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I assert ownership of it: Repatronage intentions in wine tourism

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Abstract

The current research aims to examine (1) the influence of psychological ownership on fostering commitment, (2) the influence of commitment in predicting repatronage intentions, and (3) the effect of quality of alternatives on the relationship between commitment and repatronage intentions in the context of wine tourism. Data collected from 574 Spanish and Portuguese wine tourists were analyzed using a partial least squares method. Findings show that investment of self and intimate knowledge positively and directly affects psychological ownership and indirectly affects commitment toward the winery. The quality of alternatives was found to moderate and weaken the relationship between commitment and repatronage intentions. Winery managers are

advised to develop emotional commitment with tourists and continuously monitor competitive services.

Keywords – Wine, commitment, psychological ownership, repatronage intentions, quality of alternatives

Introduction

During the worldwide COVID-19 pandemic in 2020, the global tourism industry experienced a substantial setback, with its market value estimated to be around 8.7 billion U.S. dollars. In 2030, the wine tourism market forecast is 29.6 billion euros (Statista, 2022). Portugal and Spain are among the countries with the highest growth the wine tourists (Wong & Muhamad, 2022), and this phenomenon was the trigger for conducting this study in these countries. Wine tourism offers many benefits to the wine business, such as increased cellar door sales, and increased brand loyalty (Madeira et al., 2019), capturing a group of consumers who are well-educated, and willing to buy when they enjoy the experience (Bruwer & Rueger-Muck, 2019).

Wine consumption behavior refers to how individuals select, purchase, and consume wine. However, wine consumption is based on rational decision-making and on the emotional and psychological factors that influence consumer behavior. Several drivers of revisit intention are well-known, such as wine destination attributes (Bonn et al., 2016), motivations, or satisfaction, and socioeconomic variables (Santos et al., 2020). Psychological ownership can also activate the intention to revisit a winery because consumers engaged in activities related to wineries tend to cultivate a sense of ownership for that brand (Sigala & Haller, 2019). The psychological ownership theory proposes that individuals who experience a strong feeling of ownership regarding a brand/product are more likely to exhibit high levels of commitment and repatronage intention (Hanks et al., 2020). Employing this theory, this study expands the existing literature on the

emotional and cognitive factors that influence winery revisits, among Portuguese and Spanish wine tourists. Therefore, the aims are to explore (1) the impact of psychological ownership on fostering commitment among wine tourists, (2) the influence of commitment in predicting repatronage intentions, and (3) the effect of quality of alternatives on the relationship between commitment and repatronage intentions in the context of wine tourism.

The current study integrates the psychological ownership theory with the investment model theory, integrating the quality of alternatives to strengthen the relationship between commitment to the wineries and repatronage intentions. The quality of alternatives – expressing the possibility of having other wineries more appealing than those used by tourists – is expected to weaken the link between commitment and repatronage intentions. Winery managers and policymakers can benefit from the findings by enabling them to effectively commit customers to the wine experience, thereby fostering their return.

Literature review

Repatronage intention is the inclination of a tourist to revisit a particular facility, or, in the context of this study, a winery (Quadri-Felitti & Fiore, 2012). Factors such as trust and co-creation behavior contribute to repatronage in the tourism industry (Meng & Cui, 2020). The willingness to revisit a destination is often influenced by the level of satisfaction with previous experiences (Mitchell & Hall, 2004). Therefore, the *in-situ* experience – which encompasses both the winery itself and its surrounding environment – can significantly affect the likelihood of repatronage (Quadri-Felitti & Fiore, 2012). For wineries, satisfaction with the *in-situ* experience influences repeat purchases. Individuals typically experience a feeling of ownership over the assets they produce or invest time, money, or effort into (Kwon, 2020).

Psychological ownership

Psychological ownership embodies the sense of possessiveness and a psychological connection to an object (Pierce et al., 2001). Personal belongings are experienced as extensions of one's identity: "what is mine becomes (in my feelings) part of me" (Isaacs, 1933, p.225) – enabling the state of psychological ownership. Antecedents of psychological ownership – perceived control, self-investment, and knowledge – mirror various legal property rights associated with owning private goods (Morewedge, 2021). Consumers do feel psychological ownership over brands, objects, places, or destinations (Ruiz-Equihua et al., 2023; Sop et al., 2024) that they may not have a legal claim.

From customers' perspective, psychological ownership of the brand materializes in a state in which they feel possessive of the brand as if they had control over it. Such feelings lead consumers to a state of positive brand cognitions and attitudes (Chiang et al., 2012). Thus, psychological ownership affects consumers' attitudes, motivation, and behavior.

Investment of self and intimate knowledge as antecedents of psychological ownership

One of the drivers of psychological ownership is the investment of self. Investment of self represents an investment of time, energy, or labor in a target for which consumers feel a sense of ownership (Ruiz-Equihua et al., 2023). When truly involved with a product, consumers often spend time understanding the origins and history of it. Wineries can elicit a sense of self-investment from consumers, particularly those who are looking to experience wines from the region where the winery is located. In that case, consumers can invest their time and energy in understanding the

variety of wines crafted in the region, the iconic places, the food, culture, art, and services that the region has to offer (Gaetjens et al., 2023).

The pre-visit and on-site stages of a wine tour are forms of customer involvement, as they allow the wine tourist to develop an emotional connection with the winery (Santos et al., 2020). Considering that involving with a wine or winery requires a time commitment and acknowledging that consumers often develop a sense of ownership over their investments, we propose that the personal investment in learning about a wine or winery fosters stronger feelings of psychological ownership. Thus, we suggest the following hypothesis (see Figure 1):

H1: Investment of self positively influences psychological ownership toward the winery.

FIGURE 1

Consumers can feel themselves owners of something if they feel familiar or intimately knowledgeable about it (Van Dijk & Van Knippenberg, 2005) – intimate knowledge – and beliefs about reliability, consistency, and competence of the brand lead to a higher level of brand satisfaction.

Drown on psychological ownership theory, consumers' intimate knowledge about the wine and its region enhances their feeling of psychological ownership of the winery. This is because they can develop a close bond with the winery while exploring the available sources of information about it and its surroundings. The process of learning about other visitors' experiences (e.g., electronic word-of-mouth and engaging with videos or advertisements) leads to a greater sense of ownership, leading to the following hypothesis:

H2: Intimate knowledge positively influences psychological ownership toward the winery.

Affective and normative commitment

Building and sustaining long-term mutually beneficial requires a commitment (Bansal et al., 2005). Commitment can be compared to other concepts, such as customer brand attachment and brand loyalty, wherein the consumer demonstrates their loyalty through the consistent selection of the same brand (Park et al., 2010).

Affective commitment refers to the emotional attachment, identification, and active involvement of an individual with the organization (Allen & Meyer, 1996). Affective commitment forms the basis for building relationships (Fullerton, 2005). Initially classified as a component of loyalty within the field of organizational behavior, normative commitment is now recognized as a duty felt toward the organization (Allen & Meyer, 1996). Calculative commitment evaluates customers' likelihood to stay with the service provider because they perceive no better alternatives available (Allen & Meyer, 1996; Pounders et al., 2018). Yet, calculative commitment – more associated with the Business-to-Business context – is less related to emotional states and for the current study, emotional attachment is key to the context of wine tourism (Pounders et al., 2018).

The investment put forward by the visitor and the intimate knowledge gathered during the time before the visit can also directly impact their level of commitment. In fact, in some instances, a sense of commitment to a winery can be developed through personal investment and extensive knowledge, without necessarily involving a feeling of ownership, but rather an emotional attachment (Park et al., 2010). Thus, we suggest the following hypotheses:

H3: Investment of self positively influences commitment toward the winery.

Individuals with a strong attachment to a particular target tend to consistently choose that target over other alternatives – even if those alternatives are superior – due to their level of commitment, resulting from an intimate knowledge about the target. When consumers have a strong sense of belonging to a winery, they tend to develop a sense of commitment or loyalty (Nowak & Newton,

2006). This can be strengthened by making the consumer feel special and creating an intimate environment during their visit to the tasting room. Therefore, we propose the following hypothesis:

H4: Intimate knowledge positively influences commitment toward the winery.

Strong positive emotions related to consumption can lead to high levels of commitment and intent to repurchase (Nowak & Newton, 2006). A strong commitment is crucial to create a loyal relationship with tourists in a highly competitive tourism market. This could ultimately lead to an increase in tourism revenue, as repeated visitors generate more profit (Berezan et al., 2013). Yet, to achieve such a committed relationship, tourists should feel that the tourist product is theirs. Therefore, relying on the ownership theory, we suggest that psychological ownership is positively associated with commitment toward the winery, and the following hypotheses are proposed:

H5: Psychological ownership positively influences commitment toward the winery.

Repatronage intentions

Intentions are subjective judgments about how an individual will behave in the future and are used as dependent variables in satisfaction models (Oliver, 2010). Repatronage intentions refer to an individual's inclination to revisit an organization, reflecting the emotional connection they have with the brand, as manifested by their willingness to continue patronizing the same place (Wirtz & Lwin, 2009). Repatronage intentions mirror the likelihood that a customer will shop at a particular retail store again and again (Oliver, 2010). In a relationship assembled on trust, commitment is induced and turns into a primary predictor of future purchase intentions.

Nowak and Newton (2006) provide empirical evidence for the idea that wineries can establish lasting and profitable relationships with customers by offering positive tasting room experiences. These rooms contribute to building deeper relationships with customers, fostering commitment and loyalty, and ultimately resulting in continued patronage. The intention to revisit winery revisits

have been studied from many perspectives, such as motivation, involvement (Huaman-Ramirez, 2021), satisfaction, loyalty (Park et al., 2019), constraints (Bonn et al., 2016), quality, authenticity, and subjective norms (Hsu & Huang, 2012). We argue that due to the importance of all aspects of a winery experience – such as storytelling, wine region reputation, and the cellar door environment – a visitor who is highly committed will also exhibit a greater willingness to revisit. Consequently, the following hypothesis is proposed:

H6: Commitment toward the winery positively influences repatronage intentions.

Quality of alternatives as a moderator

The quality of alternatives can influence the level of commitment, often with a negative effect (Rusbult et al., 1998). Alternatives refer to the number of needs of an individual that can be found outside of his/her current possessions. Poor alternatives increase commitment (Rusbult et al., 1998). Product quality stands as the paramount factor in determining brand equity among wine consumers (Nowak & Washburn, 2002).

The perceived quality of a wine is positively correlated to repurchase intentions, meaning that as the perceived quality increases, so do intentions to repurchase (Nowak & Newton, 2006). The quality of service provided at a winery's tasting room has a significant positive influence on the satisfaction of visitors, which, in turn, influences their future behavior intentions (Nella & Christou, 2014).

The investment model theory (Rusbult et al., 1998) – used to explain interpersonal relationships – posits that the level of quality of available alternatives negatively affects the person's willingness to commit to and continue a relationship (Chiu & Won, 2016). Following the extant literature on the importance of quality and lack of alternatives for commitment and future behavior intention, we argue that in the case of a winery, the lack of high-quality alternatives can have an important

role in how commitment influences repatronage intentions. We propose that as the variety of alternatives in a wine region increases, the probability of a visitor's intention to return may diminish. This could occur even among those who are highly committed, as the availability of alternatives of equal or superior quality presents an opportunity for them to explore different options. Hence, we hypothesize that:

H7: Quality of alternatives weakens the relationship between commitment and repatronage intentions.

Control variables

Wine tourist behavior can differ based on variables such as age, gender, and socioeconomic class (Cho *et al.*, 2017; Coromina & Camprubí, 2016; Kim *et al.*, 2019). Age is considered a significant demographic factor in the tourism industry as it can effectively predict leisure demand (Jang *et al.*, 2004) and, positively influences individuals' inclination toward leisure travel, such as gastronomy and aspects related to winemaking (Huber *et al.*, 2018).

Gender is another important factor impacting travel demand (Collins & Tisdell, 2002). Travel behaviors among men and women differ depending on their reasons for traveling. Men are reported to travel more than women, primarily for professional purposes, whilst women tend to engage in travel to visit friends and family and have a preference for shorter journeys (Collins & Tisdell, 2002). Women are recognized for their higher involvement in shopping activities and are influenced to a greater extent by both intrapersonal and structural constraints compared to men (Andronikidis *et al.*, 2008; Josiam *et al.*, 2005). Socioeconomic class is a combination of education and income. Socioeconomic status can influence the tastes and motivations to travel (Coromina & Camprubí, 2016; Kim *et al.*, 2019).

We also considered the participants' nationalities, as they were from Portugal and Spain. Although both countries are considered Latin populations, it is important to investigate whether there are any differences in their behavior in terms of wine tourism.

Methodology

Sampling and procedure

The target population of this study is Portuguese and Spanish wine consumers who visit wineries. The study conducted a convenience sampling to collect the data, during May 2022. A link created in the online questionnaire platform, qualtrics^{XM}, was sent to wine tourists – who made at least one visit in the last three months (we used a control question in the questionnaire) – through the winery administrator and connected to the wineries via social media. Participants were informed about the goals of the study and explained that all data collected remained confidential and anonymous. No personal information was considered.

The questionnaire was initially drafted in English, then translated into Portuguese and Spanish, and subsequently back-translated into English to verify that they convey identical information (Sekaran, 1983). A trial run was carried out with eight wine tourists, before launching the questionnaire, to ensure the clarity and content validity of its items. No substantial changes were made.

In total, we received 598 questionnaires and kept 574 which were completed. The sample comprises 58.4% males, 53.7% between 20 and 44 years old, 26.7% undergraduates, 41.5% graduated, and 31.9% with a Ph.D. or master's degree.

Measures

The investment of self (three items), intimate knowledge (four items), and psychological ownership constructs (six items) were based on Danckwerts and Kenning (2019). Commitment (seven items) was adapted from Pounders et al. (2018). Repatronage intentions (three items) were based on Dodds et al. (1991) and Pounders et al. (2018). The quality of alternatives (five items) was adapted from Rusbult et al. (1998). All scales in this study are seven-point Likert-type scales ranging from 1 = strongly disagree to 7 = strongly agree.

Common method bias

Common method bias can be a concern, mainly when behavioral and attitudinal data from self-report questionnaires are collected (Chang et al., 2010). This study reinforces confidentiality and makes clear questions (keeping them simple without unfamiliar words) and a comprehensive introduction of the questionnaire to reduce bias. We applied Harman's one-factor test to statistically analyze the common method bias. The exploratory factor analysis results demonstrate that the common factor explains only 37.8% of the model variance. The confirmatory factor analysis results demonstrate that the one-factor model does not match the data very well ($KMO = 0.93$, $\chi^2 = 11671.84$, $df = 378$, $p = 0.000$; $SRMR = 0.07$), pointing to an absence of issues regarding the common method bias.

Results

This study uses SmartPLS4 due to its suitability to analyze the cause-effect relations among the constructs, especially when the study has a predictive research goal. The research model is evaluated in two steps: the outer model and the inner model (Hair et al., 2022), employing the resampling procedures (i.e., bootstrapping and blindfolding) of 5000 resamples.

Outer model results

The reflective measurement model considered three measures: convergent validity, internal consistency reliability, and discriminant validity (see Table 1). The outer loadings are at greater or close to 0.70 and are statistically significant ($p < 0.001$). For all the constructs the average variances extracted (AVEs) are higher than 0.5, which indicates high reliability for the indicators. For internal consistency reliability, Cronbach's alphas and composite reliabilities for most constructs are higher than the required 0.70 (Hair et al., 2022). Only for normative commitment, Cronbach's alpha is 0.6. However, the value is regarded as satisfactory, and considering the composite reliability value higher than 0.7, the measure does not pose reliable issues (Hair et al., 2022). Such findings indicate that the models exhibit internal reliability.

TABLE 1 HERE

Discriminant validity is confirmed using the Heterotrait-Monotrait Ratio (HTMT) criterion and Fornell and Larcker's criterion. HTMT values are less than 0.90, as required to establish discriminant validity (Hair et al., 2022). The square root of AVE exceeds the correlation between the construct and other constructs within the model. Therefore, the model has discriminant validity.

As psychological ownership and commitment are second-order constructs, they were not measured using manifest indicators, but through first-order indicators. The psychological ownership construct is composed of six items, three are service-based psychological ownership, and the other three the product-based psychological ownership (where the first order is reflective, and the second order is composite). The results show that the outer loading and outer weights of all psychological ownership are statistically significant, and all were kept. The commitment construct comprises eight items, four for affective commitment and another four for normative

commitment (where the first order is reflective, and the second order is composite). Regarding the formative measurements, this research evaluates the variance inflation factors (VIFs) to spot the multicollinearity in the indicators of commitment and psychological ownership. The VIFs range from 1.14 and 4.66, indicating a lack of concern for potential multicollinearity (Hair et al., 2022).

Inner model results

Regarding the R^2 estimates, the constructs of investment of self and intimate knowledge predict a 58.0% (R^2) variance in psychological ownership. Investment of self, intimate knowledge, and psychological ownership predict 69.3% (R^2) variance in the commitment which shows a moderate prediction (Hair et al., 2022). The commitment construct, moderated by the quality of alternatives, predicts 31.1% (R^2) variance in the repatronage intention, indicating a weak prediction, still, the R^2 ability prediction must be interpreted about the context of the study and similar models (Hair et al., 2022), which points to a fair ability prediction. The three R^2 s are larger than the 0.10 (see Figure 2). All the dependent variables Stone-Geisser's Q^2 are larger than zero (Hair et al., 2022), confirming the model's predictive validity. All the proposed paths are statistically significant with p -values below 0.001, except the path of intimate knowledge to psychological ownership which is statistically significant with p -value < 0.01 ($t = 2.63$, $p = 0.009$).

Considering the moderate effect of the quality of alternatives on the relationship between commitment and repatronage intentions, we found a significant and negative effect ($\beta = -0.171$, $p < 0.001$), meaning that the quality of alternatives weakness the relationship between commitment and repatronage intentions – as is also possible to observe through the slope of Figure 3 – and supporting the H7. Therefore, all the hypotheses are supported.

FIGURE 2 HERE

FIGURE 3 HERE

Control Variables

Age, gender, and socio-economic class were considered as control variables. The reason behind this lies in the fact that behaviors may be different based on age and gender (Kim et al., 2019). Although income and education seem not to have an influence on wine variety seeking, socioeconomic classes may create a differentiation in the way tourists behave in terms of repatronage intentions. However, a multigroup analysis uncovered no disparities between age and gender groups, socioeconomic groups, and nationalities (see Table 2), demonstrating that the model can be analyzed with the full sample.

TABLE 2 HERE

Discussion

Five major aspects need to be further discussed. First, investment of self (H1) and intimate knowledge (H2) are drivers of psychological ownership in the wine tourism context. This study shows that tourists can perceive a sense of ownership over a winery. This perception is not derived from a financial purchase, but rather from the comprehensive knowledge they have developed about the winery. This knowledge is a result of their physical and cognitive efforts to search, learn, understand, and visit the winery's physical location. The findings are in line with the psychological ownership theory which stresses the importance of having invested effort in gaining knowledge (Ruiz-Equihua et al., 2023; Sop et al., 2024) and being familiar with the winery and wine producers to develop an ownership feeling (Peck & Shu, 2018).

Second, investment of self (H3) and intimate knowledge (H4) are effective drivers of commitment. Investment of self ($\beta = 0.228$, $p < 0.001$) and intimate knowledge ($\beta = 0.251$, $p < 0.001$) have a similar effect on commitment. Tourists often develop a strong attachment to people, objects, or brands. They are inclined to devote their time and energy toward these interests, driven by a sense of enjoyment and curiosity. For instance, wine enthusiasts may find wineries particularly appealing, as they offer an opportunity to learn more about wine tasting and consumption. The cognitive aspect of being committed to a place (Morewedge, 2021), such as a winery, is reflected in the desire to learn more about it, including its foundation, evolution, location, and history. This desire to become intimately familiar with the winery is a natural extension of the commitment that tourists feel toward the place, such as a winery.

Third, the current study supports the findings of Lee (2014), who claimed that a wine festival visitor's commitment has a positive effect on festival loyalty. Indeed, the psychological feeling of owning a winery is a facilitator of commitment to that winery (H5). Committed wine tourists tend to purchase and repurchase wine and come back to the winery (H6). These findings contribute to extending the psychological ownership theory to the context of the winery, demonstrating the core relevance of maintaining the tourists' intimate interest in knowing more about the winery, investing time and effort in it, and feeling like they own the winery.

Fourth, we evaluate the quality of alternatives as a moderation between commitment and repatronage intention to understand if the effect of commitment on repatronage intentions is weakened by the quality of alternatives. The quality of alternatives is known to negatively impact commitment (Rusbult et al., 1998), as tourists tend to become less committed when they perceive other places/destinations to be superior to the one they are visiting. In this study, we demonstrated that the quality of alternatives does weaken the relationship between commitment and repatronage

intention. Therefore, when a tourist commits to a particular winery and realizes that there is better quality in other wineries, then the tourist may change his/her mind and consider not returning to the winery. A simple slope analysis was also conducted for clear visualization of the moderating effects. Figure 3 shows that a high level of quality of alternatives decreases the effect of commitment on repatronage intentions, thus reinforcing H7.

Finally, investment of self ($\beta = 0.704$, $p < 0.001$) exercises a stronger effect on psychological ownership than intimate knowledge ($\beta = 0.078$, $p < 0.01$), indicating that regarding the wine product investment of self plays a more important role as an antecedent of psychological ownership in line with Kwon (2020). This asymmetry can be explained by Pierce et al. (2001), which indicates that creating something is one of the most potent methods for fostering a sense of ownership, as it entails the investment of one's significant resources. This is consistent with wine literature claiming that the tourists who actively engage in experiences are the ones who show higher levels of satisfaction and belonging sensation (Quadri-Felitti & Fiore, 2013).

Conclusions and implications

Theoretical contributions

The contributions to theory are threefold. First, the study demonstrates the suitability of the psychological ownership theory, combined with the investment model theory, in predicting wine consumers' repatronage intentions. Psychological ownership has a positive direct effect on commitment and a positive indirect effect on repatronage intentions of wine consumers. Thus, the investment of self is more powerful than intimate knowledge in creating a sense of psychological ownership, which can be used to understand how wine consumers and tourists react to different stimuli.

Second, commitment is demonstrated as an outcome of psychological ownership and antecedent of winery repatronage intention. The effect of satisfaction as influencing repatronage intentions is well documented, but the role of commitment has been scarcely analyzed, particularly as influenced by psychological ownership.

Finally, the quality of alternatives acts as a moderator in the relationship between commitment and repatronage intentions. While previous studies posit that the quality of alternatives acts as an antecedent of commitment, this study contributes to the theory by illustrating that the quality of alternatives can also act as a moderator. Specifically, it can weaken the relationship between commitment and repatronage intentions.

Managerial implications

For winery managers and policymakers, it is critical to understand what triggers and jeopardizes repatronage intentions. Our findings suggest that investment in self-construct plays a very important effect on the psychological ownership of a wine brand. Literature shows that investing our own time and resources in something is very powerful in developing ownership perceptions. Winery managers should involve customers in wine experiences (e.g., harvest, grape crushing, family storytelling, blending, and bottling their own wine). These activities are more likely to enhance future ownership feelings to such wine and winery, and therefore stimulate commitment and further repatronage intentions.

Winery managers can foster emotional commitment by creating frequent visitor programs to increase the emotional attachment of high-tier members to the winery reward program. Thus, they should not only continuously monitor competition services and challenge themselves but also gather insight into the wine tourist journey and offer services that facilitate the pre-visit and

maximize the post-visit. Wineries must create a continuous flow of positive and customized touchpoints, leaving less space for other wineries to establish alternatives.

Limitations and future research

Some limitations need to be reported. First, the measures are all self-reported and we collect a convenience sample of Portuguese and Spanish. Future research can attempt to measure actual behaviors and regard other countries. Second, in this study participants fulfilled the questionnaire based on the winery that they already felt some degree of ownership. Future studies can focus on wineries with less emotional attachment to participants. Third, we urge future researchers to examine customers' behaviors regarding commitment and repatronage intentions toward wine tourism. They can also explore constructs, such as guilt or involvement, as moderators between commitment and repatronage intention. Another avenue that can be pursued is to understand the commitment process in light of the interdependence theory, that is, in the absence of alternatives how affective commitment will react?

Notes on Contributors

António Pé-Curto holds a PhD in Management, specialization in Marketing from Iscte, currently is the Business Unit Director of a multinational pharmaceutical company, lecturer, and speaker of the wine business in several institutions and congresses. He founded Alle Wine a technological start-up in the field of wine tourism that in 2018 won the 1st Prize in the Wine Discoveries competition integrated in the European Cities of Wine and was Alfa start-up at the Web Summit in 2019.

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European Journal of Marketing and recently won the 2019 Best Paper Award presented by the Global Fashion Management Conference.

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Table 1. Reliability and validity test for the complete data.

Constructs		Items	Mean	SD	Outer Loadings	α	CR	AVE
Investment of Self	(IS)	IS1. I have invested a major part of “myself” into this winery.	0.90	0.01	0.90	0.91	0.94	0.84
		IS2. I have invested a significant amount of my life into this winery.	0.94	0.01	0.94			
		IS3. In general, I have invested a lot into this winery.	0.92	0.01	0.92			
Intimate Knowledge	(IK)	IK1. I am very familiar with this winery.	0.79	0.02	0.79	0.86	0.90	0.70
		IK2. I have a deep of knowledge as it relates to the winery.	0.89	0.01	0.89			
		IK3. I have a comprehensive understanding of the winery features.	0.85	0.01	0.85			
		IK4. I have a broad understanding of the winery.	0.82	0.02	0.82			
Affective Commitment	(AC)	CM1. I feel emotionally attached to this winery.	0.87	0.01	0.87	0.88	0.92	0.74
		CM2. This winery has a great deal of meaning to me.	0.78	0.02	0.78			
		CM3. I have a strong sense of belonging to this winery.	0.92	0.01	0.92			
		CM4. I really feel like this winery's problems are my own.	0.86	0.01	0.86			
Normative Commitment	(NC)	CM6. If I got a better offer from a different winery, I would not feel it was right to buy from them.	0.74	0.04	0.74	0.60	0.79	0.55
		CM7. I remain a customer of this winery because I feel obligated.	0.82	0.02	0.82			
		CM.8 It would be unethical for me to switch from this winery.	0.66	0.05	0.66			
Psychological Ownership _Service Based	(PO_SB)	PO1. I feel like I own this winery.	0.73	0.03	0.73	0.85	0.91	0.74
		PO2. I feel a high degree of personal ownership for this winery.	0.93	0.01	0.93			
		PO3. I sense that this winery is mine.	0.91	0.01	0.91			
Psychological Ownership _Product Based	(PO_PB)	PO4. I sense that the wines I drink from this winery are mine.	0.87	0.02	0.87	0.82	0.89	0.78
		PO5. I feel like I own the wines of this winery.	0.86	0.01	0.86			
		PO6. I feel a high degree of personal ownership for the wines from this winery.	0.91	0.01	0.91			
Quality of Alternatives	(QA)	QA1. Other wineries, beside this winery, are very appealing to me.	0.71	0.05	0.72	0.78	0.85	0.52
		QA2. My alternatives to this winery are close to ideal.	0.78	0.02	0.77			
		QA3. If I wasn't engaged with this winery, I would do fine or I would find another appealing winery.	0.73	0.03	0.73			
		QA4. Alternative wineries are attractive to me.	0.73	0.05	0.74			
		QA5. My needs for familiarity, companionship, etc., could easily be fulfilled in an alternative winery.	0.70	0.05	0.70			
Repatronage Intention	(RI)	RI1. I will go back to this winery.	0.83	0.03	0.83	0.70	0.83	0.63
		RI2. I plan on visiting this winery again.	0.84	0.02	0.84			
		RI3. For my next purchase, I would consider this winery to be my first choice.	0.69	0.04	0.69			

Note: SD - Standard Deviation α -Alpha de Cronbach, CR-Composite reliability, AVE- Average Variance Extracted.

Table 2. Multigroup analysis results for control groups.

Relationship	Age		Gender		Nationality		Socioeconomic class					
	Coef.- dif	<i>p</i> - value	Coef.- dif	<i>p</i> - value	Coef.- dif	<i>p</i> - value	Coef.- dif (1-2)	<i>p</i> - value	Coef.- dif (1-3)	<i>p</i> - value	Coef.- dif (2-3)	<i>p</i> - value
Commitment -> Repatronage Intention	-0.052	0.438	-0.069	0.301	0.006	0.942	0.154	0.070	0.113	0.247	-0.041	0.615
Intimate Knowledge -> Commitment	0.095	0.190	-0.121	0.115	0.098	0.194	0.122	0.176	0.094	0.399	-0.028	0.754
Intimate Knowledge -> Psychological Ownership	0.008	0.896	0.013	0.840	-0.009	0.900	0.088	0.290	0.12	0.222	0.032	0.655
Investment of Self -> Commitment	-0.110	0.113	0.104	0.161	0.056	0.563	-0.056	0.540	0.01	0.927	0.066	0.447
Investment of Self -> Psychological Ownership	0.006	0.924	-0.005	0.936	0.008	0.913	-0.049	0.555	-0.055	0.562	-0.006	0.922
Quality of Alternatives x Commitment -> Repatronage Intention	-0.026	0.725	0.028	0.711	0.030	0.705	0.128	0.353	0.25	0.060	0.122	0.129

Age: Groups: below 44 and above 44 (median = 44)

Nationality: Portuguese or Spanish

Socioeconomic class: Group 1 = Lower Class, Group 2 = Middle Class, Group 3 = Upper class

Socioeconomic class: self reported

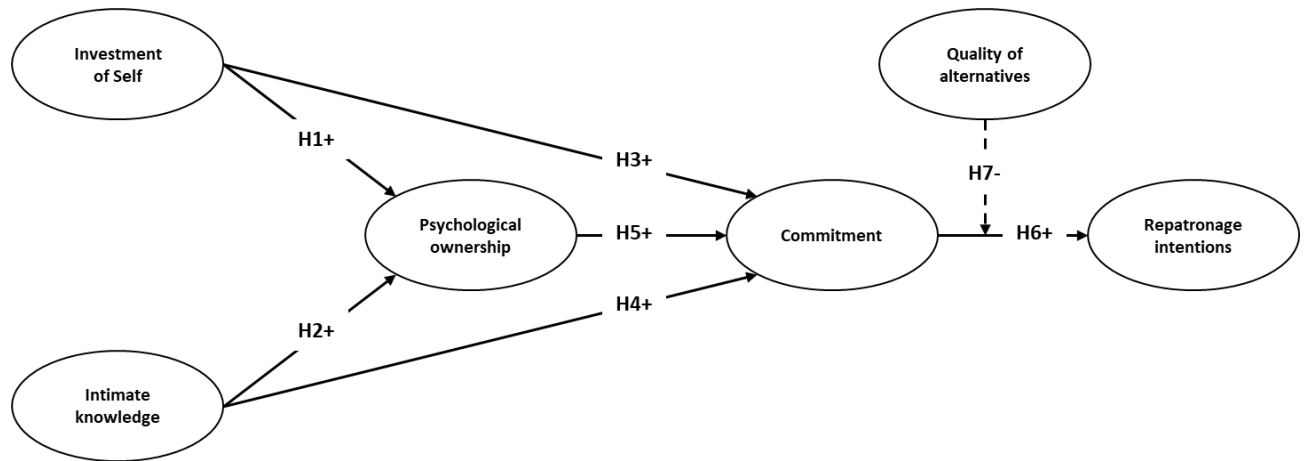


Figure 1. Proposed theoretical model.

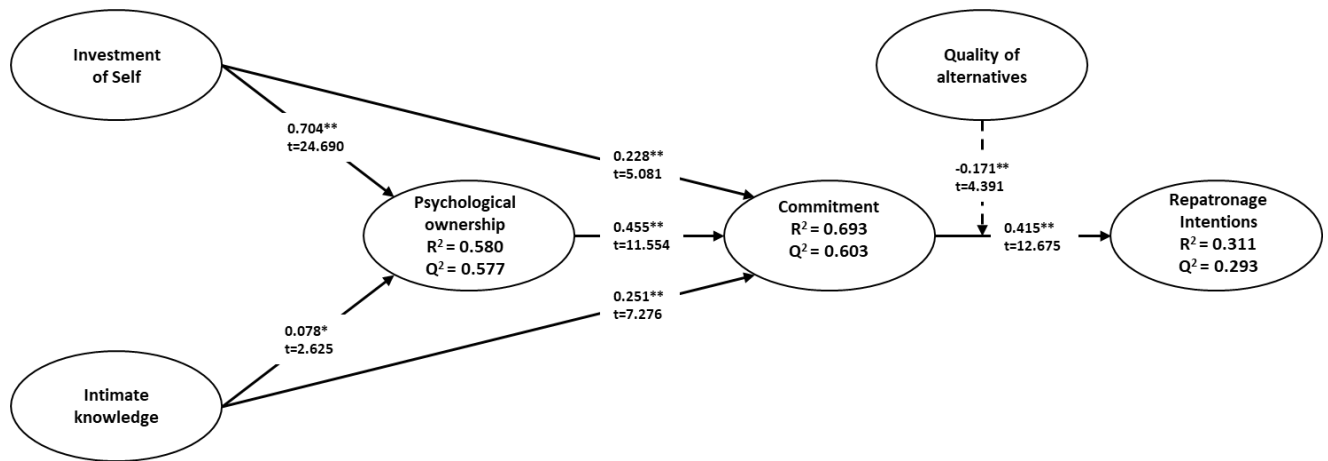


Figure 2. SEM results of the complete data.

Note: The **, and * indicate p-values less than 0.001, and 0.01, respectively

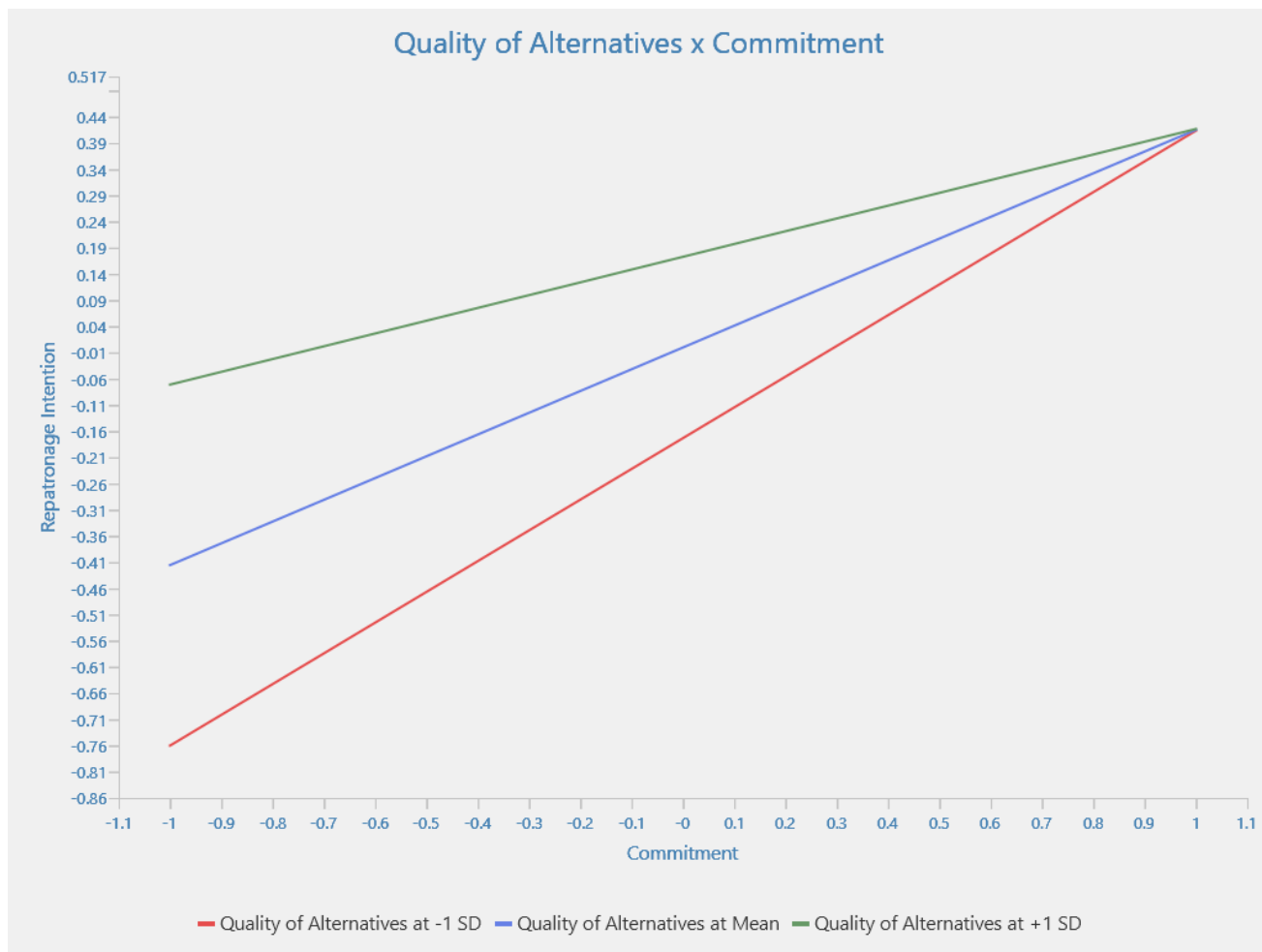


Figure 3. Moderating Effects of Quality of Alternatives