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MEMORIES AND THE WINE TOURISM EXPERIENCE

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BACKGROUND AND AIM OF THE RESEARCH

- **This research is part of a larger study which looks at factors that can influence consumer wine behaviour and investigates consumer wine choice from an experiential consumption perspective.**
- **The aim of this study was to examine the memories consumers have of their wine tourism experiences and the narrative of those recollections.**

THEORETICAL FRAMEWORK

- **This study draws on literature from a number of related areas within Wine Tourism, Tourism Marketing and Consumer Behaviour - including**
 - **Experiential Consumption**
 - **Memorable Tourism Experiences (MTEs)**
 - **Autobiographical Memory and Nostalgia**
 - **The Narrative of Remembering**



EXPERIENTIAL CONSUMPTION

- **Experiences are inherently personal. Thus no two people can have the same experience, as each derives from the interaction between the staged event and the individuals state of mind (Pine and Gilmore,1998).**
- **The very nature of wine tourism involves indulging the senses not only in the wine product itself but in all aspects of the “Winescape” (Hall et al., 2000) including the aesthetics of the vineyard landscape, the atmosphere of the winery and the authenticity of the wine tourism environment, therefore an experiential view of the consumption of wine tourism is easily justified (Brewer and Alant, 2009) .**

THE STAGES OF EXPERIENTIAL CONSUMPTION

- **The consumption experience is spread over a period of time and as suggested by Arnould , Price and Zinkham (2,000) can be divided into four distinct stages ;**
 - *The Pre-consumption experience*
 - *The Purchase experience*
 - *The Core Consumption experience*
 - *The Remembered Consumption Experience, and the Nostalgia Experience*



MEMORABLE TOURISM EXPERIENCES

- It is this final stage of *The Remembered Consumption Experience* that is the focus of this particular study.
- Tourists do not passively accept objects/services provided by tourism providers, but instead, *subjectively construct their personal experiences by selecting* fragments from different offerings and *reassembling* them as they choose (Kim, Richie and Tung, 2010).

IMPACTS OF MEMORABLE TOURISM EXPERIENCES

- **The significance of these memorable tourism experiences stem from the influencing power past memory is known to have on consumer decision making.**
 - **As product involvement and motivation to purchase a product are highest when the information is drawn from consumers own past experiences**
 - **These experiences are perceived as having more value and more credibility**
 - **Past experiences are reliable indicators of future behavioural intentions.**



AUTOBIOGRAPHICAL MEMORY AND NOSTALGIA

- **Autobiographical memory is defined as the recollection of experiences from one's own life (Piolino, Desgranges, Benali & Eustache, 2002). It is primarily concerned with knowledge of the self in the past.**
- **Nostalgia is an emotion that arises from the recollection of a meaningful memory that reflects the self and is commonly integrated into marketing efforts as it is acknowledged that nostalgic experiences lead individuals to consciously recollect positive relationships from their past, thereby increasing their feeling of self positivity (Wildschut et al., 2006).**



THE NARRATIVE OF REMEMBERING

- **Storytelling has become a prominent type of narrative designed to directly analyse consumers memories of their experiences (Woodside, 2010) and individuals find it easy to construct interpretations of their experiences into a story format, usually having a beginning, middle and an end.**
- **Tourists create stories during their experiences and then present these stories to others as memories of their trip (Moscardo, 2010). Not only this, but the storytelling itself shapes the memories and impressions of the events over time (Mc Gregor & Holmes, 1999).**
- **As stories are stored and retrieved from memory, the specific details (location, times, individual's involvement) form the basis of memory formation (Woodside, 2010).**

THE NARRATIVE OF REMEMBERING

- **It is argued that the narratised experience has been the key ingredient in the emergence of tourism as a modern industry. Starting with published travellers reports, narrative has shaped and structured the tourist experience and in turn, the narratised memories of travellers have stirred the desire for further tourist adventure from one generation to the next (Bendix, 2016).**
- **As tourists seek to harness the very essence of their experiences into their narratives, it is therefore imperative that tourism providers, in turn must aim to commodify and sell potentially narratable memories to travellers.**

PRIMARY RESEARCH METHODOLOGY

- **Convenience sampling** was used with initial participants selected by the researcher and subsequent participants selected through **snowballing** techniques
- **Two essential criteria** qualified Interviewees to participate
 - That they were wine purchasers and consumers of wine
 - That they had at some time taken part in some wine tourism activity.
- A **qualitative** approach was taken, using data collected via **In-depth interviews** with a sample of six wine consumers in Ireland.

PRIMARY RESEARCH METHODOLOGY

- All Interviews were carried out in Dublin, but participants came from Dublin and three other counties in Ireland.
- Interviews lasted approximately 60 minutes and were **recorded** with interviewees permission, then **transcribed** and **analysed** by the researcher.
- This approach was considered the most appropriate way to **gain an understanding** of the **participants feelings** in order to **create a snapshot of memories** from their wine tourism experiences . It was not the intention to generalise the findings as this would require further sampling of a much larger scale.

RESEARCH QUESTIONS

- **How do consumers recall their wine tourism experiences?**
- **How are consumers affected by their memories of these experiences?**
- **What are the long term motivational impacts on consumption behaviours ?**

A Taste of the Findings

How do consumers recall their wine tourism experiences?

*Great
memories,
fantastic
memories*

*The most
amazing*

I got a real
Appreciation of what
goes on
That just stays with you

*I remember
when*

*Enjoyable
Personally
I think..*

Its *special ..*
Bitter sweet
when *I think*
about it

*It still
brings me
back*

It had an *impact* on me
Its more of a
reminiscence

A Taste of the Findings

How are consumers affected by their memories of these experiences ?

It's like eating vegetables from someone's garden at their house, its of the place and so is something special

It has moved on from holiday photographs- to sitting down over a bottle of wine we first came across at the winery visit and talking about the whole holiday-It just brings back a lovely feeling

Yes take that wine out of the vineyard and its not the same but I think if you've had a good experience and its had an effect on you then it lasts

For days afterwards we were all talking about the whole day , and the wines, I even went looking here for them when we came home

We went through the vineyards and you saw the whole process and you see all the work that goes into it which a lot of people wouldn't know ,it makes you think

A Taste of the Findings

What are the long term motivational impacts on consumption behaviours ?

Sometimes the problem is that you cant find the same wine here that you tried at the winery but I would look for something from the same region

Now when I go into a supermarket and see Chilean wines , I pick them because after being there I know they are good

Even though the good Californian wines are expensive here, we would still go for Californian because years ago we did the whole Napa valley thing while on holidays

Every year on our anniversary I get the same wine we had on honeymoon when we did the winery visit in Tuscany

Yes we were still drinking Mateus Rose even when it wasn't that popular here because of seeing the vineyards in Portugal

I would still drink wines I found years ago in Spain

RESEARCH CONCLUSIONS

A number of conclusions emerge from the empirical research carried out:

- Firstly the recall of their wine tourism experiences actively elicited a selection of positive emotions including joy and nostalgia amongst those consumers interviewed.**
- Secondly Consumers regularly made efforts to recreate their wine tourism experiences through the consumption of those wines first experienced through their wine tourism activities.**
- Thirdly consumers display high levels of involvement with wines experienced through their wine tourism activities and this involvement was shown to act as a driver for continued long term purchase behaviour.**
- The findings provide an insight into the central role which the recall of memorable wine tourism experiences can have on consumer behaviour.**

RESEARCH IMPLICATIONS

Some of the significant marketing implications derived from these findings are outlined as follows:

- **The high levels of consumer involvement developed by consumers as a result of their wine tourism experiences are shown to be long lasting and deeply embedded in consumers post experience behaviour.**
- **The positive recall of memorable wine tourism experiences acts as a motivational driver for consumers continued purchase of wines first encountered through their wine tourism activities.**
- **The emotional connections created by the memorable experiences can propel consumers to act as ambassadors for the wines experienced as they actively promote those wines through positive word of mouth and through the shared consumption of the wines as part of the telling to others the story of their wine tourism experiences.**

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QUESTIONS AND COMMENTS

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