

Article

WINE TOURISM EXPERIENCE EFFECTS ON CO-CREATION, PERCEIVED VALUE AND CONSUMER BEHAVIOR

EFEITOS DA EXPERIÊNCIA DO ENOTURISMO SOBRE A COCRIAÇÃO, O VALOR PERCEBIDO E O COMPORTAMENTO DO CONSUMIDOR

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SUMMARY

Wine tourism is an increasingly prevalent form of tourism, but is still an emerging market in China. Wine tourism is highly experiential, yet only a few research works have focused on the antecedents and consequences of co-creation experience in the context of wine tourism. In this study, Chateau Changyu Rena Shaanxi, China, was selected as the site of research to explore the impacts of wine tourism experience on co-creation experience, perceived value, and consumer behavior. The *Structure Equation Modeling* (SEM) method has been used to analyze a sample of 536 respondents who have participated in wine tourism. The results show that most Chinese tourists participated in wine tourism for the first time and spent around 800 Renminbi for wine in average at the winery. In addition, this study is the first to confirm that autonomous of co-creation experience, entertainment, education, escapism, and novelty experience have positive effects on co-creation experience. Education experience, esthetic experience, escapism experience, and hedonism experience are positively correlated with perceived value. Co-creation experience and perceived value are positively correlated with word-of-mouth intention, revisit intention and purchase intention. The results of this study also provide implications for winery operators, guiding them to improve their business strategies, enrich wine tourism experience, encourage tourists to participate in co-creation activities, reward visitors for positive word-of-mouth promotion and offer cost-effective products.

RESUMO

O enoturismo é uma forma de turismo cada vez mais prevalente, mas ainda é um mercado emergente na China. O enoturismo é altamente experiencial, no entanto, apenas alguns trabalhos de investigação se centraram nos antecedentes e consequências da experiência de cocriação no contexto do enoturismo. Neste estudo, o Chateau Changyu Rena Shaanxi, China, foi selecionado como local de pesquisa para explorar os impactos da experiência do enoturismo na experiência de cocriação, valor percebido e comportamento do consumidor. O *Modelo de Equações Estruturais* (SEM) foi utilizado para analisar uma amostra de 536 inquiridos que participaram no enoturismo. Os resultados mostram que a maioria dos turistas chineses participou do enoturismo pela primeira vez e gastou em média cerca de 800 Renminbi em vinho na adega. Além disso, este estudo é o primeiro a confirmar que a experiência autônoma de cocriação, entretenimento, educação, evasão e experiência de novidade têm efeitos positivos na experiência de cocriação. Experiência educacional, experiência estética, experiência de evasão e experiência de hedonismo encontram-se positivamente correlacionadas com o valor percebido. A experiência de cocriação e o valor percebido estão positivamente correlacionados com a intenção passa-palavra, intenção de visitar e intenção de compra. Os resultados deste estudo têm ainda implicações para os agentes vitivinícolas, orientando-os para melhorar as suas estratégias de negócios, enriquecer a experiência do enoturismo, incentivar os turistas a participar em atividades de cocriação, recompensar os visitantes pelo passa-palavra positivo e oferecer produtos com boa relação custo-benefício.

Keywords: Wine tourism experience, co-creation experience, perceived value, wine tourists' behavior.

Palavras-chave: Experiência de enoturismo, experiência de cocriação, valor percebido, comportamento dos enoturistas.

INTRODUCTION

The wine industry was initially focused on wine production and sales, but recently it has expanded its business to wine consumption experience and tourism (Williams, 2001). Wine tourism refers to the journey of tourists visiting vineyards and wine production workshops, tasting or experiencing

wine products, and participating in wine festivals and exhibitions (Hall, 1996). Wine tourism has also been described as an experience of wine-related activities in a wine production region that motivates consumers to visit wineries and buy wine (Hall and Macionis, 1998; Getz *et al.*, 1999; Charters and Ali-Knight, 2002).

As a globally popular business form (Carlsen and Boksberger, 2015), wine tourism has become a strong and growing contributor to tourism (Gurau and Duquesnois, 2008; Alonso and Liu, 2012; Alonso *et al.*, 2015). The combination of wine and tourism can bring considerable economic incomes to wine production regions (Bruwer, 2003). Managers of the wine tourism industry believe that such tourism is an effective path to enhance the wine brand image and the construction of scenic spots' infrastructures (Baker, 2016). In recent years, with the rapid economic development in China, visiting wineries has become a new kind of tourism in China (Ye *et al.*, 2014). However, from the wine tourism industry perspective as a whole, it is still in its infancy with great potentials for future development (Ye *et al.*, 2014; Smyczek *et al.*, 2020). The 3rd UNWTO Global Wine Tourism Conference (2018) also pointed out that wine tourism is still an immature market that requires more in-depth research to further understand its future.

The phenomenon of experience is increasingly emphasized in the consumer economy, and particularly in tourism sector (Quan and Wang, 2004). Wine tourism experience has been widely studied from a variety of perspectives such as service experience quality (Chang and Horng, 2010), experience economy (Pine and Gilmore, 1998, 1999), experiential marketing (Schmitt, 1999), wine involvement (Brown *et al.*, 2006), and winescape (Thomas *et al.*, 2016). Zhang (2021) developed a wine tourism experience scale based on previous research, which consists of six dimensions, namely entertainment, education, esthetics, escapism, novelty, and hedonism. The scale provides theoretical support for the present study, and new research is carried out on this basis.

Wine tourism activities are inherently experiential, but only a few researchers have examined the co-creation experience from the wine tourism perspective (Rachão *et al.*, 2020). The wine tourism experience is based on the complex interactions between multiple aspects, involving tourists, wine products, customized service winery environment, winery management systems, and other winery elements (Carlsen and Boksberger, 2015). Thomas *et al.* (2016) further proposed that the wine tourism experience is achieved by the active participation of wine tourists in the wine landscape. Thus, in wine tourism, tourists have positive connections with wineries and their products, and wine tourism experiences (entertainment, education, estheticism, escapism, novelty, hedonism) are considered as the basis for co-creation experience in this study. Several works have been carried out on the co-creation value in academia, but only few studies were focus on the antecedents and consequences of co-creation experiences (Grissemann and Stokburger-Sauer, 2012; Lee, 2012; Mathis *et al.*, 2016); especially,

there is still lack of research about the co-creation experience' consequences (Ramaswamy and Ozcan, 2018; Grott *et al.*, 2019). Furthermore, researchers have never conducted a detailed study about the co-creation in food tourism or wine tourism (Adamo *et al.*, 2019). Therefore, the co-creation experience serves as the central variable of this study, and its antecedents and consequences as well as its application in wine tourism are explored.

Perceived value is the result of consumer preference and evaluation (Bao *et al.*, 2011). In previous works, scholars generally believed that consumers purchase products based on their perceived value, which is in turn based on the service provided (Williams and Soutar, 2009). Nevertheless, with the enhancement of consumers' requirements for service standards, consumers are no longer passively accepting products and services provided by suppliers. Instead, they are eager to participate in the co-creation process of products and services, and obtain co-creation experiences (Pralhad and Ramaswamy, 2004b; Shaw *et al.*, 2011). Therefore, this article also explores the relationship between different kinds of experiences in wine tourism (entertainment, education, esthetics, escapism, novelty, and hedonism), the co-creation experience, and the perceived value.

Currently, there is no complete research on how co-creation experience creates values for tourists and destinations (Buonincontri *et al.*, 2017). As a consumer's psychological perception, the consumer experience has a significant impact on the perceived value of an activity and subsequent consumer behaviors (Hsu and Tsou, 2011). Understanding consumer behavioral intention is critical to the development of wine tourism, and this study focuses on the effects of co-creation experience and perceived value on consumer behavioral intention. In light of this, perceived value, positive Word-of-Mouth (WOM) intention, revisit intention, and wine purchase intention are assumed to be the outcome variables of co-creation experience in this study.

MATERIALS AND METHODS

Conceptual Background and hypothesis

The experience obtained in commodity and service can bring customers deep feelings (Oh *et al.*, 2007). Pine and Gilmore (1998, 1999) believed that there are four dimensions of tourism experience - education experience, escapism experience, esthetic experience and entertainment experience (Experience Economy Model, also referred as 4E model).

Experience Economy Model has attracted the attentions of wine tourism researchers (Quadri-Felitti and Fiore, 2012, 2013). Quadri-Felitti and Fiore (2012) validated the feasibility of the model in understanding wine tourism consumer behaviors through the four experience dimensions. Vo Thanh and Kirova (2018) explained each dimension of the 4E model, and it is considered as a framework for understanding wine tourism experience: entertainment experience offers great performances and rides; education experience is a response to the personal development of the visitor; esthetic experience emphasizes landscapes, architectures and cultural influences; the escapism experience makes visitors forget about time through a variety of activities. In addition, novelty and hedonism are also considered important experiences in wine tourism. Novelty is a novel, compelling, original, and unusual property (Cheng and Lu, 2013). An important purpose of tourists visiting wineries is to seek new and different travel experiences, so novelty experience is regarded as a category of wine tourism experience. Another type of emotional experience is hedonism, which refers to the pleasure, and enjoyment that an experience brings. Hedonic consumption is crucial for experiential products such as wine tourism, as tourists tend to experience fantasy, emotion, and pleasure (Holbrook and Hirschman, 1982).

Prahalad and Ramaswamy (2004a) defined a co-creation experience as a co-created experience between organizers and consumers that allows consumers to build service experiences that fit their environment. Subsequently, Jaakkola *et al.* (2015) added that co-creation of experiences occurs not only between consumers and service providers but also in the interactions with other consumers or participants. Mathis *et al.* (2016) identified co-creation experiences as consumers creating their own unique experiences through an interactive process with a service provider or environment. Prebensen *et al.* (2016) studied the co-creation experience of winter tourism and divided it into two dimensions: actively participating in winter tourism experience, and interested in actively participating in winter tourism experience.

In the Experience Economy Model (Pine and Gilmore, 1999), tourists can actively or passively interact with their surroundings to obtain co-creation experiences. When tourists engage in recreational activities, they have the opportunity to become participants (Mkono, 2013). For example, food and wine events are popular with tourists, who can receive co-creation experiences through such entertainment (Getz and Robinson, 2014). Apart from that, more and more people are willing to participate in the food production part of wine tourism, where tourists can create personalized products during the Do-it-yourself (DIY)

production process (such as making souvenirs and wine labels), and share their co-creation experiences. In the winery, wine tasting sessions and watching winemakers at work are typical entertainment activities, which can bring tourists entertainment experiences and promote their participation and interaction. Richards (2012) suggested that co-creation experience may come from the interaction between tourists and winery staff; this study argues that through the entertainment experiences, tourists can become more deeply immersed in co-creation experiences. Considering the above possibilities, the following hypothesis was made:

H1a: Entertainment experience is positively correlated with co-creation experience

Today, tourists prefer activities involving interaction, active learning, and knowledge application rather than simply watching a performance (Tan *et al.*, 2014). The co-creation experience of tourists may come from direct interaction (such as verbal communication) or indirect interaction (such as observation and body language) (Ji *et al.*, 2018). During educational experience, there are opportunities for interesting interactions to unfold under the guidance of a tour guide. Many wineries also promote regular seminars to provide educational activities for visitors (Chang and Horng, 2010). In the meanwhile, some wineries have invested in technology to provide new experiences, such as games that simulate the growing process of grapevine or measure the sensitivity of taste buds. The new equipment can not only impart knowledge to tourists, but it can also enhance the interactivity of tourists and increase their interest in participating in co-creation. As a result, in this study, it is considered that a co-creation experience occurs when tourists acquire any type of knowledge through interaction in a winery. Based on this, the following hypothesis was made:

H1b: Education experience is positively correlated with co-creation experience

The co-creation experience is a self-directed and self-acted narrative by tourists, and this narrative structure may be affected by the degree of interaction between tourists and environment (Binkhorst and Den Dekker, 2009). Co-creation relies not only on the interactions between humans and activities, but also on the establishment of connections with the environment (Mehmetoglu and Engen, 2011; Tan *et al.*, 2014). Lee (2018) pointed out that esthetic design features drive consumers' emotional arousal, and ultimately affect their engagement behaviors. Recently, Roy *et al.* (2019) conducted a study on a group of consumers who voluntarily participated in value-creation activities, and concluded that esthetics is positively correlated with intelligent co-creation experience.

The interior and exterior elements of a winery, including the spatial distribution, equipment arrangement, facilities, gardens, atmosphere and catering equipment, are the basis for co-creation process. If visitors have a positive esthetic experience, they will be more likely to participate in co-creation activities, resulting in a positive co-creation experience. In summary, the following hypothesis was made:

H1c: Esthetic experience is positively correlated with co-creation experience

Escapism is an act of "getting out of a restriction or bondage and gaining or regaining freedoms", accompanied by a relaxing, otherworldly, and restorative experience (Ji *et al.*, 2018). Interactions occur more frequently when consumers are immersed in the environments, activities and services that they choose to engage in, allowing consumers to engage in co-creation experiences (Alba and Williams, 2013). Wine tourism provides a sanctuary atmosphere where visitors can explore wineries surrounded by Western-style buildings and Western-style gardens, playing roles that are different from their respective roles in daily lives. Because the environment of Chinese wineries is often exotic, tourists can experience different things here, such as co-creating an experience that goes beyond the ordinary self and everyday behaviors (Long, 2004). This study supports the idea that consumers' pursuit of escapism is a deeply immersive experience, and if this pursuit is realized, they are more likely to engage in co-creation experience. Therefore, another hypothesis was proposed:

H1d: Escapism experience is positively correlated with co-creation experience

Novelty also leads to higher engagement (Caber *et al.*, 2018). The personalization of services and products has been proven by scholars to be the basis for consumers to obtain co-creation experiences (Hinson *et al.*, 2020). Therefore, unique and novel travel experiences are more likely to increase visitor engagement and bring visitors a co-creation experience. In addition, novelty experiences are believed to be able to trigger positive emotions and engagement (Neuhofer *et al.*, 2020). If tourists experience more novelty, they are more willing to become participants, resulting in a positive co-creation experience. A new hypothesis has been proposed in this work:

H1e: Novelty experience is positively correlated with co-creation experience

Apart from pursuing novel experiences, tourists are also looking for experiences that can provide enjoyment, pleasure, and excitement (Goossens, 2000; Leri and Theodoridis, 2019). Blasco-Arcas *et al.* (2014) found that pleasure has a positive

effect on consumer engagement by studying 3D product demonstrations. Verleye (2015) studied consumer engagement in the new product development process and suggested that hedonic experiences have a positive impact on overall co-creation activities. In other words, if visitors perceive the experience as hedonic, they are more likely to desire to connect with others or participate in activities at the winery, which may enhance their co-creation experiences. In this context, the following hypothesis was made:

H1f: Hedonism experience is positively correlated with co-creation experience

Perceived consumer value is defined as the consumer's trade-off between the benefits and payouts related to the performance of a product or service (Zeithaml, 1988). From a consumer's point of view, the primary purpose of a purchase is to obtain the value of a commodity. Therefore, perceived value plays a key role in the consumption process (Parasuraman, 1997). Anderson *et al.* (1994) pointed out that perceived value is not generated by sellers or owners, but by consumers when they compare the value they get from a product or service with the price they pay. It can be seen that from the perspective of tourists, perceived value refers to the value of the benefits brought by the travel experiences relative to the related expenditures (Kashyap and Bojanic, 2000).

PERVAL, a measurement scale is used to assess consumers' perceptions of the value of branded commodities, which entails the dimensions of emotional, social, quality/performance and price/value for money. It is often applied in retailing industry to help understanding customers' purchase attitude and behavior (Sweeney and Soutar, 2001). Sheth *et al.* (1991) developed a value scale with five dimensions: emotion, society, quality, and price. The scale is widely used in tourism, including urban tourism (Sánchez *et al.*, 2006), student group tourism (Gallarza and Gil Saura, 2006), and adventure tourism (Williams and Soutar, 2009). Based on this scale (Sheth *et al.*, 1991), Prebensen *et al.* (2016) proposed new dimensions of perceived value, consisting of "learning value", "social value", "emotional value", "economic value" and "material value", which were verified in winter travel experience. This study applies the Perceived Value Scale of Prebensen *et al.* (2016) into wine tourism experience, and examines its antecedents and consequences.

Wine tourism experiences are a common form of entertainment, such as bartending, attending concerts and visiting heritage sites (Vo Thanh and Kirova, 2018). The success of tourists' entertainment experience is one of the key criteria for evaluating the overall value of wine tourism.

For example, wine tourists perceive higher value when activities offered by wineries are entertaining. Hwang and Hyun (2015) studied the luxury cruise tourism and concluded that tourists' entertainment experience is positively related to value perception. Based on this, a new hypothesis about wine tourism was proposed:

H2a: Entertainment experience is positively correlated with perceived value

Education is also an important travel experience, and people travel to different destinations can improve their knowledge and skills (Prentice *et al.*, 1998; Oh *et al.*, 2007). Therefore, those destinations that can provide consumers with an education experience play crucial roles in the overall tourism value assessment (Hwang and Hyun, 2015). According to Hung and Petrick (2011), a traveler's education experience is a barometer of travel activity, as travelers evaluate the value of their travels based on what they have learned along the way. Research shows that the education experience provided by cruise lines is one of the most important factors in assessing value (Hosany and Witham, 2010; Hwang and Hyun, 2015). Chen and Chen (2012) collected data from 477 tourists who visited the Tainan city site, and concluded that education plays a key role in predicting perceived value. If wine tourists receive more education experiences, they tend to perceive more values in the services/products of destination. Therefore, the following hypothesis about wine tourism was made:

H2b: Education experience is positively correlated with perceived value

Perceived quality is not limited to the functional characteristics of the product, but is also based on every tangible or intangible aspect to the consumer (de Medeiros *et al.*, 2016). People are widely influenced by the environment because the esthetic experience of a product/service can stimulate positive emotions (Ryu and Han, 2011; Jani and Han, 2014). And positive emotions are one of the key factors affecting overall tourism value (Oh *et al.*, 2007). Thus, esthetic experience has been shown to have a positive effect on perceived value (Petrick *et al.*, 2006; Hwang and Hyun, 2015). Many studies in the field of hospitality and tourism have emphasized the importance of physical environment, including a comfortable atmosphere, attractive interior design, and refined decoration (Ryu and Jang, 2008; Jang and Namkung, 2009; Hwang and Ok, 2013). When travelers stay in an engaging physical environment, they are more likely to perceive the values of wine tourism. Considering the above analysis, the following hypothesis was proposed:

H2c: Esthetic experience is positively correlated with perceived value

People try to escape the responsibilities of their daily lives in order to improve their physical and mental conditions - a phenomenon known as escapism (Mayo and Jarvis, 1981). Escapism is a key means of promoting physical and mental relaxation (Hwang and Hyun, 2015). Therefore, people engage in fun and exciting activities for an escapism experience. Previous studies have exhibited that escapism is one of the main reasons people participate in travel, and it can also be regarded as one of the important indicators of the overall value of travel (Oh *et al.*, 2007; Hosany and Witham, 2010; Quadri-Felitti and Fiore, 2012). The connection between escapism and perceived value is undeniable. If tourists realize that wine tourism can help them achieve the state of relaxation that they are seeking for, they are more likely to place a higher value on the experience. Thus, the following hypothesis was made:

H2d: Escapism experience is positively correlated with perceived value

Emotional factors should also be considered when it comes to the importance of consumer experience, especially in tourism (Holbrook and Hirschman, 1982; Otto and Ritchie, 1996; Stollery and Jun, 2017). Many previous studies have mentioned novelty and pleasure as positive emotional experiences (Benjamin *et al.*, 1996; Higgins, 2006; Malone *et al.*, 2014). Moreover, emotional experience also affects perceived value (Babin *et al.*, 1994). Service industries improve the quality of the experience they provide by offering services and products of symbolic and emotional value (Mathwick *et al.*, 2001). In hospitality and tourism, many aspects of consumer perceived value are influenced by experiential marketing behaviors and the emotional responses they elicit among guests (Petrick, 2002). Xiao *et al.* (2017) conducted a study about Macau tourists who participated in gaming, and found that novelty and hedonism were the key factors in stimulating perceived value. Some earlier studies have also pointed out that tourists' desire for novel experiences produces more pleasant feelings and thus higher perceived value (Bello and Etzel, 1985; Duman and Mattila, 2005). Therefore, the following hypotheses were made:

H2e: Novelty experience is positively correlated with perceived value.

H2f: Hedonism experience is positively correlated with perceived value

According to Service-Dominant Logic (SDL) in the marketing field, value is created when consumer interaction and engagement exist (Vargo and Lusch, 2008). Consumers as co-producers can co-create and personalize their experiences (Grönroos, 2008).

Co-creation is a way of interaction, and the degree of interaction will provide consumers with different co-creation experiences, resulting in different values (Vargo and Lusch, 2008). In short, co-creation experiences add value to buying process (Ramli, 2020). This study proposes that positive co-creation experiences in wine tourism can increase perceived value. Positive value perceptions can be attributed to activities such as grape tasting and wine tasting, and various interactions between tourists and staff (Bruwer *et al.*, 2013). In addition, consumers have the opportunity to capture perceived value by customizing and participating in the production of wine (Vargo and Lusch, 2008). Therefore, co-creation behaviors can enhance the effect of the experience and further enhance the perceived value of tourists. On this basis, the following hypothesis was made:

H3: Co-creation experience is positively correlated with perceived value

The concept of positive WOM represents the degree to which one person shares the positive contents of a product/service with another people (Srinivasan *et al.*, 2002). Consumers spread WOM on social platforms or communities because they like to express themselves, care about other consumers, or want to motivate and recognize good companies (Füller and Bilgram, 2017). If consumers associate products, companies or events with co-creation experiences, they are more likely to recommend them (Porter and Donthu, 2008).

On one hand, co-creation is considered as a new and interesting form of interaction with others in wine tourism. Studies have shown that consumers have more positive WOM intentions if they collaborate with companies in co-creation activities (Kumar *et al.*, 2013). At this point, consumers feel like they are a part of the company. If visitors who actively participate in co-creation have a stronger sense of belonging and identification with the winery, they are more likely to recommend the experiences to others. On the other hand, the co-creation experiences in wine tourism focuses more on personalization, which has been recognized as a prerequisite for positive WOM (Cambra-Fierro *et al.*, 2017). According to Fuchs and Schreier (2011), consumers are more likely to spread positive WOM when they perceive a company as giving them the opportunity to participate in the development of new and unique products (e.g., a bottle of customized wine). Another research on consumers' behaviors in online innovation communities also exhibits that tourists who have co-created travel experiences are more likely to recommend destinations to others (Gebauer *et al.*, 2013). Additionally, Füller and Bilgram (2017) surveyed 727 participants in a virtual co-creation process, and concluded that a pleasant co-creation experience increases

consumers' willingness to spread positive WOM. All of the above studies support the following hypothesis:

H4: Co-creation experience is positively correlated with positive WOM intention

Revisiting intention indicates that consumers are willing to consume the service or product again after the experience, which is considered to be a positive reflection of the experience (Baker and Crompton, 2000; Um *et al.*, 2006). Co-creation experiences depend on interactions with scenic facilities as well as staff and other tourists, which can also influence or determine tourists' willingness to revisit destination (Ali *et al.*, 2018). Co-creation experience is considered as a crucial process that has been proved to increase consumer revisit intention toward home-based accommodation (Prebensen *et al.*, 2013). In addition, as analyzed by Shor and Mansfeld (2009), tourists with high participation rates in Israeli wine tourism are more likely to return to wineries. Subsequently, Meng and Choi (2018) demonstrated that consumer engagement affects their willingness to revisit theme restaurants. All in all, tourists are more likely to revisit a winery if they have a positive co-creation experience while participating in a winery tour. The following hypothesis was proposed based on the above discussion:

H5: Co-creation experience is positively correlated with revisit intention

Theory of Reasoned Action (TRA) is the behavior that generates purchase intention through a consumer's belief or speculation (Fishbein and Ajzen, 1977). As for the Theory of Planned Behavior (TPB), this concept was used to exhibit the existence of a close relationship between intention and behavior, representing the probability that consumers will purchase a particular product (Ajzen, 1985). In short, purchase intention is an individual's conscious plan to choose a brand (Spears and Singh, 2004). Self-promotion using wine-related attractions or images is a destination development strategy, and also an excellent opportunity for wineries to sell wine directly to consumers (Getz and Brown, 2006). Therefore, this article measures the purchase intention of tourists toward wine in wine tourism.

Furthermore, consumer engagement is a form of co-creation experience through which companies are able to induce consumers' purchase intention (Tarkiainen and Sundqvist, 2009; Kunja and Gvrk, 2018). Participation has been verified to promote the purchase of local food products (Campbell *et al.*, 2014). Customer design is a successful form of co-creation because self-designed products are more attractive to tourists than standard products, and they promote tourists' willingness to pay (Schreier, 2006; Franke and Schreier, 2010). In

wine tourism, visitors have the opportunity to design their own products to obtain co-creation experiences. Unique wine-related products create higher value for tourists, which makes tourists more satisfied with the price (Franke and Schreier, 2008). In addition, educational interactions in co-creation experiences help tourists better understand the products and services offered by enterprises, thereby increasing their purchase intention (Payne *et al.*, 2008). When tourists have the opportunity to participate in the design of co-production processes (e.g., DIY wine or grape picking), they are more engaged and willing to pay for such experiences.

Data from social networking sites (SNS) and online stores show a correlation between co-creation experiences and purchasing decisions (Blasco-Arcas *et al.*, 2014). In wine industry, consumers with fewer opportunities to engage tend to buy lower-priced wines, while consumers with higher engagement may spend more (Alamanos *et al.*, 2014). All of the studies reviewed here support the assumption that co-creation experiences can boost the wine sales, so the following hypothesis was proposed:

H6: Co-creation experience is positively correlated with purchase intention

WOM, also known as the exchange of information about products and services between consumers, is considered as a dominant force in influencing consumer behaviors (Gilly *et al.*, 1998). Existing research suggests that perceived service value is an incentive for consumer loyalty, which increases consumers' willingness to provide positive WOM (McKee *et al.*, 2006). Consumers will provide positive WOM if service providers develop a trusting relationship with consumers, understand their commitments, and ensure that they perceive positive value from products and services (Van Tonder *et al.*, 2018). Since this study focuses on positive WOM intention, the focus of the discussion was placed on the relationship between positive WOM intention and perceived value. Based on the previous literature, the following hypothesis was proposed:

H7: Perceived value is positively correlated with positive word-of-mouth intention

Judging from multiple tourism studies, perceived value is considered to be one of the key predictors of tourist revisit intention, as this concept provides a basis for a better understanding about the behavioral intentions to re-enter the same place (Cole and Illum, 2006; So Yon Lee *et al.*, 2007; Chen and Chen, 2012). If tourists are satisfied with the services provided to them, they are more likely to return to the places they have visited (de Oliveira Santini *et al.*, 2018). The fact that perceived value influences revisit intention has been verified to be suitable to be applied in hospitality and tourism.

Cheng and Lu (2013) studied island tourism, and found that higher perceived value is associated with a stronger intention to return. Furthermore, in a study investigating creative tourism in Taiwan, Chang *et al.* (2014) concluded that perceived value has a positive effect on the willingness to revisit creative tourism destinations. Subsequently, in the analysis of festival tourism, Kim *et al.* (2016) made a similar point that revisit intention can be predicted by the perceived value of arts and food festivals. The following hypothesis was proposed based on the assumption that such a relationship may exist in wine tourism:

H8: Perceived value is positively correlated with revisit intention

There is also a strong link between perceived value and purchase intention, as most people evaluate products and services before engaging with them. When making choices, consumers assess which products can bring them higher value, thereby determining the level of price elasticity, which varies with the total delivered value (Swaddling and Miller, 2001). As claimed by Rahman *et al.* (2018), perceived value affects tourists' willingness to purchase local food. This view is also supported by Rodriguez *et al.* (2007), who stated that consumers may be willing to pay a higher price for food if they perceive a higher level of utility. De Medeiros *et al.* (2016) suggested that perceived value is the direct reason that consumers are willing to pay for premium brands. Furthermore, Thanasuta (2015) concluded in a study about the private label wine sales that there is a significant relationship between consumers' overall perceived value of wine and their purchase intention. The positive relationship between perceived value and purchase intention has also been demonstrated in the following areas: organic food consumption (Lim *et al.*, 2014); luxury consumption (Salehzadeh and Pool, 2016), and shopping on social commerce sites (Gan and Wang, 2017). Winery visitors can evaluate the destination's services and products based on their own experiences. When the services and products provided by the winery are satisfactory, there will be a higher perceived value, and tourists will be more inclined to purchase wines produced or stored on-site. In light of this discussion, the following hypothesis was established:

H9: Perceived value is positively correlated with purchase intention

Methodology

Research design

With wine tourism experience as the core, this research explored the relationships between wine tourism experience (entertainment, education, esthetics, escapism, novelty, hedonism), co-creation experience, perceived value, and

further investigated the relationships between co-creation experience, perceived value and positive word-of-mouth intention, revisit intention and purchase intention, was created. The dimensions of wine tourism experience are

independent of each other. Thus, a conceptual model of wine tourism experience and co-creation experience, perceived value, positive word-of-mouth intention, revisit intention and purchase intention, as shown in Figure 1.

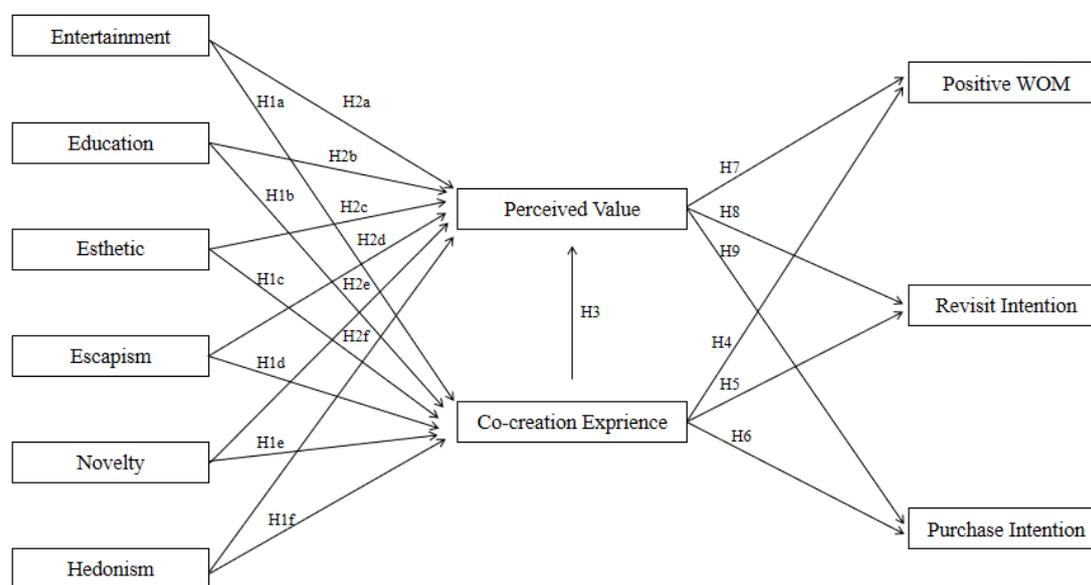


Figure 1. Theoretical model of the relationships among wine tourism experiences, co-creation experience, perceived value, positive word-of-mouth, revisit intention, and purchase intention.

Questionnaire development

The questionnaire was divided into two parts. The first part was a quantitative study consisting of 11 variables, measured by a set of five-point Likert scales ranging from "strongly disagree" (1) to "strongly agree" (5). The contents of the questionnaire were based on the literature, and wine tourism experience was based on the scale of Zhang (2021). Co-creation experience was based on the research works of Barnes *et al.* (2019), Im and Qu (2017), and Prebensen *et al.* (2016). Examples of items were "I felt myself to be more of an actor than a spectator"; "I enjoyed taking a hands-on approach during my winery experience". Perceived value adopted the scale of Prebensen *et al.* (2016). Examples of items were "My emotions during this wine tourism experience are positive"; "I thought this wine tourism experience is value for money". The question items of positive WOM intention were quoted from the following works: Leri and Theodoridis (2019), Zeithaml *et al.* (1996). Examples of items were "I would recommend this winery to my friends and family"; "I would say positive things about this wine brand (Changyu) to others". Revisit intention drew on the research works of Leri and Theodoridis (2019) and Ye, *et al.* (2014). Examples of items were "I would probably revisit this winery in the future"; "I am

planning to revisit this winery in the future". The purchase intention referred to the research of Ting *et al.* (2019). Examples of items were "I am willing to buy more products of this winery"; "I will choose Changyu when I buy wine in the future". The items were checked and revised by experts and scholars in the field of hospitality and tourism. The second part of the questionnaire included demographic characteristics and wine tourist behaviors.

Data collection

The questionnaire survey of this study was conducted in the form of offline questionnaires at Chateau Changyu Rena Shaanxi. Chateau Changyu Rena is a cooperation between Changyu Group and Rena, an Italian winemaking family, with a total investment of 600 million RMB. The winery makes full utilization of the superior *terroir* of Weibei dry plateau production area, absorbs the technology and experience of Italian grape growing and produces high-quality wine. Its underground wine cellar covers an area of 15,800 square meters and can hold 15,000 oak barrels, making it the largest wine cellar in Asia. This winery integrates leisure and vacation, catering and entertainment, ecological tourism, picking

entertainment, and wine exhibition and sales. It is one of the outstanding wineries in China.

The pilot-test was conducted with the aim to check the need for further modification of items and reduce the ambiguity of the questionnaire (Nunnally and Bernstein, 1994). 65 questionnaires are distributed at Chateau Changyu Rena Shaanxi in September, 2021, and all of them are returned. The feedbacks from the respondents are positive with regard to the understanding of questionnaire and some parts of wording are revised based on respondents' suggestion. The formal questionnaires were distributed at Chateau Changyu Rena Shaanxi from 12:00 to 16:00 every day from October 1st to October 29th, 2021, and convenience sampling method was used to investigate the tourists who visited the winery. A total of 654 questionnaires were distributed, 536 valid questionnaires were retained, representing an overall response rate of about 82%.

RESULTS AND DISCUSSION

In this study, reliability analysis was first conducted, followed by confirmatory factor analysis (CFA) and structural equation model (SEM) to verify the scale, and finally the statistical method of path analysis was used to analyze the results by using IBM SPSS Amos (Analysis of Moment Structures) 24.0. Reliability indicates the overall consistency of dataset collected at Chateau Changyu Rena Shaanxi and CFA test can verify whether the data fit the hypothesized model (Byrne, 2010). SEM technique can test hypotheses by estimating as many regression equations as possible to simultaneously correlate all proposed theoretical relationships between explanatory variables (Buonincontri, *et al.*, 2017). As a special case of SEM, path analysis can provide detailed and visible information about causality between variables (Lleras, 2005) and widely used in psychology, economics, sociology, politics, and tourism studies (Huang *et al.*, 2015; Kim *et al.*, 2016).

Descriptive analysis

According to Table I, most tourists were from Shaanxi Province (accounting for 84.3%), and were mainly female (accounting for 55.2%); the tourist group was relatively young, and most respondents were between 26 and 35 years old (42.2%), and they all had a higher income (54.5% earn more than 5,000 RMB per month); most of them had a degree, as high as 61% of the respondents had a bachelor's or college degree or

above, which aligns with the finding of García-Cortijo *et al.*, (2019), that Chinese wine consumers are generally well educated; for most Chinese tourists, this was their first time participating in wine tourism; more than a half of the respondents were married (66.6%), and enjoy visiting wineries with their families (46.8%); most of the visitors chose to spend at wineries, with 98.9% of the respondents buying wine and most of them spending more than 500 RMB (77.6%) on wine.

Reliability analysis

This study first run the Cronbach's alpha test. The closer the Cronbach's alpha coefficient is to 1, the higher the reliability of the data. According to Table II, the dimensions of the model met the standard, except the Cronbach's alpha coefficient of purchase intention, which was 0.778. The remaining were greater than 0.8, indicating that the model had good reliability.

Validity analysis

Confirmatory factor analysis (CFA) was performed to test the validity. The validity test of the model mainly includes convergent validity and discriminatory validity. Specifically, convergent validity mainly tests the degree of aggregation or association between multiple indicators in the same dimension. The measurement criteria include composite reliability (CR) and average variance extracted (AVE) (Fornell and Larcker, 1981). Among them, CR represents the proportion of real variables in the total variables, and the higher the CR value is, the higher the consistency is. According to Bagozzi and Yi (1988), if the CR value of each dimension in the model is above 0.6, and the AVE is better than 0.5, then the model has good convergent validity. Table III shows that the CR of each dimension was above the standard of 0.6, and the AVE was greater than the standard of 0.5. Therefore, it can be concluded that the model had good convergent validity. To confirm discriminant validity, the square root of each AVE has to be greater than the correlation coefficients (off-diagonal) for each construct in the relevant rows and columns (Fornell and Larcker, 1981). As shown in Table IV, all the variables met this requirement and discriminant validity were ensured.

Confirmatory factor analysis (CFA) was used to investigate the measurement model, and path analysis was used to explain the structured model. It categorized the objects into distinct constructs, which was done explicitly to verify the proposed model, and conduct validity and reliability checks.

Table I

Descriptive statistics of tourists

		N	Percentage
Gender	Male	240	44.8%
	Female	296	55.2%
Age	18-25	116	21.6%
	26-35	226	42.2%
	36-45	100	18.7%
	46-55	78	14.6%
	56-65	14	2.6%
	Over 65	2	0.4%
Residency	Shaanxi	452	84.3%
	Other regions of China	84	15.7%
Education level	Middle school graduated or lower	6	1.1%
	High school graduated	40	7.5%
	Associate degree/Technical school graduate	165	30.8%
	Bachelor's degree	253	47.2%
	Master's degree	52	9.7%
	PhD's degree	20	3.7%
Marital state	Single	107	20.0%
	Married	357	66.6%
	In a relationship	68	12.7%
	Divorced	4	0.7%
Accompanying person(people)	Alone	24	4.5%
	Spouse/couple	156	29.1%
	Family/Relatives	251	46.8%
	Friend(s)	91	17.0%
	Coworker(s)	8	1.5%
	Travel group	6	1.1%
Wine purchase value/per visit (RMB)	0	6	1.1%
	1~100	26	4.9%
	101 ~ 500	88	16.4%
	501 ~ 1,000	283	52.8%
	1,001 ~ 2,000	133	24.8%
Wine tourism experiences	Once	287	53.5%
	Twice	132	24.6%
	Three times	65	12.1%
	Four times	16	3.0%
	Five times	16	3.0%
	Six times or more	20	3.7%
Personal monthly income (RMB)	≤1500	46	8.6%
	1501-3000	56	10.4%
	3001-5000	142	26.5%
	5001-10, 000	174	32.5%
	10,001-20,000	82	15.3%
	≥20,001	36	6.7%

Table II

Composite Reliability Analysis

	Cronbach's Alpha
Wine tourism experience	0.908
Entertainment	0.838
Education	0.809
Esthetic	0.830
Escapism	0.849
Novelty	0.926
Hedonism	0.884
Co-creation experience	0.867
Perceived value	0.844
Positive WOM	0.852
Revisit intention	0.807
Purchase intention	0.778
Overall	0.945

Table III

Composite Reliability (CR) and Average Variance Extracted (AVE)

Construct	Symbol	Factor loading	CR	AVE
Entertainment	EN1	0.769	0.839	0.566
	EN2	0.805		
	EN3	0.704		
	EN4	0.728		
	Education	ED1		
ED2	0.817			
ED3	0.692			
Esthetic	ES1	0.656	0.838	0.570
	ES2	0.824		
	ES3	0.888		
	ES4	0.617		
Escapism	EP1	0.777	0.852	0.593
	EP2	0.667		
	EP3	0.836		
	EP4	0.787		
Novelty	NO1	0.875	0.929	0.813
	NO2	0.944		
	NO3	0.884		
Hedonism	HE1	0.867	0.885	0.720
	HE2	0.811		
	HE3	0.866		
Co-creation experience	CE1	0.712	0.866	0.563
	CE2	0.775		
	CE3	0.759		
	CE4	0.800		
	CE5	0.701		

Table III (continuation)

Composite Reliability (CR) and Average Variance Extracted (AVE)

Construct	Symbol	Factor loading	CR	AVE
Perceived value			0.842	0.516
	PV1	0.704		
	PV2	0.755		
	PV3	0.720		
	PV4	0.762		
Positive WOM			0.852	0.591
	PW1	0.748		
	PW2	0.742		
	PW3	0.809		
	PW4	0.772		
Revisit intention			0.810	0.518
	RI1	0.756		
	RI2	0.756		
	RI3	0.756		
	RI4	0.595		
Purchase intention			0.791	0.558
	PI1	0.733		
	PI2	0.790		
	PI3	0.714		

EN: Entertainment; ED: Education; ES: Escapism; EP: Escapism; NO: Novelty; HE: Hedonism; CE: Co-creation Experience; PV: Perceived Value; PW: Positive WOM; RI: Revisit Intention; PI: Purchase Intention.

Table IV

Square Foot of AVE (in bold) and Correlations Between Constructs

	EN	ED	ES	EP	NO	HE	CE	PV	PW	RI	PI
EN	0.752										
ED	0.493**	0.767									
ES	0.394**	0.427**	0.755								
EP	0.428**	0.350**	0.446**	0.770							
NO	0.235**	0.249**	0.353**	0.403**	0.902						
HE	0.333**	0.272**	0.403**	0.444**	0.447**	0.849					
CE	0.437**	0.439**	0.418**	0.458**	0.390**	0.454**	0.750				
PV	0.438**	0.465**	0.498**	0.481**	0.355**	0.473**	0.547**	0.718			
PW	0.286**	0.383**	0.425**	0.368**	0.401**	0.401**	0.482**	0.488**	0.769		
RI	0.277**	0.327**	0.363**	0.312**	0.335**	0.334**	0.421**	0.441**	0.456**	0.720	
PI	0.296**	0.207**	0.241**	0.318**	0.370**	0.341**	0.369**	0.335**	0.362**	0.358**	0.747

EN: Entertainment; ED: Education; ES: Escapism; EP: Escapism; NO: Novelty; HE: Hedonism; CE: Co-creation Experience; PV: Perceived Value; PW: Positive WOM RI: Revisit Intention; PI: Purchase Intention

The maximum likelihood estimation approach was used to perform the model, and to examine the study's goodness of fitness. The following parameters were used to evaluate the model: CMIN/DF<3 (Bentler and Bonett, 1980); AGFI>0.8 (Seyal *et al.*, 2002); RMSEA<0.08 (Browne and Cudeck, 1992); CFI>0.9 (Bentler and Bonett, 1980); NNFI>0.9 (Bentler and Bonett, 1980); IFI>0.9 (Bentler and Bonett, 1980); PNFI>0.5 (Browne and Cudeck, 1992); PCFI>0.5 (Browne and Cudeck, 1992). All model fit indices

meet the standard measure requirement with CMIN/DF=1.897, AGFI=0.865, RMSEA=0.041, CFI=0.941, NNFI=0.931, IFI=0.942, PNFI=0.806, PCFI=0.858 (Table V). The values indicate that the measurement model fitted the data excellently.

Structural equation model and hypotheses testing

The structural equation model (SEM) was based on the research hypothesis, and the standardized path coefficient table obtained from AMOS software

Table V

Model Fitting Test

Model Fitting Index	Standard Measure	Observed Value
Absolute Fit Indices		
CMIN/DF	1-3	1.897
AGFI	>0.8	0.865
RMSEA	<0.08	0.041
Incremental Fit Indices		
CFI	>0.9	0.941
NNFI	>0.9	0.936
IFI	>0.9	0.942
Parsimonious Fit Indices		
PNFI	>0.5	0.806
PCFI	>0.5	0.858

CMIN/DF: ratio of chi-square to the degrees of freedom; AGFI: adjusted goodness fit index, RMSEA: root mean square error of approximation; CFI: comparative fit index; NNFI: non-normed fit index; IFI: incremental fit indices; PNFI: parsimonious normed fit index; PCFI: parsimonious comparative fit index

shown the relationship between the potential variables and also indicate that the hypothesis path is true or not. The standardized path coefficient table was used to analyze the critical ratio of statistics (CR) and the significance of p values.

When CR value is greater than 1.96 while significance is less than 0.05 (***) means less than 0.001), the hypothesis has statistical meaning. The majority of hypotheses are validated except for hypotheses of 1c, 2a and 2e (Table VI).

Table VI

Table of Path Coefficients for the Structural Equation Model

Variable	Variable	Estimate	SE	CR	p
CE	EN	0.131	0.051	2.542	0.011
CE	ED	0.274	0.066	4.153	***
CE	ES	0.053	0.063	.840	0.400
CE	EP	0.137	0.049	2.797	0.005
CE	NO	0.143	0.041	3.459	***
CE	HE	0.186	0.044	4.166	***
PV	CE	0.169	0.043	3.897	***
PV	EN	0.036	0.037	.976	0.329
PV	ED	0.159	0.049	3.244	0.001
PV	ES	0.195	0.047	4.107	***
PV	EP	0.094	0.035	2.646	0.008
PV	NO	0.010	0.030	.350	0.726
PV	HE	0.119	0.033	3.596	***
PW	PV	0.476	0.072	6.608	***
RI	PV	0.459	0.078	5.875	***
PI	PV	0.292	0.083	3.496	***
PW	CE	0.285	0.053	5.390	***
RI	CE	0.258	0.057	4.487	***
PI	CE	0.312	0.064	4.815	***

***= p<0.001 EN: Entertainment; ED: Education; ES: Escapism; EP: Escapism; NO: Novelty; HE: Hedonism; CE: Co-creation Experience; PV: Perceived Value; PW: Positive WOM; RI: Revisit Intention; PI: Purchase Intention

Discussion

A total of 19 hypotheses about wine tourism experience, co-creation experience, perceived value, and wine tourist behavioral intentions were proposed in this study, 16 of which were validated. Specifically, except the hypothesis 1c (Esthetic experience is positively correlated with co-creation experience), hypothesis 2a (Entertainment experience is positively correlated with perceived value), and hypothesis 2e (Novelty experience is positively correlated with perceived value) were not valid; the remaining hypotheses were consistent with the literature. In wine tourism, there is no correlation between esthetic experience and co-creation experience; entertainment experience and perceived value; novelty experience and perceived value. Entertainment experience, education experience, escapism experience, novelty experience, and hedonic experience had positive correlations with co-creation experience, respectively; positive correlations between education experience, esthetic experience, escapism experience, hedonic experience, and perceived value were found. Co-creation experience and perceived value showed positive correlations with positive WOM intention, revisit intention, and purchase intention, respectively.

The regression coefficients indicated that only education experience, esthetic experience, escapism experience and hedonic experience were statistically significant in terms of perceived value, while entertainment experience and novelty experience were not statistically significant enough to explain tourists' effects on perceived value of wine tourism. Several possible explanations exist for the inadequacy of the relationship between entertainment experience and perceived value: first, consumers may consider other experiences, such as education experiences in wine tourism, to be more valuable than entertainment experiences; second, because wineries are usually in suburbs, far from the city and more expensive, it could be costly for visitors who seek for entertainment experience in terms of time and money. The relationship between novelty experience and perceived value observed in this study was not clear, unlike in previous studies (Bello and Etzel, 1985; Duman and Mattila, 2005; Xiao *et al.*, 2017). However, this conclusion is consistent with that of a previous study on island tourism (Cheng and Lu, 2013). One possible explanation is that novel activities can attract people to participate and experience, but the experience obtained is not necessarily positive, and it may also disappoint tourists. Just like consumers may buy new products out of curiosity, it will not necessarily meet their needs or bring them high value.

Furthermore, the empirical results of this study show that esthetic experience explained co-creation experience in a statistically

insignificant way, while entertainment experience, education experience, escapism experience, novelty experience, and hedonism experience had significant positive effects on co-creation experience. A plausible explanation is that the esthetic experience is immersive and the interaction with it is passive (Pine and Gilmore, 1998). Consumers in an esthetic environment may not realize they are interacting with the environment. Although co-creation can take place in an esthetic environment, an esthetic experience cannot directly provide a co-creation experience. Another possible reason is that the esthetic experience is obtained in a static way, so it might not be enough to stimulate co-creation experience.

CONCLUSIONS

This is a pioneering study in which four sets of relationships have been demonstrated for the first time - entertainment experience and co-creation experience, education experience and co-creation experience, escapism experience and co-creation experience, novelty experience and co-creation experience, which provide valuable insights to the scientific community and wine industry.

This study highlights the importance of novelty and hedonism in wine tourism experience, providing a theoretical basis for researchers by considering emotional factors such as novelty and hedonic experience as antecedents to co-creation experience and perceived value. Furthermore, this study argues that co-creation experiences can act as a catalyst for tourists' perceived value, consistent with previous findings. It also contributes to the wine tourism literature by identifying specific antecedents of consumer behavioral intention. In addition, it confirms that co-creation experience and perceived value are important predictors of behavioral intention. Specifically, co-creation experiences and perceived value are positively correlated with wine tourists' behavioral intentions, such as positive word of mouth, revisit intention, and purchase behaviors. This finding re-emphasizes the importance of co-creation experiences and perceived value in wine tourism.

The findings of this study also provide new perspectives for wine tourism managers to better understand tourists' needs and develop strategic approaches for emerging markets. First of all, winery managers should recognize the impacts of wine tourism experience on co-creation experience and perceived value, and improve co-creation experience according to the needs of tourists to enhance their perceived value. The winery ought to avoid homogenization with domestic scenic spots, and should not blindly imitate the activities of rural tourism.

The winery should give full play to its own characteristics, maintain its exotic style, and immerse tourists in wine culture, rural culture, exotic culture and food culture. Additionally, winery managers should focus more on heart-flow experiences when offering escapism activities, such as organizing yoga and painting activities to relax visitors. Moreover, winery managers should increase entertainment activities, such as holding festivals, performances, etc. Wine tourists care about education experiences, so winery managers should take into account people of different ages and educational levels. Educational activities should be simple, fun, and interactive, and can be combined with recreational activities. Blandly imparting knowledge can be perceived by tourists as a way of advertising or promotion. Finally, esthetics is an important attribute in wine tourism experience. Winery managers can design unique gardens and ingenious interior decorations, such as setting up refreshing and cool jogging trails, and providing beautifully decorated tandem bicycles to enhance the esthetic experience. It is worth mentioning that the activities planned by the winery should be novel and hedonic, so as to meet the expectations of postmodern tourists for sightseeing and tourism.

This research underscores the importance of tourists being fully engaged in a co-creation experience. Tourists want more valuable and personalized goods and services, which requires service providers to pay more attention to the co-creation experiences of consumers. To increase visitor engagement and immersion, winery managers must think about how to increase visitor interest and engage consumers in activities. This means that the tourism products provided by the winery must keep up with market trends and develop their own characteristics to ensure the sustainable development of winery. In addition, winery managers should inject more vitality into the product design in winery and inspire tourists to actively participate in co-creation activities. Finally, it is far from sufficient for winery managers to plan co-creation activities. Winery employees can play important roles in promoting excellent co-creation experiences for tourists. Winery staff should not only be hosts and performers, but also be warm and hospitable to break the "ice" between strangers, blur the boundary between host and guest with tourists, and actively interact with tourists to make tourists become participants.

In addition, winery managers should support and reward visitors for positive word-of-mouth promotion online. It is difficult to passively wait for tourists to revisit, wineries should promote future events and leave consumer contact information, through continuous improvement and innovation to attract tourists to buy again or visit other wineries of the same brand. This study finds

that purchase intention can be achieved through co-creation experience and perceived value. Winery managers need to engage tourists in value-added activities such as co-making wine, wine festivals, wine study work-shops. When tourists perceive more value on these activities associated with wine purchase, they are likely to spend more money on the wine products offered by the winery.

The results of this study are based on the samples of Shaanxi Changyu Rena Winery, and the distribution of the questionnaire is during the COVID-19 epidemic, which affects the whole tourism industry. Due to time and resource constraints, the generalizability of these results may be limited. Future research should gather information in more wineries and test the results; The majority of research on co-creation have focused on the positive aspects, and so did this study. It is suggested that future researchers can fill this gap by studying the negative aspects of co-creation in tourism.

In China, wine has become a fashion symbol, a type of luxury that represents a person's social status. Therefore, self-identification in wine tourism can be studied to enrich the existing models. In addition, this study is carried out from the perspective of tourists, and in the future, winery can be researched from the side of suppliers, and focus on brand authenticity and brand trust of winery. Since co-creation experience is continuous, it can happen during a specific activity or the whole trip, forthcoming study may also expand the concept of co-creation experience to include the contents of pre-trip, in-trip, post-trip experiences.

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