). This suggests that tourist expectations, or factors which influence their expectations, would provide for more robust insight when analyzing the tourist experience. Thus, future research is warranted which models the tourist experience as a moderator between tourist characteristics or motivations, or brand perceptions, and key outcomes such as visit intentions, tourist satisfaction, and wine purchasing.

### **1.533 Moderators**

Investigation regarding the influence of moderating variables remains nascent, and key themes for moderation remain unexplored. Wine purchasing is a key strategic outcome for wineries. When tourists are on vacation in wine country, they may have a pre-determined value of wine which they plan to purchase. For instance, a tourist may plan to buy \$300 worth of wine over the course of a weekend visiting a wine region. If the tourist then buys \$200 worth of wine at the first winery they visit, then that would be expected to moderate how much wine they purchase at other wineries that weekend.

Other key outcomes for wineries include visit and revisit intentions. Frequency and recency of previous visits to the focal wine region or any wine region may influence the visitation outcomes. For instance, if a tourist typically travels to wine region four times per year, and they have already traveled to wine regions four times this year, their visit intentions for the rest of the year may be reduced. On the other hand, the sum of the tourist's previous wine tourism experiences may positively influence visit intentions, at least until the tourist becomes satiated (Park et al., 2019). In this sense, tourists may increasingly adopt wine tourism as a leisure activity as their experiences cumulate.

### **1.534 Outcomes**

While prominent outcomes such as wine purchasing, visit intentions, and consumer-brand relationships are key for practitioners and important for advancing theory, another group of outcomes which are conceptually “upstream” remain underexplored. Consumer well-being and consumer perceived value are key outcomes which underly purchasing, visitation, and brand dynamics. The question is, *why* do tourists buy, visit, and adopt wine regions and winery brands? In this regard consumer perceived value is key, and requires examination in context-specific ways, including by life domain. In addition, consumer well-being is likely the ultimate goal for consumers. Thus, future research is especially needed which examines consumer perception-based outcomes regarding how wine provides value by enhancing their lifestyle. Psychological and social well-being are key considerations in this respect.

### **1.54 Methodology**

The methodologies observed throughout the articles provide for new research avenues. The high proportion of survey-based studies is an important consideration. Many of these studies used context-specific indicators which often were single-item indicators pertaining to a common construct. For instance, tourist motivations may have been measured with items related to specific reasons to visit a winery, but where these items pertained to hedonic motivation. To explore how these motivations impact other key variables, such as the tourist experience, future research could use a multi-item psychometric scale which measures hedonic motivation. In this way, such future studies would both further enhance the validity of previous findings and better support new findings regarding relationships between key constructs, such as the tourism experience.

In addition, while scales were used often, surveys and other qualitative techniques were used less frequently. Given that tourists experience wine and wine tourism phenomenologically, and that wine tasting and culture is highly subjective, future qualitative research is especially warranted to capture the richness of the niche wine tourist context. In fact, since the context is so nuanced, personalized, and unique from other tourist or product-based contexts, approaches using grounded theory approach could facilitate inductive theory development. Along these lines, the social constructivist perspective within the grounded theory literature (Charmaz, 2006) is particularly well-equipped for such investigations.

An important emerging qualitative methodology among the presently reviewed literature regards machine learning as a strategy of assessing tourist reviews. In this regard, cluster analysis and sentiment analysis has been employed. Future research could examine a wine region or a winery which has made a pronounced shift in policy, or which has been subject to a pronounced shift from external influences, such as a marked shift in governmental policy or perhaps a shock to the economy. Situations such as these present an opportunity to use machine learning to compare the tourist reviews before and after the change or event. In this way, the change in tourist reviews could be examined as an outcome of the change or event, potentially even as part of a natural experiment research design.

Only three experiments were included in the 120 articles included in the present review. In many cases the survey-based research was predicated on findings or theoretical assumptions derived from contexts outside of wine tourism. The wine tourism context is highly unique, however. Thus, future experimental research is warranted to further validate the findings regarding inter-construct relationships derived from survey-based research.

## 1.6 Discussion

The present study depicts how wine tourism research adopting the tourist perspective has been developed and how it might proceed. In this study, the wine tourist is defined as a person who engages with wine in a region where wine is produced and subsequent hospitality experiences are offered or engages with a replica of such experiences in a virtual reality setting. The analysis outlines how prominent theories, methodologies, and phenomena have been explored. Findings indicate that theoretical perspectives, types of data, analytical strategies, and content areas have proliferated and largely shaped the knowledge. On the other hand, there is a wide variety of theoretical perspectives which have only appeared in a few articles, suggesting that fragmentation is an issue. Survey-based research designs have dominated, with varying approaches regarding psychometrics and statistical analysis. Qualitative data has primarily come in the form of interviews, online travel reviews, and in some cases focus groups.

Given the need for an updated review of the literature considering the recency and focus of previous reviews, this research contributes to the field in various ways. First, it depicts recent findings and trends in the literature which are needed on the heels of the radical impact of the Covid-19 pandemic on the wine industry. Compounding this shift in the wine market and the wine sector, recent rapid advances in technology including artificial intelligence and virtual reality suggest that an updated review and guidance for future research is warranted. Using a framework-based approach which is well equipped to reconcile diverse strands and approaches to research, this study takes stock of the state of the field with a multi-faceted and nuanced synthesis of the research thus far. The study is also an important contribution in aiding practitioners, who stand to benefit from an updated research summary and direction from academicians.

### **1.61 Limitations**

The present study has various limitations. First, the data collection protocol drew from the Web of Science database only. Additional pertinent articles are likely present in the EBSCO Hospitality and Tourism Complete database but not the Web of Science database. Thus, the review would be improved by including potential additional articles. This is important considering that some important journals such as the Journal of Wine Research are not indexed in Web of Science and thus were not included in this review.

In addition, the review focuses on a framework-based approach. Bibliometric analysis is not included. Therefore, the patterns of co-citations and keyword co-occurrences are not considered. In addition, additional keywords could be used in search inquiries when searching the database. For instance, what is referred to as the winery tasting room in the U.S. is typically referred to as the “Cellar Door” in Australia, where much wine tourism research has occurred.

### **1.62 Conclusion**

The review in Chapter 1 identified both areas of substantial focus in previous literature and gaps in the knowledge which warrant examination. Wine involvement was frequently examined throughout the articles and was modeled in various ways. In addition, it was used for segmentation. Consumer perceived value was another key construct, typically examined as an antecedent. While these two variables are important, two key questions remain underexplored pertaining to them. First, what is the basis for value perceptions? Wine is experienced in highly subjective and personalized ways. Thus, is analyzing how consumers see the value of wine product characteristics in general, meaning for any consumer, a preferable approach to

analyzing how a given wine is valuable to them personally? Chapter 2 addresses this topic by exploring perceived value in a personalized sense.

Wine involvement has been identified as key for consumer segmentation and behavior, and yet it is rarely investigated with theoretical frameworks which are well-equipped to address issues pertaining to identity or the self-concept. Chapter 2 addresses this gap by modeling wine involvement consistent with a theoretical framework which was developed specifically for the self-concept. In addition, an underexplored consideration is what drives wine involvement. Chapter two addresses this by positioning the construct as a mediator with self-congruence as its antecedent.

Given how much focus the literature has placed on segmentation, consumer self-concept is clearly a key consideration for research about wine tourists. In addition, marketing experts have recently suggested that whether a consumer can envision themselves as engaging with wine brands is key (Brager, 2024). Self-congruence is ideally positioned to address this important gap, as it compares the similarity of the consumer's self-concept with their perception of the wine brand image. As an antecedent of wine involvement, it helps provide insight regarding what facilitates consumers adopting the wine category. Self-congruence is also modeled as an antecedent to consumer perceived value, which is important for understanding why a consumer may come to view a wine as valuable to them personally. Another important consideration regarding wine involvement is how it facilitates consumer-brand bonds. While brand loyalty has been explored in various studies, wine brand attachment is rarely examined. In addition, attachment with a regional wine brand provides dual insight for both the regional brand value in terms of potential wine sales and in terms of how consumer behavior may lead to wine tourism in the future.

## CHAPTER 2

### USA WINE CONSUMERS' SELF-EXPANSION TO TERRITORIAL BRAND

#### ATTACHMENT<sup>1</sup>

##### 2.1 Introduction

The U.S. has emerged as the most valuable global wine market and supports over 11,500 domestic wine producers who sell over ninety percent of their wine domestically (Adams, 2023; OIV, 2023). However, the market has slowed recently, with sales volume declining by 9% in 2023 and by an additional 4% in 2024 (Adams, 2025). Wine marketing experts advocate pursuing a broader segment of consumers to enter the wine category (e.g. Brager, 2024). Favorable perceptions regarding wine's impact on the well-being of consumers (Samoggia, 2016) and tourists (Duan et al., 2024) constitute a competitive advantage over other beverage categories. This advantage is key as alcohol consumption trends downward in the U.S. and globally (McMillan, 2024; OIV, 2023).

In addition, the World Health Organization has recently universally discouraged any alcohol consumption for health reasons (Burton & Sheron, 2018; WHO, 2024). In the process, some contradictory findings regarding wine and health (e.g. Stockley et al., 2024) were not addressed. The impact of wine on psychological well-being would also need to be factored into wine's impact on overall health, consistent with the WHO's focus on physical, psychological, and social well-being. The well-being considerations and recent market trends highlight the

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<sup>1</sup> A previous version of this chapter was published in the *International Journal of Hospitality Management* (Coyne et al., 2025)

importance of consumer relationships with wine brands. These relationships may serve to improve the consumer's psychological well-being by helping them to get increased pleasure out of the same bottle of wine. The consumer's evaluation of their life satisfaction may later benefit if the positive experiences persist. The present study investigates the consumer-brand dynamic with the umbrella brand representing the wine region.

Van Ittersum et al. (2003) indicate that regional brands influence product preference for alcoholic beverages. The dynamic is reflected in consumer preferences for wines of particular regions (e.g. Bruwer & Johnson, 2010). The concept of "terroir" in wine suggests that wines are discernably place-defined (Cadot et al., 2012). The notion is that the local natural features (e.g. soil, temperature, slope) interact with the local cultural practices (i.e. winemaking styles, etc.) to create an at least somewhat consistent range of organoleptic properties for the region. This limited range of wine flavors and styles becomes a shared cultural expectation within wine culture, which may be referred to as "typicality" (Cadot et al., 2012). From the consumer perspective, psychological well-being may be facilitated by both wine consumption (Ilak Peršurić et al., 2023) and wine tourism (López-Guzmán et al., 2019).

The common crux underpinning both consumption and tourism is the hospitality experience. Hospitality is often discussed as a facet of business. Wine, however, enhances hospitality experiences beyond business contexts evoking friendliness, community building, and inter-personal relationships (MacNeil, 2015). Thus, wine hospitality is key to consumer psychological well-being in a wider range of contexts. While outside the scope of the present study, it is worth noting how this discussion portrays wine's role in enhancing social well-being. Accounting for the psychological impact will aid in accounting for wine's impact on the overall health of consumers, according to how the WHO (2025) defines health.

The Place Brand Web Model (Hanna & Rowley, 2015) conceptualizes tourism destinations as having a holistic place image. Gomez et al. (2015) suggest that both the product-based image and the tourism destination image of a wine region contribute to the brand equity of the region. Charters and Spielmann (2014) developed the construct of a territorial wine brand (TWB), examining the Champagne region in France. The present study examines consumer relationships with the Napa Valley TWB focusing on the product-based place image, thus complementing previous research of brand image of wine tourism at the destination level (e.g. Bruwer et al., 2017).

The aim is to inform consumer-brand relational dynamics in wine hospitality. How consumers develop relationships, and ultimately attachment with a wine region is examined. This is because the product attributes, including the region, influence how the consumer perceives value in wine, and subsequently their experiences with it. The value perceptions facilitate or hinder the development of an emotional attachment. If the experiences aggregate with a positive valence, the attachment with the place may form, based on its products from its constituent proprietary wine brands. This special form of consumer place attachment may form without having ever visited the wine region. Exploring these unique attachment dynamics is important. Chapter 1 found that brand attachment is underexplored in the wine tourist context, including at the level of the TWB. The motivational structure underlying wine consumer-brand relationships is examined from the perspective of Self-Expansion Theory (SET). Various factors, such as consumer well-being, are examined for their role in motivating attachment to a wine region. SET suggests that the desire to increase self-efficacy motivates consumers to obtain new knowledge, perspectives, and skills through (brand) relationships or novel and stimulating experiences (Aron et al., 2022). Guided by knowledge and perspectives pertaining to wine, preferences for wine

regions develop affecting wine involvement (Nallaperuma et al., 2017) and relationships with wine brands. Consumers may ultimately become attached to a wine region through their experiences with wine (Orth et al., 2012).

To the best of the authors' knowledge, SET has not yet been applied to various important constructs regarding wine hospitality, including in the consumer or tourist contexts. The constructs of consumer well-being (CWB) (Sirgy et al., 2007) and wine involvement (Bruwer et al., 2011) are used to examine consumer-product class dynamics. On the other hand, ideal self-congruence (Sirgy, 2018), consumer perceived value (CPV) (Wiedmann et al., 2018), and luxury brand attachment (Shimul et al., 2019) are used to examine consumer-brand dynamics. These constructs are posited as forms of self-expansion in wine hospitality which culminate with attachment with the wine region.

Recent calls for research are addressed using the TWB context and SET to explain how relationships with brands and places develop and lead to attachment. Chapter 1 noted how future research is needed regarding how wine consumer identity factors into consumer-brand relationships and related dynamics. In reviewing the brand attachment literature, Hemsley-Brown (2023) noted that new theoretical perspectives are overdue, and that previous findings can be investigated with new contexts and brands. While place attachment regarding tourism destinations has been examined from the perspective of various paradigms (Dwyer et al., 2019), there is a paucity of research regarding tourism destinations which are largely defined by their products.

In addition, Prayag (2018) recommends examining the psychological process by which place attachment is formed, including how cognition and affect interact. The present study addresses this with pertinent constructs such as ideal self-congruence and wine involvement. The

inter-construct relationships unfold in a cognitive to affective sequence consistent with Cognitive Appraisal Theory (Watson & Spence, 2007) and the principal of self-expansion. This is important for the wine consumer behavior literature, considering the need to investigate the relationships of cognitive and affective dynamics of the TWB's image, and how the perception of the TWB's image evolves (Bruwer et al., 2018).

Furthermore, Prayag (2018) notes that diverse stakeholder groups should be examined with respect to place attachment. The present study addresses this issue with wine consumers, who may not have ever visited the region where their wine is from. Addressing this unique context of consumer-brand relationships is important. The present study provides a novel combination of theory (SET) and context (a wine region's product-based brand image) with which to explore place attachment. Furthermore, diverse theoretical perspectives are interlaced in the study to (paradigmatically) bridge the knowledge regarding the intersection of place, culture, and branding.

## **2.2 Conceptual Framework**

### **2.21 Self-Expansion Theory**

#### **2.211 Core Principles**

The self-concept is a dynamic cognitive knowledge structure, including as it pertains to social contexts (Markus & Wurf, 1987). The self-concept influences motivation (Cantor et al., 1986) and affective responses to stimuli (McConnell et al., 2009) and is comprised in part of self-knowledge. SET regards how one's environment and experiences are incorporated into the self-concept and the underlying processes of human experiences and behavior within close relationships (Aron et al., 2022). Self-expansion is a cognitive reorganization or redefining of the

self-concept by either adding new content to or augmenting the self-concept (Mattingly et al., 2020). According to Aron et al. (2022, p. 3825), self-expansion can be achieved by “(a) anticipating or directly obtaining new identities, perspectives, and resources, especially when experienced in a rapid or intense way; and (b) engaging in novel/interesting/challenging/exciting activities (provided they are not overly stressful or overwhelming).”

The Inclusion-of-the-Other-in-Self (IOS) process incorporates another identity into one’s sense of self, facilitating feeling close and behaving close. Overlapping mental representations, which are the perceptions of overlap of specific attributes between the self and the other, are the result (Laurent & Myers, 2011). The potential for overlap increases when the cognitive construction of the self shares activation potentials with the cognitive construction of the other (Aron et al., 2022). Commitment to relationships influences the construction and salience of identities, influencing behavioral choices (Stryker & Burke, 2000).

Proclivities for self-expansion differ. Preference for self-conservation, or the desire to preserve a stable and consistent sense of self, is juxtaposed against the prospective benefits of self-expansion (Hughes et al., 2020). Mattingly and Lewandowski (2013) described how “individual self-expansion” may occur separately from IOS in novel or stimulating circumstances without the presence of a clear other. Attachment to the wine region is expected to develop through the IOS process, considering that the region (1) has a clear identity and (2) is sometimes more influential than the proprietary wine brand for wine choice (Bernabéu et al., 2012).

### **2.212 Self-Expansion in the Branding Context**

The self-expansion motive has been identified as a driver of relationships with brands (Reimann & Aron, 2014). Previous research indicates that self-brand expansion can occur when the brand reflects the consumer's self-concept (Rabbanee et al., 2020), ongoing value priorities, or cultural ideals (Torelli et al., 2012). When the consumer's self-concept, value priorities, or ideals are inconsistent with the brand image but the brand is consistent with an idealized version of their self-concept, self-expansion can still be triggered based on the self-enhancement motive (Michel et al., 2022). The indication is that overlap between a consumer's ideal self-concept and a brand may facilitate psychological benefits, as the consumer utilizes the brand to pursue the idealized self-concept (Trump & Brucks, 2012). Furthermore, intense luxury brand experiences can encourage self-brand expansion by increasing the motivation for self-enhancement (de Kerviler & Rodriguez, 2019).

Consumers respond favorably to brands when self-expansion occurs with the brand, whether via consumer-brand match or if mismatch occurs but the brand represents a favorable cultural ideal in the discrepancy (Michel et al., 2022). Park et al. (2010) suggest that brand attachment can be operationalized using self-brand connection and brand prominence. The present study operationalizes elements of the self-brand connection in the form of ideal self-congruence and consumer perceived value, both pertaining to the same TWB. Considering that the self-expansion motive can drive brand attachment (Shimul & Phau, 2023), the present study explores antecedents to attachment delineated at the level of consumer-brand vs. consumer-product class (wine).

## **2.22 Regional Considerations in Wine Branding**

Charters and Spielmann (2014) distinguish territorial wine brands (TWBs) from regional brands based on two preconditions. First is a natural link to a place which creates unique product characteristics. “Typicality” (Cadot et al., 2012) regards a shared cultural expectation of wine flavors and styles and is derived from the wine’s “terroir.” Terroir is thought to result from both the natural features and cultural practices of a place. Second, the territorial brand must be an umbrella brand to which the proprietary brands in the delimited territory are inextricably associated.

The image of a TWB is multi-faceted and has been referenced in the capacity of a tourism destination (Bruwer et al., 2018) or a wine production region (Johnson & Bruwer, 2007). This study regards the TWB’s image as a wine production region, and in this sense its branding dynamics reflect how proprietary wine brands are marketed. A group of prominent marketing strategies for wine brands has broadly been identified as “differentiation” (Bernabéu et al., 2008). The differentiation strategy entails distinguishing the focal brand from the competitors in its price and style segment using claims associated with exclusivity (Virtuani & Zucchella, 2008) or quality (Costanigro et al., 2019; Mora & Florine, 2013), largely predicated on natural or cultural influences.

### **2.23 Attachment with TWBs**

Fournier (1998) proposed investigating the consumer-brand dynamic in a relational sense, including with constructs such as brand personality. The construct of brand attachment (Thomson et al., 2005) was developed in line with Attachment Theory (Bowlby, 1969), which conceptualizes attachment as an emotion-laden target-specific bond between a person and an attachment object, such as another person or a brand. Attachment Theory is characterized

primarily by four psychological processes: proximity maintenance, safe haven, secure base, and separation distress. Thomson et al. (2005) indicate that a relationship exists between emotional brand attachment and these four processes. Park et al. (2010) suggest that the brand-self connection, which regards the proximity that facilitates self-expansion, contributes to brand attachment.

The processes of Attachment Theory are reflected in the context of place attachment, albeit with somewhat differing manifestations than brand attachment in other contexts (Scannell et al., 2020). Through visualization, proximity to a secure (place) base can be simulated to achieve benefits similar to those associated with actual proximity (Mikulincer et al., 2001). The benefits include psychological need satisfaction in terms of self-esteem, meaning, and belonging (Scannell & Gifford, 2017b). Consumers mitigate the risk of the wine purchase decision by buying wine from familiar TWBs (Bonn et al., 2020). Considering this discussion, motivations for consumers to become attached with a TWB are posited to be driven in part by self-esteem and social esteem.

## **2.24 Wine Involvement**

Involvement is a motivational construct defined by Zaichkowsky (1985) as “[a] person’s perceived relevance of the object based on inherent needs, values, and interests.” From the perspective of SET, the self-efficacy motive serves as a predicate for the needs, values, and interests that consumers develop. Antecedents to involvement relate to the person, the object or stimulus, and situational factors (Zaichkowsky, 1986). The influence of involvement on wine purchase was first established by Zaichkowsky (1985). Zaichkowsky (1986) described the importance of how consumers differentiate between products depending on their involvement.

This study posits that the centrality of either a brand or product class to the self-concept has an influence on how consumers differentiate among products. Examining wine involvement is important in the present context, considering that Hollebeek et al. (2007) note how important it is for wine consumer behavior.

The multi-faceted nature of consumer involvement has been identified in previous research (O’Cass, 2000), and the present study regards enduring and situational involvement. Richins and Bloch (1986, p. 280) describe situational involvement as “[reflecting] product involvement that occurs only in specific situations, such as a purchase,” and enduring involvement as “[representing] an ongoing concern with a product that transcends situational influences.” Bruwer and Cohen (2019) indicates that when ordering wine-by-the-glass in a restaurant, both the enduring and situational involvement of diners impacts their risk perceptions and proclivity to seek and provide information about the wine. In addition, the enduring involvement has indirect effects through situational involvement, which reflects the dynamic outlined by Richins and Bloch (1986). Wine involvement is operationalized with all cognitively oriented scale items pertaining to enduring and situational involvement because (1) established wine involvement scales incorporate both elements (e.g. Brown et al., 2007; Bruwer et al., 2019), (2) the two elements are relevant to the concepts of feeling close and behaving close from SET, and (3) both elements are related but distinct facets of consumer involvement (O’Cass, 2000).

Wine involvement is posited to be a form of self-expansion since it is associated with novel and stimulating experiences pertaining to wine consumption (Barber et al., 2020) and tourism (Pelegrín-Borondo et al., 2020). In addition, wine consumption frequency increases involvement, and the number of years which the consumer has consumed wine moderates this relationship (Rahman & Reynolds, 2015). Wine involvement is therefore consistent with the

perspective of O’Cass (2000, p. 548) in that involvement concerns “the relative strength of the consumers cognitive structure related to a focal [product]”. This view of the self-concept as a cognitive structure is consistent with SET.

The social and hedonic nature of wine culture (e.g. López-Guzmán et al., 2019) creates opportunities for IOS with other consumers and brands (Rössel & Pape, 2016). Thach and Olsen (2019) indicate that luxury wine buyers are motivated by the wine’s taste, health benefits, and social benefits, including engaging in comparative analysis with friends. Involvement may lead to outcomes such as wine brand love (Drennan et al., 2015), wine preferences (Boncinelli et al., 2019), social access (Groves et al., 2000), and social attributions such as connoisseurship (Fournier, 2021). This study posits that these are positive outcomes of self-expansion with wine, as each can either increase the value of a wine or the consumer’s social self-efficacy.

Ego involvement, closely linked to the self-concept, is positively related to wine purchasing, consumption, and tourism (Brown et al., 2007). For narcissistic consumers, wine is associated with increased social attractiveness and thereby motivates wine consumption (Lunardo et al., 2021). Rössel and Pape (2016) found that “fitting out,” or conspicuous social behavior for social self-enhancement, and the level of wine involvement throughout the consumer’s social network, have a positive impact on the construction of a wine-identity. Their analysis suggests that consumers seek to authenticate, extend, and creatively express their self-concept by interacting with brands and brand communities.

Considering how the unique terroir of a TWB is central to messaging in the differentiation marketing strategy, enduring wine involvement is expected to increase the personal relevance of the TWB’s terroir and other features for the focal consumer. Previous research suggests that increasing the personal relevance of an abstract concept associated with a

place increases the attractiveness and propensity to become attached to that place, such as in the contexts of religion (Counted & Zock, 2019) and heritage (Poria et al., 2003). Consumers typically develop preferences for TWBs or proprietary wine brands, which become markers for constructing a wine consumer identity. Religion, heritage, and wine consumer culture all contribute to the cognitive construction of the self-concept with a three-way interaction between person, place, and the significance of the place for the person.

Thus, **H<sub>1</sub>** is proposed:

**H<sub>1</sub>**: Wine consumer involvement has a positive effect on territorial wine brand attachment.

## **2.25 Consumer Perceived Value in the TWB Context**

Consumers learn about wine through experiences (Festa et al., 2016), including when visiting wineries (Frost et al., 2020), and more generally through the influence of peers, experts, and professionals (Dewald, 2008; Dodd et al., 2005). The logic of the differentiation strategy influences this process by identifying wine attributes and their sources and ascribing value to these attributes. Preferences for wine attributes are formed and linked to the attributes of wine regions, predicated on the terroir principle. Key attributes highlighted in the differentiation strategy include the proprietary brand, TWB, types of grapes used, and the interactions of these attributes (Bonn et al., 2020). Perceptions of wine quality (D'Alessandro & Pecotich, 2013), perspectives in wine culture (Urdapilleta et al., 2021), and hierarchical positioning in social networks can all be quite heterogeneous. The present study accounts for this by operationalizing individualized consumer perceived value (CPV) using items from Wiedmann et al. (2018).

The centrality of the place of origin to wine style is promoted in the differentiation strategy and is consistent with experimental research regarding wine consumer perceptions (e.g. Stanco et al., 2020). This study posits that the preferences which influence attachment to a TWB are based on the extent to which the consumer believes the TWB can improve their self-efficacy. Thus, the perceived value of the wine of a TWB is expected to positively affect attachment with the TWB as the value constitutes an increased benefit of consuming the wine.

Thus, **H<sub>2</sub>** is proposed:

**H<sub>2</sub>:** Consumer perceived value has a positive effect on TWB attachment.

## **2.26 Self-Congruence with TWBs**

Self-congruence theory regards the perceptions of similarity between the self-concept and a referent image. As Sirgy (1986, p. 5) outlines: “The perceived and referent self-images are two beliefs characterized in terms of valence, strength, and salience.” Self-congruence has four dimensions, which can be operationalized individually or combined in various ways as a composite measure. These are congruence with one’s actual, social, ideal, or ideal-social self, which regard how one perceives oneself, believes others perceive them, would like to perceive oneself, and would like to be perceived as by others, respectively. The motivations of wine consumers to augment their self-concept is the present focus. Ideal and ideal social self-congruence are associated with the motives of self-esteem and social approval, respectively. Considering this study’s focus on self-enhancement, the ideal and ideal-social dimensions are measured as a composite to assess congruence with an idealized self, including in the private and public senses.

Self-congruence is a form of self-brand identity overlap investigated for its direct effect on wine involvement, the perceived value of the brand, and its direct and indirect effects on brand attachment. Wolf et al. (2016) suggest that self-congruence positively impacts luxury wine consumption, which in turn further strengthens self-congruence over repeated consumption experiences. Pratt and Sparks (2014) indicate that self-congruence with a wine region improves attitudes toward engaging in wine tourism in that region. Previous research in marketing and hospitality and tourism management suggests that self-congruence is an antecedent of brand attachment (Hemsley-Brown, 2023). While the present study is the first to test this relationship in the context of a TWB, the relationship is anticipated to hold.

Thus, **H<sub>3</sub>** is proposed:

**H<sub>3</sub>:** Ideal self-congruence has a positive effect on TWB attachment.

Kressmann et al. (2006) indicate that self-congruence has a positive direct effect on product involvement. Their findings also support a positive indirect effect on the consumer's relationship with the brand through involvement. Consumers construct their self-concept using wine brands and brand communities (Rössel & Pape, 2016). This study posits that this constitutes self-expansion and is consistent with the self-enhancement motive. TWBs have many constituent brands which consumers may have experiences with, which is anticipated to increase the impact of ideal self-congruence on wine involvement. The expectation is that ideal self-congruence with a TWB will positively affect wine involvement.

Thus, **H<sub>4</sub>** is proposed:

**H<sub>4</sub>:** Ideal self-congruence has a positive effect on wine involvement.

According to (Proshansky et al., 2014), place-identities at the group level within a given culture influence the meanings and ideas, and subsequently the uses and experiences, between an individual and the place. This connection to group identity suggests that the idiosyncrasies inherent in wine consumer preferences and subsequent perceptions of value are influenced by how similar consumers are to typical social group members and their social standing in the group. The indication is that the perceived value of the wines of a TWB is predicated upon impacts at the individual vs. group levels and the interactions thereof, which is consistent with the position of Wiedmann et al. (2007). In line with the cognitive-to-affective sequencing suggested by Watson and Spence (2007), consumer-brand self-knowledge in the form of (individual) CPV, which has an affective orientation, is expected to be positively affected by ideal self-congruence, which has a cognitive orientation.

Thus, **H<sub>5</sub>** is proposed:

**H<sub>5</sub>:** Ideal self-congruence positively affects the CPV for the TWB.

Malär et al. (2011) indicate that self-congruence positively affects brand attachment and that involvement influences the relationship. This discussion suggests that both social dynamics and the self-enhancement motive are key to how the self-efficacy motive manifests in the context of wine consumers. Considering this dynamic, ideal self-congruence is expected to have a positive indirect effect on TWB attachment through either wine involvement or CPV.

Thus, **H<sub>6</sub>** and **H<sub>7</sub>** are proposed:

**H<sub>6</sub>:** Ideal self-congruence has a positive indirect effect on TWB attachment through wine involvement.

**H7:** Ideal self-congruence has a positive indirect effect on TWB attachment through CPV.

## **2.27 Wine Consumer Prudential Well-Being**

The well-being literature has much to say on hedonic or emotional well-being, life satisfaction or prudential well-being, and the perfectionist perspective of psychological well-being, which is associated with eudaimonia (Sirgy, 2022). The amount of positive vs. negative affect determines hedonic well-being (Diener, 1984). Lucas et al. (1996) indicate that positive affect, negative affect, and life satisfaction are distinct constructs. Life satisfaction is alternatively referred to as prudential well-being and regards living the good life, including positive affect and personal growth. Hedonic well-being is thus a necessary but insufficient condition for life satisfaction (Kesebir & Diener, 2008). Explicating the prudential perspective, Diener et al. (1985) define life satisfaction as “a cognitive judgmental process dependent upon a comparison of one’s circumstances with what is thought to be an appropriate standard.”

The eudemonic perspective is derived from the description of activity reflecting virtue, living a moral and ethical life, excellence, and achieving one’s full potential, which Aristotle outlined in *Nicomachean Ethics* (Aristotle, 4th century B.C.E./Crisp, 2014; Waterman, 1993). While eudaimonia had often been translated to “happiness”, many philosophers prefer to describe it as “flourishing”. While pursuing what is worthwhile to achieve one’s full potential or the other elements of eudaimonia, the subjective experiences involved may create positive emotions.

With hedonia, positive emotions are the focus. Eudaimonia and prudential well-being, on the other hand, may contradict this perspective since positive emotions are considered to be a byproduct of pursuing other more meaningful outcomes (Huta & Waterman, 2014, p. 1427).

Though both eudaimonia and hedonia are important to consider, this study focuses solely on life satisfaction. The rationale is to limit the CWB construct to a cognitive evaluation and to keep our model parsimonious.

The present study investigates how consumer life satisfaction impacts the self-expansion process. CWB is defined broadly by Sirgy and Lee (2006) as “a state in which consumers’ experiences with goods and services [...] are judged to be beneficial to both consumers and society at large.” Previous research indicates that CWB reflects the satisfaction/dissatisfaction resulting from the aggregate experience one has with consumer goods and services within the macro markets to which they pertain (Lee et al., 2002; Sirgy & Lee, 2006).

Examining consumer life satisfaction as an antecedent to consumer-brand dynamics is uncommon in previous branding research, which tends to focus on CWB in the hedonic sense. Vada et al. (2019) indicate that hedonic and eudemonic well-being are antecedents to place attachment, which has an affective orientation, in the tourism context. To the best of the authors’ knowledge, life satisfaction has not been explored as an antecedent to place attachment in the tourism or wine marketing literature. In addition, wine marketing experts have suggested that wine’s contribution to well-being should be promoted to attract consumers to the wine category.

The present study is the first to examine the effectiveness of consumer life satisfaction as a motivational force, which provides insight into the value of wine marketing messaging that associates wine with well-being. In addition, the potential is explored for life satisfaction to serve as a segmentation variable in wine consumer studies. SET suggests that the benefits associated with a prospective behavior positively affect the propensity to expend resources in pursuit of those activities (Aron et al., 2022).

Tasting and liking the wine of a TWB has been associated with favorable hedonic outcomes for the consumer (Sinesio et al., 2021) In addition, consumers evaluate a wine's perceived value based on which hedonically impactful wine attributes are available at various price points (Nerlove, 1995). Furthermore, previous research indicates that positive experiences with wine consumption (Ilak Peršurić et al., 2023) and tourism (López-Guzmán et al., 2019) improve CWB. The belief that wine improves one's life satisfaction is posited to improve the perceived value of wine and the perceived benefits of the activities associated with wine involvement.

Thus, **H<sub>8</sub>** and **H<sub>9</sub>** are proposed:

**H<sub>8</sub>**: Consumer life satisfaction positively affects wine involvement.

**H<sub>9</sub>**: Consumer life satisfaction positively affects the CPV for the TWB.

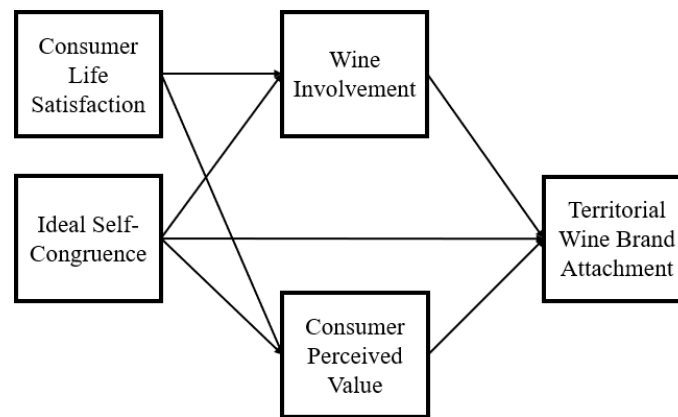
To the best of the authors' knowledge, previous research has not explored the potential indirect effect of consumer life satisfaction on brand attachment through involvement or perceived value. In line with this study, Vada et al. (2019) indicates that hedonic and eudemonic well-being are antecedents to tourism destination (place) attachment. SET suggests the belief that wine enhances life satisfaction should motivate consumers to develop relationships with brands since the benefits of doing so are increased. While previous research has not examined consumer life satisfaction as an antecedent to the product-brand image of a TWB, the dynamic is expected to hold.

Thus, **H<sub>10</sub>** and **H<sub>11</sub>** are proposed:

**H<sub>10</sub>**: Consumer life satisfaction has a positive indirect effect on TWB attachment through wine involvement.

**H<sub>11</sub>**: Consumer life satisfaction has a positive indirect effect on TWB attachment through CPV.

**Figure 5 Conceptual Model 1**



## 2.3 Method

### 2.3.1 Measurement Instruments

A structured questionnaire was administered to the Prolific online consumer panel. Prolific provides access to a pool of participants who are pre-screened based on demographic and behavioral attributes. Prolific has been validated in previous studies, including with reports of high participant attentiveness and subsequently high data quality in comparison to other widely used platforms, such as Amazon's MTurk (Eyal et al., 2021). The extensive use of Prolific in the business literature, its access to broad or targeted consumer panels, and its efficient design further suggest that Prolific is a valid data source (Palan & Schitter, 2018). The sample's

demographic profile was representative of the U.S. wine market (BMO Wine & Spirits Group, 2024; Thach, 2023), and is available in Appendix A.

The questionnaire measured each construct using a seven-point Likert scale, with 1 representing “strongly disagree” and 7 representing “strongly agree”. Latent constructs were measured with established scales modified in accordance with the TWB context, including Shimul et al. (2019) for luxury brand attachment, Wiedmann et al. (2018) for consumer perceived value, and Sirgy et al. (1997) for direct measures of self-congruence. Survey items for (situational) wine involvement were sourced from Bruwer et al. (2019), focusing on the context of restaurant diners. These were combined with items developed for enduring wine involvement (Olsen, 2019) to create a composite score for wine involvement. The items for consumer life satisfaction were designed to measure the extent to which consumers believe that wine improves their life satisfaction. The items for consumer life satisfaction were developed for the wine consumer context in line with guidance from Uysal et al. (2016).

The TWB of Bordeaux was chosen for this study since it is considered iconic and associated with luxury (Spiga & Cardebat, 2023). The iconic market status was sought to minimize potential confounds from heterogeneous levels of brand awareness. Approximately 60 more geographically delimited TWBs are nestled within the broader TWB of Bordeaux, and their production portfolios include a diverse range of style and price offerings (Bordeaux, 2024). Potential confounds to the operationalization of ideal self-congruence due to heterogeneous market segment preferences are expected to be mitigated based on the range of product offerings. The iconic status also suggests that respondents are likelier to have seen a consumer engaging with Bordeaux wine. Respondents are therefore likelier to have a cognitively accessible image of the typical product user of the TWB (i.e. drinker of wine from Bordeaux).

### 2.32 Data Collection and Analysis

Application #3544 was approved by the Institutional Review Board (IRB) at the University of Massachusetts-Amherst prior to data collection. All constructs except brand attachment were presented in a counterbalanced random order to minimize common method bias. Brand attachment always appeared last, consistent with recommendations to present dependent variables last (e.g. Kock et al., 2021). Once the survey instrument was developed, it was pre-tested with doctoral students and business professionals.

The sample used consumer panel data from Prolific. Participants were qualified based on the following three pre-screening conditions administered by Prolific: (1) at least 21 years of age (the legal drinking age in the U.S.), (2) located in the U.S., and (3) a consumer of either “wine” or “sparkling wine”. A total of 439 participants completed the main survey. Responses were excluded based on the following criteria: incompleteness, failing the CAPTCHA check, having an IP address outside of the U.S. (checked using embedded data in the survey), failing one of the two attention checks, completing the four-minute survey in less than two minutes, or for “straight-lining”, resulting in a sample size of (n=350). Participants received \$0.84 in compensation for completing the four-minute survey. The sample profile is presented in Table 9.

**Table 9 Sample Profile**

<u>Characteristic</u>	<u>%</u>
<i>Gender</i>	
Male	44.3
Female	55.7
<i>Ethnicity</i>	
Asian	4.6

Black	10.8
Mixed	3.2
White	65.9
Other	15.4

*Education*

High school or less	7.0
Some college or Associate degree in college	26.4
Bachelor's degree in college (4-year)	46.6
Master's degree	14.8
Doctoral Degree	1.9
Professional degree (JD, MD)	3.2

*Household Annual Income (USD)*

Less than \$39,000	11.05
\$40,000 to \$59,999	15.90
\$60,000 to \$79,999	13.48
\$80,000 to \$99,999	16.44
\$100,000 to \$119,999	9.97
\$120,000 to \$139,999	9.70
\$140,000 to \$159,999	8.63
\$160,000 to \$179,999	5.66
\$180,000 or more	8.89
No response	0.27

*Employment*

Full-time	70.1
Part-time	7.8
Unemployed	3.8
Self-employed	7.8
Home-maker	3.8
Student	0.5
Retired	5.1
Other	1.1

Covariance based structural equation modeling (CB-SEM) was used to analyze the model's direct and indirect relationships. CB-SEM was selected for this study considering the focus on theory testing as opposed to prediction. CB-SEM differs from partial least squares structural equation modeling (PLS-SEM), which is based on correlation as opposed to covariance and may be used in predictive research designs. SPSS Statistics Version 29.01 was used to analyze the psychometric properties of the constructs in the model. MPlus Version 8.9 was used to analyze the model, including model fit indices and the relationships between

variables. Harman’s one-factor test was used to analyze the data for potential common method variance (Podsakoff et al., 2003). The first factor explained approximately 48.8% of the total variance, below the acceptable threshold for common method variance.

## 2.4 Findings

### 2.4.1 Assessment of measurement model

Descriptive statistics for the survey items are listed in Table 10. Concerning the five factors in the model, the factor loadings, Cronbach’s alpha, average variance extracted, and composite reliability are detailed in Table 11. The values of the factor loadings and average variance extracted were used to assess convergent validity, and both exceeded suggested thresholds considering the exploratory nature of the study (Hair Jr et al., 2023). In addition, all constructs had values for composite reliability and Cronbach’s alpha in excess of the recommended threshold of 0.70, indicating robust internal consistency.

**Table 10 Survey Item Descriptive Statistics Model 1**

Survey Item	Mean	Std. Deviation
<i>Self-Congruence (SC)</i>		
Ideal	4.29	1.56
Ideal-Social	4.21	1.60
<i>Consumer Life Satisfaction</i>		
Wine is an important part of my leisure life domain.	5.09	1.87
I believe that wine adds to my personal quality of life.	5.31	1.80
Wine is an important part of my social life.	4.95	1.90
<i>Consumer Perceived Value (CPV)</i>		
I enjoy Bordeaux wine.	5.09	1.22
Bordeaux wine evokes positive emotions.	4.97	1.32
<i>Wine Involvement (WI)</i>		
A memorable wine experience has influenced my love of wine.	4.74	1.46
I have been complimented on my wine knowledge.	3.38	1.63
When purchasing the wine on a dining occasion, I would have a high level of interest in the purchase process.	4.44	1.59

On a dining out occasion, I would put a lot of effort into the purchase of the wine.	4.34	1.56
<i>Brand Attachment (BA)</i>		
I would feel a sense of loss if Bordeaux wine is no longer available.	3.56	1.82
I am deeply in love with Bordeaux wine.	2.94	1.64

**Table 11 Measurement Model 1 Assessment**

Constructs/Items	Loadings	$\alpha$ CR AVE
<i>Ideal Self-Congruence (SC)</i>		
Bordeaux wine is consistent with how I like to see myself.	0.854	0.842
Bordeaux wine is consistent with how I would like others to see me.	0.852	0.728
<i>Consumer Life Satisfaction</i>		
Wine is an important part of my leisure life domain.	0.863	0.855
I believe that wine adds to my personal quality of life.	0.821	0.663
Wine is an important part of my social life.	0.755	
<i>Consumer Perceived Value (CPV)</i>		
I enjoy Bordeaux wine.	0.844	0.821
Bordeaux wine evokes positive emotions.	0.825	0.696
<i>Wine Involvement (WI)</i>		
A memorable wine experience has influenced my love of wine.	0.654	0.816
I have been complimented on my wine knowledge.	0.541	0.534
When purchasing the wine on a dining occasion, I would have a high level of interest in the purchase process.	0.859	
On a dining out occasion, I would put a lot of effort into the purchase of the wine.	0.822	
<i>Brand Attachment (BA)</i>		
I would feel a sense of loss if Bordeaux wine is no longer available.	0.679	0.715
I am deeply in love with Bordeaux wine.	0.81	0.559

The Fornell-Larker Criterion (Fornell & Larcker, 1981) was used to assess discriminant validity, and the results are shown below in Table 12. The square root of the average variance extracted for each construct was greater than the correlation between constructs, indicating the model has discriminant validity. In addition, the loading of each indicator on its construct was greater than the loading of these indicators on other constructs, further indicating discriminant validity.

**Table 12 Discriminant Validity Model 1**

	Wine Involvement	Ideal Self-Congruence	Consumer Well-Being	Consumer Life Satisfaction	Brand Attachment
Wine Involvement	0.731				
Ideal Self-Congruence	0.460	0.853			
Consumer Well-Being	0.587	0.420	0.814		
Consumer Life Satisfaction	0.411	0.609	0.413	0.834	
Brand Attachment	0.601	0.594	0.502	0.573	0.747

## 2.42 Assessment of structural model

Global and local fit statistics indicate that the model has an acceptable fit for the data. The goodness-of-fit indices ( $\chi^2/df=2.574$ ;  $RMSEA=0.067$ ;  $SRMR=0.045$ ;  $CFI=0.969$ ;  $TLI=0.958$ ) indicate an acceptable global fit. The results of the hypothesis tests and SEM analysis are provided in Table 13. All the hypothesized relationships (H1-H11) were significant. A strong positive relationship was observed between TWB attachment and wine involvement ( $\beta = 0.418$ ). This supports H1 and suggests that wine involvement is a key predicate for developing emotional bonds with wine regions or wine brands. Many consumers who are highly involved with wine likely form emotional bonds with numerous wine brands or wine regions. Thus, if wine involvement's impact on attachment with numerous TWBs was modeled, the strength of its impact on attachment to Bordeaux would likely weaken.

In addition, CPV ( $\beta = 0.312$ ) and ideal self-congruence ( $\beta = 0.275$ ) had positive relationships with TWB attachment, which supports H2 and H3. The fact that wine involvement has a stronger impact than perceived value on brand attachment is worth noting. This may

suggest that dynamics which are more integral to the self-concept are more important for consumer-brand relational dynamics. Ideal self-congruence was positively correlated with wine involvement ( $\beta = 0.238$ ) and CPV ( $\beta = 0.583$ ), indicating support for H4 and H5. Ideal self-congruence also had positive indirect effects on TWB attachment through both wine involvement ( $\beta = 0.100$ ) and CPV ( $\beta = 0.182$ ), supporting H6 and H7. Taken together, the direct and indirect impacts of self-congruence on TWB attachment are substantial and further suggest how important the consumer self-concept is for developing consumer-brand bonds.

Consumer life satisfaction had a positive direct relationship with both wine involvement ( $\beta = 0.523$ ) and CPV ( $\beta = 0.203$ ), supporting H8 and H9. In addition, life satisfaction had a positive indirect effect on TWB attachment through wine involvement ( $\beta = 0.219$ ), and to a smaller degree through CPV ( $\beta = 0.064$ ), supporting H10 and H11. These findings reveal how important it is for consumers to believe that wine enhances their life satisfaction for facilitating their adopting wine into their lifestyle or viewing wine brands as valuable to them. The stronger indirect impact on brand attachment through wine involvement compared to the effect through perceived value makes sense. The life satisfaction to wine involvement linkage is only at the level of the product class (wine) and does not regard the focal brand.

**Table 13 Hypothesis Testing Model 1**

Relationships	$\beta$	p-value	Outcome Decision
H1: Wine involvement --> TWB attachment	0.418	0	Supported
H2: CPV --> TWB attachment	0.312	0	Supported
H3: Ideal self-congruence --> TWB attachment	0.275	0	Supported
H4: Ideal self-congruence --> wine involvement	0.238	0	Supported
H5: Ideal self-congruence --> CPV	0.583	0	Supported
H6: Ideal self-congruence --> wine involvement --> TWB attachment	0.1	0	Supported
H7: Ideal self-congruence --> CPV --> TWB attachment	0.182	0	Supported
H8: Consumer Life Satisfaction --> wine involvement	0.523	0	Supported
H9: Consumer Life Satisfaction --> CPV	0.203	0	Supported
H10: Consumer Life Satisfaction --> wine involvement --> TWB attachment	0.219	0	Supported

H11: Consumer Life Satisfaction --> CPV --> TWB attachment	0.064	0.003	Supported
Total Indirect Effects			
Ideal self-congruence --> TWB attachment	0.282	0	
Consumer Life Satisfaction --> TWB Attachment	0.282	0	

## 2.5 Discussion

### 2.51 Theoretical Implications

Brand attachment in the tourism context has primarily been investigated concerning a place's capacity as a destination. The Place Brand Web Model (Hanna & Rowley, 2015), however, suggests that place brand images are co-created across multiple image dimensions. The present study examines antecedents to attachment to a place that is both (1) a tourism destination and (2) a product-based place brand. More specifically, territorial wine brands (TWBs) (Charters & Spielmann, 2014) are unique among place brands in that the products are inextricably linked to and defined by the place, predicated in part on the principal of terroir.

Furthermore, consumers may become attached to TWBs if they have favorable wine hospitality experiences featuring the wine, even if they have never physically visited the TWB. This makes for a unique context with which to explore place attachment with wine or other regional product brands from the perspective of environmental psychology. We posit that examining the consumer stakeholder group in the wider place attachment discussion is important, considering recent calls to address attachment among diverse stakeholder groups (Prayag, 2018). From the perspective of brand attachment, the present study responds to calls to explore the phenomenon with novel contexts and brands (Hemsley-Brown, 2023).

SET posits that self-efficacy is an innate, fundamental motive, from which more specific motivations such as social status seeking emerge. Following this logic, wine consumers are

motivated by prospects for improving self-efficacy, including navigating wine consumption and culture more effectively. The extent to which self-efficacy is improved determines how much increased value consumers can get from a bottle of wine. The increased value facilitates positive experiences which encourage consumer-brand bonding.

To the best of the authors' knowledge, the present research is the first to apply SET to product-based place brand attachment. This includes key constructs for wine consumer-brand dynamics, which are incorporated in the conceptual model. The study posits that consumer cognitive (self) appraisals influence affective brand responses, and that the process improves self-efficacy. With each new experience, prospects for further self-efficacy are improved as the motivational structure evolves iteratively.

This dynamic is key to consider for wine hospitality design and service, such as with restaurants or wineries. The consumer's relationship with restaurants, wineries, and TWBs, likely has multilevel effects as they are commonly intertwined. This discussion reveals how the present findings supporting paths to attachment with a TWB are important to consider in the wider context of hospitality experiences, since the TWB may be foregrounded in such experiences.

The sample is demographically representative of the U.S. wine market, suggesting that the findings are generalizable to this constituency. The findings indicate that both ideal self-congruence and (prudential) wine consumer well-being (i.e. life satisfaction) have a positive indirect effect on TWB attachment through either (1) wine involvement (2) or CPV. In addition, the indication is that ideal self-congruence has a positive effect on TWB attachment, extending the previously documented antecedent role of ideal self-congruence to the TWB context (Hemsley-Brown, 2023).

This research supports the perspective that consumer-brand or consumer-product class self-construction are key for consumer identity. Findings suggest that ideal self-congruence with a TWB has a direct positive effect on CPV. Since wine preferences contribute to the consumer's identity, CPV for a TWB constitutes a form of consumer self-efficacy achieved through self-expansion with wine. The results also suggest that ideal self-congruence positively affects wine involvement. In the consumer's social network, the level of wine involvement and status seeking via conspicuous consumption co-construct their identity as a wine consumer (Rössel & Pape, 2016). SET suggests that the desire for social self-efficacy motivates the status-seeking behavior. Thus, the present study's linking of ideal self-congruence to involvement explicates how wine consumers attain self-efficacy with the product class by finding compatible brands.

Previous research regarding wine's impact on well-being has focused primarily on hedonic well-being as an outcome, while the present study explores the contribution of wine to a prudential sense of well-being (i.e., life satisfaction). Herein, wine's contribution to life satisfaction is posited to motivate engaging with wine or particular wine brands. The findings indicate that consumer life satisfaction positively affects both wine involvement and CPV. These findings are consistent with the self-efficacy motive since for consumers who believe that wine improves their life satisfaction, the benefits of self-expansion at both the level of the product class (wine) and the brand (TWB) are greater. The finding of consumer life satisfaction's indirect effect on TWB attachment is novel, including in the wider, and variously paradigmatically construed, place attachment literature.

Herein place attachment is conceptualized as an emotional bond, consistent with the perspective of the "Attachment Theory" which underlies the brand attachment literature and with various related perspectives pertaining to place attachment where the focus is an emotional bond.

This is important for hospitality firms which may be in scenic or otherwise favorable locations themselves. In this sense, a customer may come for one dinner and have a great experience with the restaurant, which includes wine from the TWB. The present findings indicate that the customer can develop an emotional bond with the TWB. The wider implication for customer relationships with hospitality-centric brands, however, is that the customer may also develop an emotional bond with their server, the restaurant, or the place where the restaurant is located. A customer who is attached to the TWB may be more prone to develop an attachment with the restaurant if during meals they have favorable experiences drinking the TWB's wine (e.g. wine from Bordeaux). Another example is how attachment to the restaurant's location could influence how relationships develop with the staff. These dynamics underscore how the hospitality context is favorable for the explication of multi-level brand and place attachment effects.

The present study operationalized CPV using the items for the individual dimension of CPV developed by Wiedmann et al. (2018), which is conceptualized in a superordinate position to financial, functional, and social CPV. In adopting the self-efficacy motive from SET, financial and social CPV become construed as benefits linked to satisfaction with the financial and social life domains. In this way, CPV is an outcome of self-expansion which results from enhanced perceived benefits for consuming the wine. Stated another way, CPV is a brand relationship construct and a belief in the cognitive structure of the consumer's self-concept. Consumers develop CPV, which then facilitates further relationships and interactions with brands. The finding that CPV has a direct positive effect on TWB attachment supports this assertion. This dynamic provides an example of how favorable service or hospitality experiences at restaurants are so vital for building wine brands, as a poor service experience may undercut the perceived value and inhibit the formation of the attachment.

Wine involvement positively affects TWB attachment, which can be explained by how involvement enhances self-efficacy. Enduring involvement indicates that consumers have incorporated wine into their self-concept, which constitutes a form of self-expansion. Once the wine is part of the self-concept, the benefits of TWB attachment increase as such attachments become more self-relevant. This suggests that more highly involved consumers may be more prone to order wine when dining and to have a favorable experience with it. Wine involvement also provides social benefits, such as access to wine events and increased social status (De Benedittis, 2019). Thus, wine involvement constitutes both an enhancement to consumer self-efficacy and a motivation to increase self-efficacy further by encouraging consumer-brand bonds.

Taking a broader view, the investigation of the five constructs in the study raises the question of whether wine marketers should re-orientate their messaging to focus on the focal consumer's *value-in-use*, as opposed to the value of the wine for consumers in a general sense (*value-in-exchange*), consistent with Service-Dominant Logic (Vargo & Lusch, 2016). The implication is that these five constructs can be used as psychographic variables for segmentation purposes, considering that brand attachment has favorable behavioral outcomes for brands (Hemsley-Brown, 2023), and that the other four constructs can drive brand attachment. Consumers who associate greater benefits with wine can thereby be sought to improve the return on marketing expenditures. This dynamic applies to hospitality providers featuring wine, as they can market both their hospitality firm directly or by promoting its wine products, and such marketing efforts would be more effective if a favorable market segment is targeted.

Exploring consumer attachment to place brands is important considering the differing paradigmatic assumptions. Place-Identity Theory (Proshansky et al., 2014) features prominently

in the environmental psychology literature (e.g. Twigger-Ross et al., 2003), while Identity Theory (Stryker, 1987), which is complemented by Social Identity Theory (Stryker & Burke, 2000), features more prominently in the sociological and marketing literature. All three theories note that the self is socially constructed. Place-Identity Theory, however, places a greater emphasis on the role of places as social influences compared to Identity-Theory and Social Identity Theory which emphasize interpersonal relationships. Comparing the impact of interpersonal vs. place relationships on consumer self-construction remains an important consideration in consumer behavior. The role of wine preferences and attachments as forms of place-based identity construction are explored in the present study to support this discussion regarding (consumer) identity construction, including with hospitality consumers who may drink wine from places they have never visited.

## **2.52 Practical Implications**

This study presents wine marketers with the perspective that wine consumer motivations are predicated on the prospects for enhancing their personal lifestyle. Couching the findings in a broader sense, the implication is that recent calls by marketing experts to cast the consumer as the protagonist and the wine brand in a facilitating (supporting) role (e.g., Salisbury, 2023) are justified. The findings indicate that whether a consumer believes that (1) wine improves their lifestyle, or (2) a wine brand matches their sense of self, impacts their motivation to engage with the brand. As consumers increasingly interact with wine, they typically formulate wine preferences, which contribute to how they view themselves as wine consumers.

For instance, consider a consumer who has positive experiences with the wines from the Rioja region at a local restaurant, and subsequently develops a preference based on the positive

impact to their lifestyle. This preference then contributes to their identity as a wine consumer. Once the preference is formed, drinking Rioja wine becomes better aligned with their sense of self, motivating the re-purchasing of it. In addition, drinking Rioja wine provides a form of validation in terms of self-verification or self-coherence. Then, to enhance their lifestyle further, consumers may be motivated to try other wines from Rioja or to explore wines from other regions which offer a similar style. Thus, preferences for regional wine styles provide a form of psychological scaffolding for wine consumers, making consumers' exploration of unfamiliar regional wines less intimidating and more cognitively tenable. This dynamic suggests that hospitality providers can compete with their beverage programs by offering either wine from TWBs which their customers favor, or potentially by offering other wines which are somehow similar.

This study delineates paths to wine brand attachment through either the focal brand or the product class (wine), suggesting that marketing messaging could emphasize either the wine lifestyle or the focal brand. For consumers who to a significant extent have already adopted wine into their lifestyle, messaging could focus on the focal brand. Conversely, for those who have not yet adopted wine, messaging could focus on how wine could improve their lifestyle. Optimally, such messaging strategy would be informed by the consumer's level of wine involvement and experience, if that information is available. Restaurants with some point-of-sale software platforms can run reports regarding which tables ordered which wines, etc., and connect this to the customer. Then the restaurant could segment its clientele base using their past beverage sales. Customers who do not frequently purchase wine may be more receptive to offers or messaging pertaining to the wine lifestyle as opposed to any particular wine brand.

The authors recommend that wine and hospitality marketers consider how the brand is perceived to either create a benefit or a risk to aspects of the consumer's lifestyle and how important the consumer considers those aspects of their lifestyle to be. For a practical example, wine brands could target areas with a high density of consumers who have adopted a particular type of leisure lifestyle, such as surfing. The marketing messaging for that area could then emphasize how the wine brand can enhance the surfing lifestyle. The wine could then be offered at local restaurants, which promote the surfing lifestyle. Geofencing could then be utilized to ensure the marketing expenditure is allocated to that area, such as with advertisements on social media. This is an example of how alignment of the image of the restaurant with the image of the wine can facilitate favorable hospitality experiences for customers.

### **2.53 Limitations and Future Research**

The present study has various limitations, which in part stem from its exploratory nature. First, the motivational structure requires experimentation to validate the causal relationships between the constructs. Secondly, a qualitative investigation could better validate and explore the relationships. Third, longitudinal or other research designs would be required to validate how the motivational structure iteratively evolves. Finally, using Bordeaux as the focal TWB presents limitations.

Bordeaux's large size and the diverse range of wines from its constituent nested TWBs make the conceptualization of it as one overarching luxury TWB more abstract and tenuous. Proprietary wine brands which command prestigious reputations and market positionality may be utilized by the wider TWB to enhance its own brand image in its marketing messaging. Yet the vast majority of wine from Bordeaux is a far cry in terms of pricing and brand image from the

first growths of the Medoc, or Château Petrus, for example. Thus, the argument that Bordeaux is a luxury brand is tenuous and is a key limitation of the present study. Once the image of the TWB of Bordeaux is formed, however, that same image is used to measure the consumer-brand constructs in the model. Future studies could focus on a smaller TWB to obtain a clearer and more consistent TWB image to avoid these limitations.

The positive impact of ideal self-congruence with a TWB creates new questions regarding wine consumer self-construction. Future research could obtain self-congruence scores for multiple TWBs and then observe the impact on variables such as those from the present study (consumer perceived value, wine involvement, brand attachment). Future research could also explore the present findings with proprietary wine brands located in a TWB. Comparing self-congruence between proprietary brands in a TWB, or between the proprietary brand and its TWB, could further explicate the role of self-congruence in wine consumer hospitality experiences, including in food service and tourism contexts.

Future research could explore which life domains consumers believe the product class (wine) contributes to, and how relationships with places may influence these beliefs. The four perceived value dimensions in the scale developed by Wiedmann et al. (2018) could be used to relate facets of brand value to well-being by life domain for more granular insight regarding this relationship. Such insight may set the stage for more precise segmentation with which lifestyle enhancement messaging themes could be better tailored for consumers with whom they will resonate most. While the present focus regards perceptions of wine products, the Place Brand Web Model suggests that other tourism contexts with prominent place-based products warrant similar investigations.

The concept of terroir applies to a wide range of agricultural products, and thereby to hospitality in various agritourism or food service contexts. Differences in the perishability of agritourism products and the way in which they are consumed could be explored as potential antecedents or moderators of brand attachments with agritourism destinations and their service providers. Future research could compare a consumer's attachment with a brand's representatives, such as a winemaker or a ranch manager, to their attachment to the proprietary brand or the wider regional brand. More broadly, the hospitality context is rich with multi-level impacts of consumer-brand relationships. For example, a dining experience at a hotel may be influenced by the city, hotel, the restaurant, server, or even other customers. Relationships with a TWB represent another level to explore regarding how consumer relationships are developed with brands in hospitality contexts.

## **2.54 Conclusion**

Chapter 2 responded to key gaps in the research identified in the review in Chapter 1 pertaining to the consumer self-concept, consumer-brand bonding, and consumer well-being. While this is a helpful start in addressing these gaps, Chapter 2 takes a wider view regarding these issues. Considering how deeply ingrained building (wine) product value through differentiation with product characteristics is among traditional wine marketing strategies, however, practitioners may remain unconvinced that shifting their focus to personalized value is either feasible or warranted.

To be clear, we do not contend that wine product characteristics are not important. We agree that they are indeed quite important. However, to fully account for how consumers progress from evaluating wine brands based on product characteristics to developing bonds with

brands, and ultimately believing that wine enhances their lifestyle, requires examining the mediating role of personalized or individual value. This is key due to how wine is experienced subjectively and therefore a lack of consensus regarding wine quality perceptions is inevitable.

Chapter 3 addresses this key point regarding the progression from generalized value stemming from product characteristics to consumers perceiving the wine to be valuable to them personally. To achieve this, the full scale developed by Wiedmann et al. (2018) is adopted in chapter 3, as opposed to how chapter 2 modeled only the individual perceived value dimension. In addition, chapter 3 applies a synthesized meta-theoretical framework to account for how the generalized dimensions of value jointly contribute to personalized value.

Chapter 3 also examines the process of how consumers augment their self-concept regarding their beliefs about wine and their lifestyle. Chapter 3 extends the investigation past TWB attachment to reveal how positive psychological impacts can be obtained. In this way, the place attachment to psychological well-being linkage identified in the environmental psychology literature is extended to the consumer context. While residents likely have stronger emotional bonds and thereby derive more impactful psychological benefits with their place of residence, we investigate whether a similar albeit weaker linkage exists with wine consumers and wine regions. In this way, recent discussions regarding wine and health are further informed by addressing psychological impacts.

## CHAPTER 3

### DEVELOPING REGIONAL WINE BRAND ATTACHMENT AND CONSUMER WELL-BEING AMONG U.S. WINE CONSUMERS'

#### 3.1 Introduction

While the U.S. wine market has long been a global leader in market value, recent reports indicate negative growth (McMillan, 2024). Consumer-facing articles highlighting the extent of the decline have even been presented in mainstream news outlets (e.g. Reynolds, 2025). The question is, why are consumers drinking less and spending less on wine? Recently the World Health Organization (WHO) recommended to eliminate alcohol consumption completely for health reasons (WHO, 2024). Consumers of legal drinking age in the U.S. increasingly perceive alcohol usage, even at levels associated with moderation, to be unhealthy. A recent study found that 41 percent of U.S. consumers of legal drinking age report that recent news regarding health risks will make them drink less (Igielnik, 2025). The wine sector has advocated for moderation and lifestyle enhancement, exemplified in part by the recent “Come Over October” movement (Eads, 2024). Yet, the universalized link of any amount of alcohol to bad health persists. The guidance from the WHO was based on the impact of wine on physiological health and focused on cancer risk as opposed to total morbidity risk.

Chapter 1 indicates that research regarding the psychological impact of wine in consumers' lives remains limited. Previous research suggests that pleasure is central to the wine experience, whether it be in hospitality contexts with consumers (Bruwer & Alant, 2009) or tourists (Quadri-Felitti & Fiore, 2012). The present study examines how wine contributes to the

consumer's life satisfaction. Thereby previous well-being research focused on pleasure (hedonism) is complimented with the cognitive evaluations of wine consumers.

The “differentiation” strategy is prominent in wine marketing (Bernabéu et al., 2008) and is often referenced with the value-in-exchange predicate. This research proposes that consumers are motivated more so based on value-in-use, which is consistent with the core assumptions of both Self-Expansion Theory (Aron et al., 2022) and Service-Dominant Logic (S-D Logic) (Vargo & Lusch, 2004). The differentiation strategy uses wine attributes to create market segments and then to determine product value. Wine marketing research has evolved in large part in accordance with the value-in-exchange predicate. The substantial body of literature employing hedonic price function analysis to account for wine pricing is one such example (Núñez et al., 2024).

The present research posits that facets of the self-concept serve as (consumer) intangible resources. These resources can be integrated with the consumer's other resources and those contributed by the brand to co-create personal value for the consumer. To better specify how this process unfolds and to account for the consumer's motivations along the way, the perspective of Self-Expansion Theory (SET) (Aron et al., 1992; Aron et al., 2022) is synthesized with S-D Logic. SET posits that enhancing self-efficacy is a fundamental motivation upon which more specific motivations are predicated, and that augmenting the self-concept is an essential way of realizing the enhanced self-efficacy. Thus, the theoretical approach of this chapter addresses the needs to examine the wine consumer self-concept and the co-creation of value which were identified in Chapter 1.

The present study examines consumer perceived value (CPV), brand attachment, and consumer well-being (CWB). Each of these factors are conceptualized as intangible resources

possessed by consumers. The rationale is that when consumers possess these resources, they can use the resources to increase the value that a bottle of wine has for them personally. In this way, these factors act as active forms of knowledge which enable the effective use of a tangible resource (i.e., bottles of wine). CPV is posited to progress from generalized product perceptions to personalized value, consistent with previous research by Wiedmann et al. (2018). This study examines how consumers begin to perceive value, then develop attachments, and ultimately derive life satisfaction from wine through this process. The perceptions of value and attachments are examined in reference to a particular Territorial Wine Brand (TWB) (Charters & Spielmann, 2014), while CWB is examined at the level of the product class (wine). Thereby the present study complements previous research regarding CPV and attachment between consumers and wine regions (Orth et al., 2012; Pestar Bizjak et al., 2018; Santos et al., 2017), and focuses on the product-centric brand image of a TWB.

In addition, investigating wine's contribution to life satisfaction as an outcome of CPV and attachment is a rare approach which complements previous research which has primarily focused on hedonism (Bruwer & Rueger-Muck, 2019). Understanding wine's contribution to life satisfaction is key to the ongoing debate regarding wine and health, as clearly any valid accounting of wine's impact on consumer health must consider both physiological and psychological factors. We posit that wine's capacity to improve the psychological well-being of a consumer is predicated, at least in part, on how well the consumer can enhance their lifestyle by integrating wine into it. By examining the linkage of generalized (product) to personalized (wine consumer) value, strategy for both wine marketing and structuring analyses using the hedonic price function is further informed.

The notion that value is co-created in the context of wine consumer behavior and wine tourism has been addressed in previous research (Dressler, 2016; Kotur, 2023). The perspective of S-D Logic, however, is very scantily presented in the wine tourism literature (Chalkidou & Skourtis, 2023). While rarely addressed in wine marketing (e.g. Festa et al., 2019), to the best of the authors' knowledge, S-D Logic has not been applied to research focusing on the wine consumer perspective. The present study addresses the need for consumer-centric studies regarding wine consumer preferences (Kotur, 2022) by examining how consumer value perceptions facilitate a progression of increased TWB adoption and personal benefits.

In addition, while both S-D Logic and SET have been applied to consumer-brand relationships, to the best of the authors' knowledge the perspectives have not been synthesized in such research. The review from chapter 1 did not find this theoretical approach in research examining wine tourism from the tourist's perspective. In this chapter, both perspectives are further specified in that consumer-brand relationships are posited to be motivated by how much the consumer can improve their capacity to increase their personalized value via successful resource integration not just in the present interaction but in future interactions as well. In this sense, consumer capacity for successful resource integration is conceptualized as an indicator of self-efficacy. By synthesizing the principals of resource integration, co-creation, and the motivation for self-efficacy, with the various perspectives regarding place attachment, the evolution of consumer-brand relational dynamics which unfold in hospitality contexts is more precisely accounted for.

Outlining how paradigmatically diverse perspectives of place and brand attachment translate and converge in the TWB context is another important contribution. By examining the unique context of consumer attachment with a TWB, in its capacity as a product-centric place-

brand, the “web of meaning” with which places shape the holistic (consumer) self-concept is better informed (Manzo, 2005). While destination attachment among tourists has been a focus of previous research, place attachment is multi-faceted and must be examined with various stakeholders to better ascertain its outcomes (Prayag, 2018). Thus, the present focus provides a requisite complement to destination attachment to better capture the essence of attachment with the TWB’s holistic place image.

This is important because the holistic place image is co-created by its various image dimensions (Hanna & Rowley, 2015). Furthermore, the TWB is featured in hospitality contexts outside of the tourism destination, such as in restaurants. The dimensionality of consumer perceived value and its link to attachment in this unique context is examined. Thereby, the present research responds to calls to examine context-specific antecedents of place attachment (Prayag, 2018; Scannell & Gifford, 2010). In addition, the mediating role and direct effect of TWB attachment on the consumer’s life satisfaction is investigated. Thereby the study responds to calls to catalogue the goals and outcomes of place attachment, in this case with a unique place context and stakeholder group (Scannell & Gifford, 2010, 2017b).

Lastly, the value of the substantial body of place and brand attachment research for hospitality practitioners is predicated on the extent to which it is decipherable for them. Wine sector practitioners typically frame links between wine and place in the semantics of cultural geography, exemplified by the phrase “sense of place” (MacNeil, 2015; Tuan, 1977). The present study synthesizes these semantics and the underpinning logic with their most prominent counterparts in business-oriented research in hospitality and tourism. Thereby, the substantial body of place and brand attachment research is rendered more accessible for hospitality practitioners.

## **3.2 Conceptual Framework**

Since chapter 2 explores the theoretical framework of SET in depth, including in the context of wine consumers and TWBs, SET will not be individually addressed in this section. S-D Logic will be addressed in depth, however. This includes how S-D Logic applies to the wine consumer and TWB context. As the theoretical components which are incorporated in the conceptual model are discussed, however, a synthesized view of SET and S-D Logic will guide the discussion.

SET is important to include again in this chapter considering how key the consumer self-concept, and the augmentation thereof, is for consumer-brand bonding and consumer well-being. S-D Logic serves an important explanatory role in outlining how consumer perceived value is formulated. In addition, S-D Logic is important for thinking about how TWB attachment serves as a resource which can be drawn on when drinking wine from the TWB to magnify the benefits to psychological well-being.

### **3.21 Service-Dominant Logic**

#### **3.211 The Axioms of Service-Dominant Logic**

S-D Logic is framed by five axioms. The first axiom notes that service, as opposed to products, is the fundamental basis of exchange. The implication is that on *service-to-service* exchange, as opposed to exchanging *goods-for-goods* or *goods-for-money*, is the basis of economic or market activity. Thus, the importance of products is determined by how they contribute to the formation of a service. The second axiom is that value is co-created by various

actors, of which the beneficiary is one. This implies an agent-to-agent orientation within a broader network or system of agents. The third axiom follows in stipulating that all social and economic actors are resource integrators. Herein a distinction is made between “operand” resources, which are tangible and must be acted upon to create value, and “operant” resources which are intangible and can be used to act upon either form of resource to create value.

The fourth axiom notes that value is phenomenologically determined by the beneficiary. In other words, the real essence of value for consumers is personalized as opposed to general (market) value. Thus S-D Logic posits that it is not the value of the service for any consumer which is most important, but rather the personal value which the focal consumer can derive through resource integration. The implication is that *value-in-use*, or with a different connotation *value-in-context*, is the real essence of value for consumers. Meanwhile *value-in-exchange* becomes a contributor to *value-in-use*, thereby indirectly influencing the consumer. Finally, the fifth axiom notes that value cocreation is coordinated through actor-generated institutions and institutional arrangements. Vargo and Lusch (2014, p. 240) further explicates this dynamic by defining service ecosystems as, “relatively self-contained, self-adjusting [systems] of resource-integrating actors connected by shared institutional logics and mutual value creation through service exchange.”

### **3.212 The Hierarchy of Operant Resources**

Madhavaram and Hunt (2008) further explicated the nature of resources in S-D Logic and developed a hierarchy of operant resources. The authors specified three types of operant resources: basic, composite, and interconnected. Their three types of resources are primarily discussed from the perspective of the firm. In the present study, this logic is extrapolated to the

context of the consumer's operant resources. Basic operant resources are described as lower-level resources which form the "building blocks" of higher-order operant resources.

Madhavaram and Hunt (2008) note that basic resources can be either tangible (operand resources) or intangible (basic operant resource). In addition, what are considered to be "basic" resources depends on the level of analysis being conducted. In the present study, the consumer's perception of whether the wines of the TWB are a bargain, are favorable in social contexts, or are of high quality, are conceptualized as basic operant resources.

Secondly, composite operant resources are defined as "a combination of two or more distinct, basic resources, with low levels of interactivity, that collectively enable the firm to produce efficiently and/or effectively valued market offerings." (2008, p. 70) Herein the basic resources comprise the composite resource. Higher levels of basic resources can increase the level of the composite resource. While important to consider in the arena of consumer behavior, the present study does not examine composite operant resources.

Lastly, interconnected operant resources are described as being similar to composite operant resources, but with interactivity between the basic resources. These interconnected resources are defined as "a combination of two or more distinct, basic resources in which the lower order resources significantly interact, thereby reinforcing each other in enabling the firm to produce efficiently and/or effectively valued market offerings." (ibid, p. 70) In this case the basic resources are more intertwined, and they interact with and reinforce each other. The present study conceptualizes the value which the consumer perceives the wine to have for them personally (in a holistic sense) as an interconnected operant resource.

### **3.213 Service-Dominant Logic in the Wine Consumer Context**

The subjective wine knowledge construct provides an example of an interconnected resource which consumers develop through more specific types of knowledge about wine. Herein knowledge about wine grape cultivation and wine style are perceived to influence wine quality. These two facets of wine knowledge interact with and reinforce each other. For instance, the organoleptic characteristics of the wine are a result of the way in which the grapes are grown. For example, the level of the grape's sugar at harvest can determine its level of alcohol or residual sugar, which impact how "hot" or "sweet" the wine tastes, respectively. Thus, the perception a consumer forms about the wine's style hinges on how the grapes are grown and subsequently harvested. Conversely, a consumer with knowledge about wine styles may taste a wine without knowing how its grapes were grown and make assumptions about how its grapes were grown and harvested. For example, if they believe the wine tastes "hot" or "sweet", they may assume that the grapes had a higher sugar content when harvested.

### **3.22 Consumer Psychological Well-Being with Wine**

The knowledge regarding well-being in previous literature has primarily been developed following three conceptual orientations. The present focus regards CWB as a facet of the wider well-being literature. Sirgy and Lee (2006, p. 43) describe CWB as, "a state in which consumers' experiences with goods and services [...] are judged to be beneficial to both the consumer and society at large". Haybron (2000) distinguished between psychological, prudential, and perfectionist happiness. The well-being literature has adopted this tripartite framing but identifies the three as hedonic or emotional well-being, prudential well-being (or life satisfaction), and

eudaimonia (Sirgy, 2022). Diener (1984) notes that hedonic well-being is determined by the amount of positive vs negative affect. In the consumer context, this analysis of affect can be applied to consumers' experience with either a product class or a particular brand. Eudaimonia includes both a state of well-being and leading a moral life, and while a very important consideration with respect to consumer well-being, lies outside the scope of the present research.

Consumer life satisfaction (i.e. prudential well-being) has a cognitive orientation and refers to a state of well-being. Hedonic well-being is a necessary but insufficient condition for obtaining prudential well-being, as action to spur personal growth is also required. After consumers have experiences with a particular product class or brand, their experiences can be reflected upon to evaluate how the positive or negative experience has contributed to their life satisfaction. Scannell and Gifford (2017a) indicates that place attachment, with various place types including what they identify as "vacation places", has a positive impact on positive emotions and personal growth. While this suggests that place attachment positively affects life satisfaction, a wine region qualifies as both a "vacation place" and product-oriented place-brand. The present study's focus regards a wine region as a product-oriented place-brand and thus examines a novel place type. Taken together, the brand of a wine region is anticipated to contribute to life satisfaction as consumers build on positive experiences with its wines.

This study examines consumers' subjective evaluations of how the product class (wine) contributes to their life satisfaction. In this sense, hedonic well-being is believed to be an antecedent to this cognitive evaluation which occurs when consumers reflect on their previous experiences. The present focus regards wine consumer well-being. The analysis focuses on the extent to which the consumer believes that the product class (wine) contributes to their life satisfaction.

### **3.23 Place-Brand Attachment and Wine Marketing**

#### **3.231 Brand Attachment**

TWB attachment is a context-specific form of brand attachment (Thomson et al., 2005), and a TWB is a form of a place-brand. Brand attachment is derived from Attachment Theory (Bowlby, 1969). Attachment Theory defines attachment as an emotion-laden target-specific bond between a person and an attachment object. Bowlby (1969) originally explored this attachment in the context of young children and their caregivers, although in the brand attachment literature scholars have applied this attachment construct to the consumer-brand context (Shimul, 2022).

#### **3.232 Place Attachment**

Attachment Theory is a key underpinning of the place attachment literature as well, although the context has some unique dynamics. Place attachment is often regarded as a homogenous construct where a person develops an emotional bond with a place (Lewicka, 2020). The literature reflectively crisscrosses disciplinary lines resulting in what Williams and Miller (2020) describes as a (disciplinarily or paradigmatically) “braided quality”. This dynamic includes the conceptualizations and perspectives regarding place attachment. Herein definitions may partially overlap, or matching definitions are entitled as separate constructs. For example, Cheng and Kuo (2015, p. 546) define place bonding as a “positive emotion that individuals associate with a certain place”, mirroring definitions of place attachment predicated on an emotional bond between the person and the place (see Morgan, 2010, pp. 11-12 for an example). Williams and Miller (2020, p. 24) further note that an experiential perspective regarding

emotional and identity-based bonds is one of the three primary foci of the place attachment research.

### **3.233 The Cultural Geography-Practitioner Perspective of TWBs**

Tuan (1979) described a “sense of place” as a conscious experience which can be achieved and maintained. The concept of “terroir” in agricultural products such as wine is often defined by wine sector practitioners as a discernable organoleptic “sense of place” (MacNeil, 2015). Lynch (1976) described how patterns of sensations are used to form the perception of a place’s quality. Rodaway (1994) elaborated on the dynamic and described the patterns as “sensuous geographies”, which are predicated on both affective and cognitive components of the space. Taken together, one indication is that our experiences with a place, including sensorial experiences, can lead to (affective) attachment to it.

While the place attachment literature often examines the construct’s role with residents, the present focus regards consumers who develop such attachments based on their experiencing the “terroir” of the TWB. The terroir can be experienced when tasting the wine in a hospitality environment outside of the TWB, such as a restaurant, or when partaking in a hospitality experience at a winery within the TWB. The latter represents an example of “terroir tourism” (Marlowe & Lee, 2018). Herein the hospitality experience features the terroir both on the tourist’s pallet and in their visiting the vineyard or where the grapes are processed. Since terroir is derived from the integration of a place’s natural resources (tangible, i.e. operand resources, such as the vineyard and the grapes) and cultural resources (intangible, i.e. operant resources, such as the winemaking styles), it is posited to be a form of Rodaway’s “sensuous geographies” which applies to the consumer-TWB context.

### **3.234 The Environmental Psychology Perspective of TWB Attachment**

Manzo (2005, p. 74) notes that the “experience-in-place” creates meaning. This would apply to wine hospitality experiences which incorporate the TWB’s wines which occur within the TWB. For such experiences occurring outside of the TWB, however, the TWB’s terroir is still experienced organoleptically. As such, the characterization of “experience-of-place” may better capture the essence of this niche hospitality experience dynamic. Furthermore, Manzo (2005) suggests that relationships with places evolve the self-concept, including outside of the residential or tourism contexts. Examples include meaningful places with respect to religious, recreational, or nature-based dynamics.

The present authors posit that “tasting” the place, as wine consumers often believe they do when tasting the terroir of a TWB, provides another such example of place meaning. If they enjoy this taste, then the TWB may have a positive impact on their leisure life domain or food well-being (Mugel et al., 2019). While the present focus is on a single TWB’s impact on the consumer’s well-being, many wine consumers enjoy wine from numerous TWBs. Therefore, it is further posited that it is the particular assortment of TWB attachments that both expands and augments the consumer’s self-concept and enhances their well-being. This position is both consistent with the logic of Self-Expansion Theory and Manzo’s position that, “many places together form a ‘web of meaning’, and complete the gestalt of who we are.” (Manzo, 2005, p. 76)

Scannell and Gifford (2010) reviewed the place attachment literature and developed a tripartite framework based on the person, the process, and the place. The person aspect may be examined at the individual or the group level. The present focus is at the individual level, in

which places can trigger personal memories that both strengthen the attachment and contribute to the self-concept (Twigger-Ross & Uzzell, 1996). This dynamic is compatible with the notion of self-expansion as the place attachment is strengthened by adding the place to the cognitive structure of beliefs which comprise one's self-concept.

The place is another key consideration. The place can be examined at various scales, which with respect to residents may pertain to their home, neighborhood, or city, or with tourists may pertain to a tourism destination. In countries which produce wine across the globe, their wines are customarily, and often legally, defined by the place at increasingly specific geographical scales. The places largely determine the wine's product or brand image, predicated on the terroir principal. The more specific places are nestled within places which are defined more broadly, geographically speaking.

In this sense as the place gets larger, characterizing it as a TWB becomes less tenable, as the terroir becomes too heterogeneous to maintain a consistent product style and brand image. The present study examines the TWB of Napa Valley, which in terms of legal and brand considerations, is nestled within California. Herein it is situated in the "North Coast Region", within which it lies in the Napa County. Within the Napa Valley TWB more specific TWBs are situated, such as the Calistoga TWB or even single vineyards which when identified on a wine label serve as TWBs themselves. This discussion outlines how the present research examines a niche context of place attachment which has a product orientation, and which complements previous research regarding wine tourism destination image (e.g. Bruwer et al., 2016).

The third pillar of Scannell and Gifford's (2010) framework regards the process of forming and maintaining place attachment. While they note previous research pertains to the affective, cognitive, and behavioral elements of the attachment process, the present focus regards

the affective element. While place attachment can generate an array of positive and negatively valenced emotions, the present focus is on the positive emotions. The attachment is operationalized with a specific form of brand attachment (the luxury brand context) which is derived from Attachment Theory and only measures positive affect. While outside the present scope, the authors recognize that brand attachment can also generate negative consumer outcomes (Japutra et al., 2018). While Japutra and colleagues note how attachment styles can lead to negative consumer outcomes, in the case of wine brands, it should be noted that wine marketers advocate for consuming wine in moderation (e.g. MacNeil, 2025) to avoid the negative impacts of alcoholism.

An implication of Scannell and Gifford (2017b) is that place attachment facilitates self-coherence in the form of “place congruent continuity”. Place congruent continuity is conceptualized as attributes of a place which are generalizable and transferable among places. Applying the logic presented in the differentiation strategy, wine consumers perceive the common organoleptic attributes of wines to be a result of generalizable and transferable attributes of a wine region’s terroir (i.e. “typicality”). Subsequently, consumers express their preferences among wine regions following the logic of “place congruent continuity”.

A prominent example of this dynamic is how warmer, or sunnier wine regions are believed to produce wines with riper fruit flavors. The riper fruit flavors are organoleptic characteristics which consumers may attribute to a given terroir (i.e. “typicality”). The attributes of the TWB’s natural setting, the wine production (cultural) practices, and the assemblage of constituent proprietary brands within interact to create the reputed organoleptic characteristics of the TWB. Consumers develop preferences for these terroir attributes and then assimilate these preferences into their self-concept.

Once assimilated, the preferences enhance the consumer's ability to derive pleasure or other benefits. One such benefit would be self-coherence. Through developing preferences for TWBs, consumers are encouraged to adopt other TWBs which share elements of flavor or style with a preferred TWB. In this way, terroir preferences constitute a special consumer-based form of place congruent continuity which influences their propensity for attachment to TWBs.

In addition, place-referent continuity refers to when a place triggers autobiographical memories (Twigger-Ross & Uzzell, 1996). Wine consumers assimilate TWB-based wine preferences into their self-concept, and if their experiences with the TWB are positive, the likelihood of attachment increases. In interpersonal contexts, previous research suggests that viewing the relational partner as providing a high potential for self-growth increases positive affect and decreases negative affect (Stanton et al., 2020). Consumer psychological well-being is expected to benefit from experiencing wines which the consumer is attached to, as that experience would trigger positively the valenced autobiographical memories which fostered the attachment. Thus, forming the attachment augments, at least to some small degree, the consumer's self-concept. In short, TWB attachment is anticipated to positively impact CWB, examined presently in the form of life satisfaction.

Thus, **H<sub>1</sub>** is proposed:

**H<sub>1</sub>**: TWB attachment has a positive effect on consumer life satisfaction.

### **3.24 Consumer Perceived Value**

#### **3.241 Goods-Dominant Logic Perspective of Value**

A perspective of consumer perceived value has developed focusing on the generalized value of the product or service. Zeithaml (1988) construed perceived value as a consumer assessment of the utility of a product or service based on what consumers receive and must provide in return. Sirdeshmukh et al. (2002) follows this logic in defining consumer value based on the perceived gap between prospective benefits and the anticipated cost of maintaining relationships with the supplier. Flint et al. (1997) notes that value is determined based on the tradeoff between the consumer's benefits vs sacrifices. This perspective shifts the focus from consumer utility to consumer benefit. Taken together, the indication is that this perspective defines CPV as consumer's perceptions of what they gain vs lose in a market exchange. Herein it is the brand which creates value. Then the consumer evaluates whether they will gain a marginal utility or benefit relative to their cost or sacrifice. Thus, CPV is a consumer evaluation of whether they can extract value from the brand in a market exchange, but the consumer does not add to the value. This perspective therefore views the essence of value as *value-in-exchange*.

### **3.242 Service-Dominant Perspective of Value**

S-D Logic posits that the essence of value is *value-in-use* or *value-in-context*, as opposed to *value-in-exchange*. Holbrook (1999) described consumer value as “an interactive relativistic preference experience”. Following this personalized perspective of value, Vranesovic et al. (2004, p. 62) notes that perceived value is “a subjective experience and not some fact of general knowledge”. In examining relationship marketing, Radulescu and Radulescu (2015) outline how the joint contributions from brand and consumer increase the personal value for the consumer. In developing S-D Logic's conceptualization of value, Vargo and Lusch (2008) contend that value is always intangible, heterogeneously experienced, co-created and potentially perishable. In this sense, S-D Logic posits that value is personalized. Thus, perceptions of generalized value for any

consumer in the market are not the crux of CPV. The present study, however, investigates these generalized value perceptions as being antecedents to personalized value, consistent with the perspective of Wiedmann et al. (2018). The rationale is that the generalized value contributes to how consumers believe they would personally gain value.

### **3.243 Perceived Value of Wine Brands**

Krishen et al. (2023) indicates that in the context of wine clubs, the quality, economic, and social dimensions of perceived value are positively related to affective commitment to the club. Krishen and colleagues outline how a wine club is a form of brand community and how the combination of these dimensions of value that drive the affective commitment. Thus, club membership is an operant resource with which the consumer gains social and other forms of self-efficacy. The consumer perceived value model by Wiedmann et al. (2018) mirrors this dynamic with functional, financial, and social CPV, conceptualized in a subordinate position to individual CPV. Their study suggests that individual CPV drives brand strength.

From the perspective of SDL, this dimensional structure depicts the integration of the subordinate value dimensions as basic operant resources which facilitate the higher-order operant resource in the individual CPV. The individual CPV is an interconnected operant resource since perceptions of a wine's functional value (an assessment of quality, strongly tied to the wine's organoleptic features), social value, and financial value (a relative assessment of value predicated on price) interact with and reinforce each other. For instance, if a consumer perceives a wine's organoleptic quality to be widely recognized as high, then it could provide them with favorable social perceptions among their peers. Conversely, if a wine is widely recognized to have a

prestigious brand image, then consumer perceptions of its organoleptic quality could be improved as wine sensory analysis is highly subjective (Jover et al., 2004).

### 3.244 Perceived Value of TWBs

Previous research suggests that a wine's region of origin influences sensory perceptions (e.g. Saenz-Navajas et al., 2014). As opposed to examining the TWB as a product attribute, the present research examines its capacity as a brand image. While the previous examples outline how functional and social value interact with and reinforce each other to foster personalized value, previous research suggests that other elements such as consumer characteristics (e.g. attitudes or beliefs) also influence personalized value (Schäufele et al., 2018). Perceived quality has been linked to consumer perceived value the wine consumer context (Bonn et al., 2020).

According to Sáenz-Navajas et al. (2016), perceptions of wine quality and subsequent preferences cannot be accounted for without considering product characteristics, consumer characteristics, and the consumption context. This perspective outlines how *value-in-exchange* is an antecedent to as opposed to the crux of consumer perceived value. Consistent with S-D Logic, the product characteristics pertain to the operand resource of the wine, which is integrated with the operant resources stemming from the consumer's mind and the social context, to create personalized value for the consumer. Therefore, the *value-in-use (context)* predicate more aptly characterizes the wine quality perception literature than the *value-in-exchange* predicate.

Individual CPV facilitates obtaining a further consumer-brand operant resource in TWB attachment. This dynamic reveals how consumers sequentially expand their self-concept to gain self-efficacy with consumer-brand operant resources. The present study is the first to examine the impact of Wiedmann and colleagues' model of CPV's structure on brand attachment, and

specifically in the context of a TWB. Wiedmann et al. (2014), however, suggests that the elements of CPV outlined by Wiedmann et al. (2018) are positively related to wine consumption. While research regarding wine consumer attachment with a TWB in its capacity as a product-centric brand image remains under examined, related literature suggests that CPV may positively affect attachment with the TWB.

Previous qualitative research by Grisaffe and Nguyen (2011) explored the antecedents of brand attachment. These included, among others, marketing and product-based characteristics and user-derived benefits, which influenced consumer value and subsequently brand attachment. The marketing and product-based characteristics also influenced consumer value and brand attachment indirectly through the user derived benefits. The dimensional structure of CPV suggested by Wiedmann et al. (2018), and the conceptual model of the present research, reflect this dynamic in how generalized perceptions of (product) value influence personalized (consumer) value and brand attachment indirectly through the personal value. Following from this logic, CPV is expected to influence TWB Attachment.

Thus, **H<sub>2</sub>**, **H<sub>3</sub>**, **H<sub>4</sub>**, and **H<sub>5</sub>** are proposed:

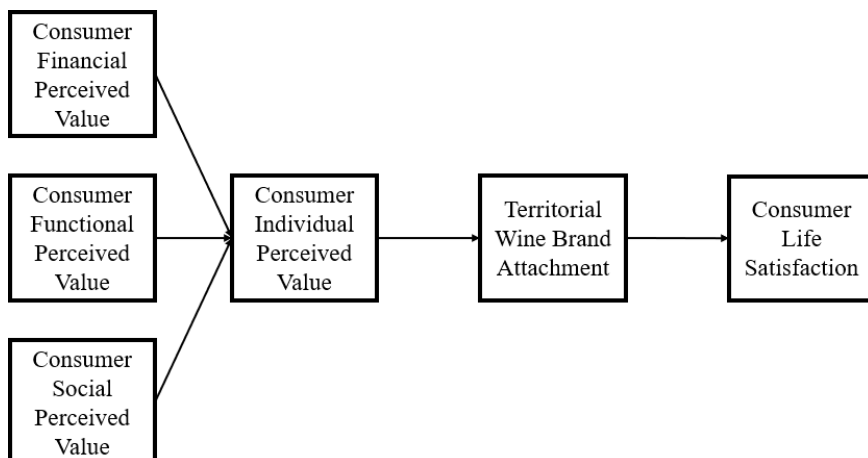
**H<sub>2</sub>**: Individual CPV has a positive effect on TWB attachment

**H<sub>3</sub>**: Functional CPV has a positive effect on Individual CPV

**H<sub>4</sub>**: Financial CPV has a positive effect on Individual CPV

**H<sub>5</sub>**: Social CPV has a positive effect on Individual CPV

**Figure 6 Conceptual Model 2**



### **3.3 Method**

#### **3.31 Measurement Instruments**

A structured questionnaire was administered to the Prolific online consumer panel from November 7<sup>th</sup> to November 19<sup>th</sup> of 2024. The questionnaire contained scales for consumer perceived value (Wiedmann et al., 2018), luxury brand attachment (Shimul et al., 2019) and items developed to measure the contribution of wine to life satisfaction (CWB). The CWB items were developed in line with guidance from Uysal et al. (2016). Each construct was measured using a seven-point Likert scale, with 1 representing “strongly disagree” and 7 representing “strongly agree”. The operationalization used the iconic luxury TWB of Napa Valley in California to avoid potential confounds due to a lack of brand awareness. Application #6073 was approved by the Institutional Review Board (IRB) prior to data collection.

#### **3.32 Data Collection and Analysis**

To qualify, participants must (1) be located in the U.S., (2) of legal drinking age, and (3) consumers of wine. 491 responses were collected. 140 responses were eliminated as invalid responses based on being completed too quickly, “straight-lining”, or failing attention checks, resulting in a sample size of (n=351). Covariance based structural equation modeling (CB-SEM) was used to analyze the model with MPlus Version 8.9. Harman’s one-factor test was used to analyze the data for potential common method variance (Podsakoff et al., 2003). The first factor explained 40.0% of the total variance, indicating that common method variance was not an issue. The demographic profile of the sample is listed in Table 14.

**Table 14 Sample Profile**

Characteristic	%
<i>Gender</i>	
Male	43.1
Female	56.9
<i>Ethnicity</i>	
Asian	5.1
Black	9.7
Mixed	3.4
White	14.3
Other	67.4
<i>Education</i>	
High school or less	8.8
Some college or Associate degree in college	28.7
Bachelor's degree in college (4-year)	41.9
Master's degree	18.5
Doctoral Degree	0.3
Professional degree (JD, MD)	2.3
<i>Household Annual Income (USD)</i>	
Less than \$39,000	17.7
\$40,000 to \$59,999	15.4
\$60,000 to \$79,999	17.1
\$80,000 to \$99,999	12.3
\$100,000 to \$119,999	9.1
\$120,000 to \$139,999	8.3
\$140,000 to \$159,999	6.9

\$160,000 to \$179,999	4.3
\$180,000 or more	8.9
No response	0.3
<i>Employment</i>	
Full-time	52.4
Part-time	13.7
Unemployed	7.1
Self-employed	7.7
Home-maker	5.7
Student	3.1
Retired	8.0
Other	2.3

### 3.4 Findings

#### 3.4.1 Assessment of measurement model

Descriptive statistics regarding the survey items are listed in Table 15. With respect to the measurement model, the factor loadings, Cronbach's alpha, average variance extracted, and composite reliability are detailed in Table 16.

**Table 15 Survey Item Descriptive Statistics Model 2**

Survey Item	Mean	Std. Deviation
<i>Consumer Perceived Value (Financial)</i>		
Napa Valley wines are reasonably priced	4.38	1.18
Napa Valley wines offer good value for money	4.61	1.16
Napa Valley wines are absolutely worth their price	4.51	1.19
<i>Consumer Perceived Value (Social)</i>		
Napa Valley wine improves the way I am perceived	3.13	1.47
Napa Valley wine is a symbol for social status	3.85	1.68
Napa Valley wine gives me social approval	3.27	1.61
<i>Consumer Perceived Value (Functional)</i>		
Napa Valley wines have consistent quality	5.01	1.11
Napa Valley wines perform consistently	5.01	1.10
<i>Consumer Perceived Value (Individual)</i>		
I enjoy Napa Valley wine	5.37	0.97
Napa Valley wine arouses positive feelings	4.94	1.17
Napa Valley wine evokes positive emotions	4.97	1.18
<i>Brand Attachment</i>		
I am deeply passionate about Napa Valley wine	2.82	1.50

I would feel a sense of loss if Napa Valley wine is no longer available	3.09	1.70
I feel a sense of exquisiteness from Napa Valley wine	3.25	1.70
<i>Consumer Life Satisfaction</i>		
I believe that wine adds to the quality of my leisure time	4.99	1.41
Consuming wine enhances my leisure experiences	5.09	1.36
Wine improves my leisure life	4.98	1.38
Generally speaking, wine contributes to my lifestyle by enhancing experiences	4.72	1.47

**Table 16 Measurement Model 2 Assessment**

Constructs/Items	Loadings	$\alpha$ CR AVE
<i>Consumer Perceived Value (Financial)</i>		0.908
Napa Valley wines are reasonably priced	0.911	0.903
Napa Valley wines offer good value for money	0.893	0.757
Napa Valley wines are absolutely worth their price	0.802	
<i>Consumer Perceived Value (Social)</i>		0.883
Napa Valley wine improves the way I am perceived	0.800	0.880
Napa Valley wine is a symbol for social status	0.855	0.710
Napa Valley wine gives me social approval	0.871	
<i>Consumer Perceived Value (Functional)</i>		0.932
Napa Valley wines have consistent quality	0.875	0.879
Napa Valley wines perform consistently	0.895	0.784
<i>Consumer Perceived Value (Individual)</i>		0.860
I enjoy Napa Valley wine	0.762	0.838
Napa Valley wine arouses positive feelings	0.818	0.634
Napa Valley wine evokes positive emotions	0.808	
<i>Brand Attachment (BA)</i>		0.836
I am deeply passionate about Napa Valley wine	0.755	0.793
I would feel a sense of loss if Napa Valley wine is no longer available	0.813	0.562
I feel a sense of exquisiteness from Napa Valley wine	0.674	
<i>Consumer Life Satisfaction</i>		0.916
I believe that wine adds to the quality of my leisure time	0.887	0.924
Consuming wine enhances my leisure experiences	0.908	0.754
Wine improves my leisure life	0.901	
Generally speaking, wine contributes to my lifestyle by enhancing experiences	0.771	

The values indicate acceptable convergent validity and internal consistency (Hair Jr et al., 2023). The Henseler et al. (2015) HTMT ratio of correlations method was employed, and the results shown below in Table 17 indicate acceptable discriminant validity.

**Table 17 Discriminant Validity Model 2**

	CPV Financial	CPV Social	CPV Functional	CPV Individual	Brand Attachment	Consumer Life Satisfaction
CPV Financial	0.870					
CPV Social	0.225	0.842				
CPV Functional	0.455	0.315	0.885			
CPV Individual	0.474	0.350	0.519	0.796		
Brand Attachment	0.431	0.581	0.434	0.553	0.750	
Consumer Life Satisfaction	0.211	0.386	0.190	0.375	0.368	0.869

### 3.42 Assessment of structural model

Regarding the structural model, the goodness-of-fit indices ( $\chi^2/df=2.769$ ;  $p \geq 0.001$ ; RMSEA=0.071; SRMR=0.093; CFI=0.951; TLI=0.941) indicate an acceptable global fit. The results of the hypothesis tests and CB-SEM analysis are provided in Table 18. All five hypothesized relationships were significant. One important dynamic to note is how the relational strengths of the generalized dimensions of value to individual (i.e. personalized) perceived value compare.

Functional value, which relates to perceived quality, has the strongest impact. This makes sense since wine sensory analysis is highly subjective. In addition, if the wine is perceived as tasting delicious, consumers may be more apt to see personal value in it, even if it is overpriced or does not provide social benefits. This is because hedonic value is so central to the value of wine (Bruwer & Alant, 2009). In addition, even if the wine is not too useful in social contexts, it can still be consumed individually at home.

The social value of the wine and whether the pricing is favorable had a similar level of impact on how personalized value is formulated. A key point underlying this dynamic is that these three elements of value are related. Whereas the wine being a good bargain is important, a consumer might add another layer to that analysis. They might consider how good of a bargain the wine presents in terms of the social benefits it affords. Take a bottle that costs \$30 and affords a moderate level of social benefits, as compared to a \$45 dollar bottle that affords a high level of social benefits. The consumer may see the two bottles as fairly equivalent in personal value. Depending on the social context, they may obtain a similar level of social benefits by spending \$90 on either 3 of the \$30 bottles or 2 of the \$45 bottles.

The strength of the individual CPV to TWB attachment linkage and the TWB attachment to consumer life satisfaction linkage are also worth noting. The strong impact of personalized value of the TWB on forming an attachment with the TWB makes perfect sense. Consistent with both SET and S-D Logic, the perceived value signifies that the TWB is both a favorable attachment target and a valuable resource. The same rationale applies to the TWB attachment to life satisfaction linkage and accounts for how the impact is moderate. This is because the attachment to the TWB further enhances its value as a resource which the consumer can use to enhance their self-efficacy. In other words, the attachment facilitates them enhancing their life satisfaction by drinking wine from the TWB. The relationship is only moderate and not strong, however, since wine consumers often have various preferred wine regions and thus the conceptual model only accounts for the impact from one of these TWBs, in this case Napa Valley.

**Table 18 Hypothesis Testing Model 2**

Relationships	$\beta$	p-value	Outcome Decision
H1: CPV Financial --> CPV Individual	0.286	0	Supported

H2: CPV Social --> CPV Individual	0.265	0	Supported
H3: CPV Functional --> CPV Individual	0.353	0	Supported
H4: CPV Individual --> Brand Attachment	0.708	0	Supported
H5: Brand Attachment --> Consumer Life Satisfaction	0.422	0	Supported

## 3.5. Discussion

### 3.51 Theoretical Implications

The present research outlines one path whereby consumers adopt wine into their self-concept. By increasing the level of one operant resource, accessing another operant resource is facilitated. This dynamic unfolds in sequence throughout the conceptual model. First the consumer's perceptions of value pertaining to the wines of the TWB are recorded. This includes their perception of *value for the typical consumer* in terms of quality, social image, and whether the price is a bargain.

The perceptions of generalized consumer value impact how the consumer perceives the *value for them personally*. Perceived value in the wines of the TWB then positively impacts the formation of an emotional bond with the TWB. This finding answers previous calls to explore antecedents to place attachment and how attachment is developed, especially in the context of under-examined stakeholder groups (Prayag, 2018; Scannell & Gifford, 2010). Here the value to attachment link depicts an increased step in commitment by the consumer to the brand. This presents a less common form of brand attachment, as the umbrella brand (TWB) is geographically stipulated and more abstract than the many proprietary wine brands it encompasses. For instance, Napa Valley has approximately 475 wineries which produce the wine for approximately 1,000 wine brands (Vintners, 2023).

The consumer's strategy for resource integration informs their evaluation of the prospects for self-efficacy which the brand offers them. In other words, strategy for resource integration is one determinant of which resources consumers value from brands. Consumers can therefore be said to select opportune groupings of their operant resources to use to co-create value with the TWB. This may include consumers seeking to obtain higher order operant resources by combining basic operant resources and operand resources.

For example, a consumer may possess subjective wine knowledge about a grape varietal and develop a preference for it. In addition, they may know how to prepare cuisine which they enjoy pairing with wines made with that varietal. Through their experience with purchasing and consuming wine made from that varietal, they may have a sense of how to purchase such wines at lower prices which still taste good to them. Then once they purchase such a wine at a good price, they can cook a meal to enjoy with others and share the wine with them. While dining with company, they can highlight how good the wine is and how accomplished they are for creating the entire scenario. In this sense they have developed a higher order operant resource beyond personal value. They have developed wine purchasing prowess and have (inexpensively) afforded themselves both value on their own palate and in the external social environment.

In this sense, consumers may be seeking to obtain composite or interconnected resources as described by Madhavaram and Hunt (2008) in order to improve their self-efficacy. First consumers identify the brand's resources and consider whether they believe they can integrate them with their own resources to generate value. If they believe that integration is possible and will generate value, they become motivated to incorporate the brand into their self-concept. For example, if the varietal which the consumer favors is Cabernet Sauvignon, perceiving value and becoming attached to the Napa Valley TWB may prove opportune for them.

Another example would be a member of a winery's wine club (a wine subscription service). The member could bring a bottle from the winery to a social gathering, share the wine with the others, arrange visits to the winery, and use their intimate experience with the winery to project a favorable social image. Club membership can thus be conceptualized as a higher-order operant resource, as the consumer must contribute commitment, money, and their time and attention to receive the wine. Their reward is the intangible of the club membership, which can be leveraged to improve their social self-efficacy.

The notion of attachment is unique in the context of a TWB, as it represents a theoretical intersection of place attachment and brand attachment. The present study examines consumer attachment to the product-centric orientation of the TWB. This is important, as it evidences a form of place attachment, which along with other forms of place attachment, co-create the “‘web of meaning’ which complete the gestalt of who *wine consumers* are” (Manzo, 2005, p. 76, adaptation of original quote in italics). Previous research notes how the local nature and culture influence place attachment among residents (Hoang et al., 2020) and destination attachment among tourists (Yuksel et al., 2010).

Mirroring this dynamic, the terroir of the TWB is derived from the interaction of local nature and culture. More specifically, natural elements such as the weather impact the terroir by influencing how ripe the wine's fruit flavor profile tastes. Consumer organoleptic preferences for terroir, such as preferring riper fruit flavors, can thus be applied to other TWBs with the same weather. This constitutes a special form of place congruent continuity (Scannell & Gifford, 2017b).

Thus, the local weather not only facilitates attachment with the focal TWB but also facilitates attachment with other TWBs which share place congruent continuity in terms of

weather. Therefore the present findings linking CPV to TWB attachment respond to previous calls to explore the psychological processes by which place attachment is formed (Prayag, 2018). Subsequently, the terroir principal may facilitate TWB attachment. In this way, the dynamics between consumers, TWBs, and the terroir associated with the TWB reflect place-making and related dynamics discussed in the anthropology and environmental psychology literature which regard place attachment among residents (Peng et al., 2020).

In addition, consider the notion that terroir can be experienced consumption contexts, whether in the form of “terroir tourism” within a TWB, or strictly in an organoleptic sense outside of it. Rodaway’s (1994) conceptualization of “sensuous geography” can therefore be applied to wine consumers, even when remote from the geography being experienced. These foundational logics of cultural geography are already deeply embedded in the logic of such wine experts. For instance, the phrase “sense of place” is routinely articulated by wine media and marketers (MacNeil, 2015).

The present study applies the framework of Scannell and Gifford (2010) to specify how place attachment in the context of wine consumers and TWBs is conceptualized and contextualized with previous research. The attachment is individually oriented and predicated on an emotional bond. The attachment is developed through consumer-brand experiences where successful resource integration provides personal value and subsequently positive affect. When the consumer becomes attached to the TWB they incorporate the TWB into their self-concept. In other words, individual place attachment with TWBs is a form of self-expansion for wine consumers.

The positive impact on psychological well-being suggests that future research regarding wine consumption and physiological health should note the impact to psychological health if

interpreting their findings in terms of general or overall health. If research finds that wine consumption is good for one but not the other type of health (psychological vs physiological), then the assessment of overall health would need to consider the tradeoffs involved. Wine experiences have been associated with pleasure or emotional well-being in various contexts (Bruwer & Rueger-Muck, 2019). The present findings suggest that they can benefit life satisfaction as well.

This discussion illustrates the value of synthesizing the axioms of S-D Logic with the principles of Self-Expansion Theory (SET) to account for consumer behavior. Herein the foundational assumption from SET that improving self-efficacy is a core and underlying motivation upon which more specific motivations are formulated extends the conceptualization of S-D Logic. This is because S-D Logic's axiom which describes how value is phenomenologically experienced is further explicated. The phenomenologically based differences among the consumer experiences are predicated on what resources the consumer needs from the brand to integrate with their own grouping of resources to co-create self-efficacy. The application of S-D Logic's axiom regarding the co-creation of value is also extended, as the self-efficacy motive highlights how the goal of co-creation may stem from pursuing self-efficacy.

This theory also extends the conceptualization of SET in that the attractiveness of the resources which a brand offers consumers depends on how well each consumer can integrate those resources with their unique set of personal resources to co-create self-efficacy. This dynamic further accounts for why consumers are motivated to expand their self-concept to include a particular brand. In addition, the process by which augmentation to the self-concept occurs is outlined in terms of resource integration and value co-creation.

### **3.52 Practical Implications**

This research outlines how consumers perceive the wines of a wine brand to have value in both a general sense, or for a typical consumer, and in terms of their personal value. The general perceptions of value impact the value the wine has to the consumer personally. For instance, take a wine which is perceived to be from a prestigious brand, has high ratings with wine critics, or appears to be a bargain. The consumer may see personal value in terms of social image, pleasurable wine tasting, and their shopping budget. This would encourage the consumer to form an attachment to the wine brand, provided that their brand experiences are consistently positive.

The logic is that the consumer and the brand both have resources. The resources can be tangible, like the consumer having wine glasses and a wine opener and the brand having a 750ml glass bottle filled with wine. Alternatively, they can be intangible like a consumer having wine pairing knowledge or perceiving value in the wine. The intangible brand resources would include brand image, market presence, or product class related attributions such as pairing expectations for grape varieties. The question is how can the consumer create a successful experience with the wine?

A key point is that wine hospitality providers should cross reference the insights they've been able to glean about the customer with their knowledge of wine culture to imagine how the wine will fit into that particular consumer's life. This not only constitutes better hospitality and prospects for developing the consumer-brand relationship but is also a much stronger sales pitch than merely conveying the product value of the wine. When only conveying the product value to the guest, the onus of determining how the wine can be utilized is shifted to the customer. Since

the customer may not know as many ways to maximize their benefit with the wine, such as with wine pairings, etc., they are one more step removed from making the purchase.

Favorable impacts to society from the TWB such as Napa Valley's annual U.S. economic impact of \$34 billion USD or creating 190,000 domestic jobs are published by researchers and practitioners in the wine sector (Vintners, 2023). The present findings suggest that the TWB is also responsible for improving the life satisfaction of the consumers of its wines. The indication is that favorable consumption experiences with the TWB's wines contribute to life satisfaction, whether they occur in hospitality contexts at local wineries or outside of the TWB. Therefore, there is a contribution by the TWB to society in terms of psychological well-being to residents, tourists, and consumers.

In this way the consumer and brand, be it at the level of a TWB or of a winery, enter into a symbiotic relationship where the consumer gains well-being and the brand gains a consumer which is likely to purchase wine directly from the winery, greatly enhancing winery financial sustainability. Over 97 percent of U.S. wineries produce less than 50,000 (nine liter) cases annually (Conway, 2024). To the benefit of consumers, the many SME wine brands support wider consumer choice and improved access in the marketplace. In addition, they contribute to U.S. culture with respect to agriculture, cuisine, and tourism (Andrade-Suárez & Caamaño-Franco, 2020; Crespi-Vallbona & Mascarilla-Miró, 2020). In this sense, winery SMEs warrant deference in policy considerations regarding cultural preservation and heterogeneity in agriculture, consistent with the principals of the Slow Food Movement (Slow Food, 2025).

### **3.53 Limitations and Future Research**

For the sake of parsimony and preserving the focus of the research, consumer characteristics such as wine involvement or subjective wine knowledge were not included in the conceptual model. Contextual characteristics, such as which type of hospitality venue or if cuisine is paired with the wine, were also excluded for parsimony. The present findings suggest that the dimensions of generalized consumer perceived value (functional, social, and financial) positively affect personalized (individual) consumer perceived value. The authors acknowledge, however, that a full accounting of how consumers come to perceive personalized value would need to examine the wine's characteristics in concert with the characteristics of the consumer and the consumption context.

Future studies which examine the present constructs could incorporate the characteristics of the consumer and the consumption context into their analyses. The interaction effects of wine regional brand (i.e. a TWB), grape varietal, and vintage could be examined for impacts on consumer perceived value, including with respect to its various dimensions. By examining the interactive effects of product attributes with the consumer characteristics and the consumption context, a more accurate accounting of the personal value which wine attributes provide for consumers could be catalogued.

For example, consumers may prefer more or less of the flavors which warmer seasonal temperatures impart in wine. For some consumers such flavors match their taste, while for others it is a mismatch. Only when the consumer's preferences match the wine can hedonistic value for the consumer be generated. Therefore, the notion of place congruent continuity, as extrapolated to its impact on terroir and subsequent organoleptic characteristics of wine, could be used as a basis for exploring important consumer-brand dynamics in wine hospitality contexts. For instance, wine preferences of restaurant patrons could be compared to their perceptions of and

reactions to the restaurant's wine program. While examining the impacts of perceived match on consumer-brand outcomes, etc., would be a good starting point, such relationships are likely positive as many practitioners would likely expect anyway. The impacts of mismatch could be interesting, however, as the benefits of satisfying preferences would be juxtaposed against the benefits of novelty and self-expansion.

While the present study examines consumer-TWB attachment, it does not include attachment with the constituent proprietary winery brands nestled within it. Future research could examine attachment at both levels. Such research would thereby respond to calls to examine brand attachment in new contexts and to examine the multi-level interactions of place attachment (Hemsley-Brown, 2023; Prayag, 2018). In a related sense, future research could examine how consumer experiences with either the TWB its constituent wine proprietary wine brands impact consumer perceived value or brand attachment for the other. For instance, if a consumer is already attached to a TWB but then has a bad experience with one of its constituent winery brands, how would that impact the existing attachment at the regional level?

### **3.54 Conclusion**

Chapter 3 addresses key issues which were identified in the review from chapter 1. One issue regards the lack of studies developed in line with identity focused theoretical frameworks. SET is again deployed in chapter 3 after framing chapter 2. In chapter 3, however, SET is not just extended by applying it to the context of wine consumers and TWBs. A fundamental extension of the theoretical rational of SET is presented by synthesizing SET with S-D Logic. Herein S-D Logic's axiom regarding the co-creation of value by two resource integrating agents is used to specify how self-efficacy is both sought and realized.

A key premise of SET is that people are more motivated to bond with relational partners which offer them benefits. How they view potential benefits, however, is predicated on what their needs or desires are. In other words, they seek the missing resources which they need to integrate with their own resources to obtain higher order forms of value. In this sense, prospective relational partners become attractive based more on the complementary potential rather than the static value of their resources.

This is a key point to consider for wine consumer behavior and tourism. Chapter 2 provides unique insight along these lines by examining how ideal self-congruence facilitates attachment. In this sense, when consumers believe that associating with a TWB can bring them closer to an ideal version of themselves, they become attracted to it. Chapter 3 investigates these dynamics with a different and more specific approach. By introducing the axioms of S-D Logic and implications from Madhavaram and Hunt (2008), the notion of consumer value is better explicated.

The dimensional structure of consumer perceived value identified by Wiedmann et al. (2018) is harnessed to both better understand how consumers come to adopt wine brands and how an ongoing debate in the wine sector can be resolved. The 3 dimensions of perceived value which are oriented to general, or market level value are indicated to jointly formulate personal value for the consumer. In this way, the dimensions of value for any consumer are evaluated and influence how a consumer comes to feel that the wine has value for them personally. Therefore, when some marketers advocate promoting wine based on product characteristics and others advocate promoting wine based on how consumers can fit it into their lifestyle, both sides are correct. A crucial point, however, is that the product characteristics and other market level value precedes personalized value so considering both levels of value is crucial.

In addition, the findings from chapter 2 are extended by further informing how consumer-brand bonds and consumer well-being are related. Both constructs impact each other, although depending on the consumer, the directionality may differ. This is because the entire process of adopting wine into one's self-concept and subsequently their lifestyle progresses iteratively based on experience. The consumers then use augmentations to their self-concept related to wine as psychological resources with which they can enhance the benefits they can obtain from wine.

Taking a broader view, the findings indicate that wine consumers can utilize emotional attachment with wine regions to enhance their psychological well-being akin to how residents can through attachments with their hometown, albeit likely to a lesser extent. This point is crucial for the wine tourism literature derived through the tourist lens. Considering how segmentation studies and predicting wine purchasing or winery visit intentions are key foci in this niche literature, the present dissertation presents an important contribution by revealing how emotional bonds and psychological well-being largely underly much of the existing consumer-brand and consumer-product class insight.

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