A Study on Tourists' Drinking Behaviour in Alcotourism

A Thesis submitted in partial fulfillment for the Degree of

DOCTOR OF PHILOSOPHY

in

Goa Business School
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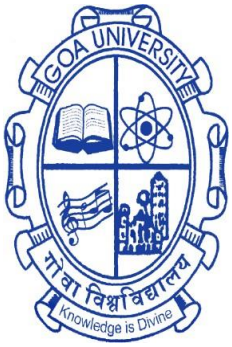

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DECLARATION

I, Edgar Philip D'Souza, hereby declare that this thesis entitled *"*A Study on Tourists' Drinking Behaviour in Alcotourism*"* represents work which has been carried out by me and that it has not been submitted, either in part or full, to any otherUniversity or Institution for the award of any research degree.

Place: Taleigao Plateau.
Date: 15-10-2021 Edgar Philip D'Souza

CERTIFICATE

I hereby certify that the work was carried out under my supervision and may be placed for evaluation.

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Edgar D'Souza

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List of Abbreviations

AGFI:	Adjusted Goodness-Of-Fit Index
ALC:	Alcohol Consumption Experience
AMOS:	Analysis of a Moment Structures.
AVE:	Average Variance Extracted
CFA:	Confirmatory Factor Analysis
CFI:	Comparative Fit Index
CMEM:	Customers' Meal Experience Model
CMIN/DF:	Chi-Square/Degree of Freedom
COA:	Choice of Alcohol
COD:	Choice of Drinkscape
CR:	Composite Reliability
C.R.	Critical Ratio
CVI:	Content Validity Index
EFA:	Exploratory factor analysis
FAMM:	Five Aspects Meal Model
GFI:	Goodness-Of-Fit Index
I-CVI:	Item-Level Content Validity Index
IFI:	Incremental Fit Index
KMO:	Kaiser– Meyer–Olkin
PCA:	Principal Component Analysis
RI & WR:	Revisit intention and Willingness to recommend
RMSEA:	Root-Mean-Square Error of Approximation
RMR:	Root Mean Square Residual
S-CVI:	Scale-Level Content Validity Index
S.E.:	Standard Error
SEM:	Structural Equation Modeling
SPSS:	Statistical Package for the Social Sciences
SS:	Social Settings
TK&PE:	Tourists Knowledge and Past Experience
TLI:	Tucker Lewis Index
VIF:	Variable Inflation Factors

Abstract

Background

Tourists' drinking behaviour in the context of alcotourism consists of and is influenced by the product (alcoholic beverage in this study), the service, the environment and atmosphere of the purchase or service, as well as the social setting on the one hand, and the product (alcoholic beverage in this study) on the other (Pizam and Tasci, 2019, Stone et al., 2018). According to Erasmus and Donoghue (1998), the consumer's consumption behaviour is also influenced by the individual's characteristics, which include demographic factors, prior experience, and personality traits. As a result, every consumer assesses their food and beverage consumption experience uniquely in a limited range of qualities. Consequently, consumers visiting a location such as Goa will have a different drinking experience and level of pleasure. While earlier studies focused on food and beverage production, more research, focusing on the consumption component and investigating visitors' thoughts and considerations, has been proposed (Karamustafa and Ulker, 2017). This study examines the impact of the factors affecting the alcohol consumption experience, the selection criteria of alcohol and the drinkscape and the influence on the tourists' behavioural intentions.

Research design

In its first stage of research design, this research adopted the technique of exploratory study to identify the factors influencing the alcohol consumption experience of a tourist. Following that, quantitative research was conducted, which comprised scale development and administration of the same to tourists who consumed alcoholic beverages across the state of Goa. To test the reliability and validity of the scale Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA), and Structural Equation Modelling (SEM) was carried out. According to Hair et al. (2014), different samples were taken for EFA (sample size = 481) and CFA (sample size = 481), and a total sample of 962 was utilised for SEM. Internal consistency and reliability of the scales were achieved. The convergent and discriminant validity revealed that the construct validity of the relevant scale was of acceptable levels.

Findings and theoretical contributions

The impact of the factors influencing the drinking experience of a tourist and the influence of this alcohol consumption experience on the behavioural intentions was empirically explored in this study. Such relationships have not been investigated in previous studies. As a result, our study on the unique impact of each drinking experience dimension and tourists loyalty component adds to a deeper understanding of the alcohol consumption experience construct. First, this study tests the validity of the alcohol consumption experience scale in the alcotourism industry context, which has received less research attention in the literature. Second, this study improvises from earlier work by demonstrating the interrelationship between the factors that influence the alcohol consumption experience and the willingness to revisit or recommend the alcohol consumption experience. After testing, the model affirmed the influence between the tourist's knowledge of alcohol, previous alcohol consumption experience and demographics on the choice of alcohol and the choice of drinkscape. According to the findings of this study, the choice of alcohol has a positive and significant impact on the alcohol consumption experience. Results further revealed a significant impact of the choice of alcohol on the choice of drinkscape, social setting and service experience. The direct relationship between choice of drinkscape, social settings and service experience and alcohol consumption experience showed a positive and significant effect. Mediation analysis indicated that the social setting and service experience mediates the relationship between alcohol and alcohol consumption experience, whereas the drinkscape did not mediate. Tests to check the statistical significance of the impact of the alcohol consumption experience on the revisit intention and willingness to recommend confirmed that alcohol consumption experience has a positive and significant influence on the revisit intention and willingness to recommend the alcohol consumption.

Managerial implications

Since all the factors (choice of alcohol, choice of drinkscape, service experience, and social setting) influence guests' perceptions of a quality consumption experience, the drinkscape manager must grasp the relative relevance of each of these factors to comprehend the consumer's consumption experience better.

The present study's findings suggest that the managers need to pay the most attention to the choice of alcohol on offer since it is the most vital component affecting customer consumption experience and, consequently, customer behavioural intentions. To meet or exceed the demanding standards of alcohol consumers, the drinkscape should provide guests with an

exceptional mixture of a variety of menu, maintain the quality and taste by having standard recipes in place for cocktails and mixed drinks, train staff to suggest drinks by pairing it with the foods in restaurants or where meals are offered and suggest appropriate mixers with the alcoholic beverages.

Meanwhile, in light of the literature review based on the physical environment and findings related to the association of choice of drinkscape with alcohol consumption experience, managers must differentiate drinkscape through the physical environment to create a memorable experience in a casual and relaxed atmosphere. Therefore, the drinkscape emphasis should be on safety, cleanliness, entertainment, ambience, washroom, toilet facilities, and accessibility.

Drinkscape emphasize the choice of drinks available and sell the service delivery of the service staff as well. Therefore, training to enhance employee professional conduct, such as competency and ability to present a polite, helpful, and friendly attitude during service delivery, is crucial. In addition, adequate training based on the standard operating procedures to ensure prompt service and quality in the standard of service should be imparted to the staff.

It may be easy to dismiss aspects such as drinking companions and other bar visitors because these aspects are beyond the manager's control. However, it is more than likely those drinkscape managers may significantly impact these dimensions by providing spaces for socializing in groups.

Thus, the relationship between the choice of alcohol, service experience and social setting is something that managers should be eager to intensify to increase customer loyalty behaviour (i.e. intention to revisit, willingness to recommend). In this regard, the study's findings imply important implications for drinkscape seeking to balance or emphasize these components of service excellence. Furthermore, the findings may help allocate limited business resources to improve customers' drinking experiences, boosting satisfaction and positive behavioural intentions.

Limitations

This study's methodological choices have resulted in a few shortcomings that must be noted. The research's only location in Goa suggests a potential regional bias in the data obtained for this study. Despite concerns about its validity, self-reports continue to be the most widely utilized method of tracking alcohol consumption. As a result, social desirability bias poses a

significant concern to the accuracy of self-reported alcohol consumption measurements and experiences in this study.

Recommendation for future research

Due to Covid-19 travel limitations, we could not get a representative sample of international tourists, raising the risk of generalisation. Future research may examine group-based tourists' impressions based on international tourists vs local tourists once travel restrictions have been relaxed and an inflow of foreign tourists has occurred. More extensive study in other locations and countries is needed to better establish the relationships and impact of alcohol consumption experience in various settings on future behavioural intentions. Future studies should employ inductive mixed-method research designs, which may be implemented using various research instruments such as focus groups, surveys, depth interviews and observations from tourists who recount memorable drinking experiences.

The Alcohol Consumption Experience (ACE) scale created and validated in this study would undoubtedly benefit further research. Although this study is centered on alcohol consumption, the proposed ACE model may be explored for non-alcohol drinks. Future research could also analyze the effect of local beverages on the consumption experience of tourists. In addition, further research and modifications may include the addition or deletion of items in our scale and a change in the factor structure if warranted.

Key words: *Alcotourism, Alcohol consumption experience, Experiencescapes, Drinkscape, Behavioral Intentions, Drinking experience.*

Chapter 1

Introduction

This chapter provides a brief introduction to the background of the study and the field of research to which it is related. To guide the reader, an overview of the content of the thesis is provided here.

1.1 Background

The concept of experience has constantly attributed an important impression in the study of tourism. Customer research indicates that people like to believe that they have had an enjoyable experience, taking into account a wide range of things to see and do, to gain an insight into the history of a destination, to appreciate its new offer, to connect with its people and also sample its local produce (Alliance, 2012). In a tourist's search to escape from the usual routine, alcohol consumption forms a critical part of the tourism experience. It is just an incidental accompaniment of the journey for some travellers, but for others, it is the key reason to travel (Getz et al., 2014; Yeoman et al., 2015). Bell (2008) brought research on alcohol consumption and tourism under the heading of Alcotourism. Alcotourism refers to moving to a destination for drinking, drinking on vacations, travelling while consuming alcohol and drinking to travel. Much of the research that connects beverages to tourism is in the area of *Wine* tourism (Bruwer and Alant, 2009; Colombini, 2015; Kaddi, 2015; Schamel, 2017; Masa and Bede, 2018; Sigala, 2019; Brochado et al., 2019; Madeira et al., 2019). Other alcoholic beverage tourism, such as *Whisky* tourism, *Beer* tourism, *Rum* tourism, local alcoholic beverages tourism, is relatively under-researched (Baran, 2017; Manis et al., 2020). Rogerson (2016) emphasised that given the growth in *Beer* tourism, academic studies in this area remain undeveloped and lags far behind those devoted to *Wine* tourism. Few studies (e.g. Tanaka, 2010; Spracklen, 2011, 2014; Torre et al., 2016; Stoffelen, 2016; Hurl et al., 2016; Iijima et al. 2016; Sato and Kohasa, 2017) have examined *Whisky*, *Tequila*, *Rum* and *Sake* as development factors for regional branding and tourism. However, the studies related to local alcoholic beverage

tourism are further limited. Additional research is needed to obtain a more in-depth understanding of the tourist's behaviour while consuming alcoholic beverages in an alcotouristic environment.

Consumption experience is defined as "an interaction of the consumer with the product that is at once 'pleasurable, memorable and meaningful' (Kwortnik and Ross, 2007). Alcohol consumption enhances social and physical pleasure (Pereira, 2007). While it is often assumed that experiences are positive encounters, negative experiences are also likely. Studies indicate that when researchers define or describe experiences, they generally mean positive or pleasing feelings or events (Oh et al., 2007; Pine and Gilmore 1998). Studies have assessed that a memorable experience has proven to influence customers' positive consumption emotions, satisfaction with an organisation, and loyalty intentions (e.g. Yoon and Uysal, 2005; Yuksel et al., 2010; Tung and Tung and Ritchie, 2011; Kuhn and Bothma, 2018).

According to Pine and Gilmore's (1998, 1999) study, consumer experience is regarded as an economic product. From their perspective, a rich and eye-catching experience has to be entertaining, educational, escape from reality and aesthetics. A level of recognition of a consumer's consumption experience will affect the consumer's evaluation after purchase and be associated with satisfaction/dissatisfaction. Consumption experiences might change depending on the setting. It would be different for someone drinking it alone or in a group, in a restaurant or by a beachfront shack, at an event or on a wine tour.

Just like dining at restaurants, beverage consumption has become a status symbol. People are looking for experiences that go beyond the food and beverage itself, and they use the food and beverage outlets as an arena where they can relax, enjoy and socialise (Gustafsson et al., 2006). Past studies have shown that a meal's context is essential for the dining experience and must encompass the product, the customer, and the environment. These three elements must be evaluated together since they have an impact on one another. A qualitative study by Gustafsson et al. (2006) of restaurant consumers found that there are at least eight main categories of importance for the experience of the meal: restaurant atmosphere, core items of consumption, restaurant scene, personal service encounter, staff quality, visitors, restaurant decision process and individual circumstances. It would be interesting to explore the components of the beverage consumption experience likewise.

The concept of product experience has been used to refer to physical objects and food and beverages, and it has been defined as the complete set of effects that a product has on a user (Schifferstein and Cleiren, 2005). Kwortnik and Ross (2007) define the consumption experience as an interaction of the consumer with the product that is at once 'pleasurable, memorable and meaningful'. Alcohol consumption enhances social and physical pleasure (Pereira, 2007). Having a few drinks is an excellent way to celebrate special occasions. Drinking is pleasurable because it's enjoyable to join in with people who are enjoying themselves. Drinking adds warmth to social events. Pine and Gilmore (1999) suggest that a well-staged experience leads to enhanced memory, positively shaping the Tourist's attitude toward the experience. Disappointing experiences are also intense in memories. The definition of meaningful is something that has a purpose that is important or has value. An alcohol consumption experience can be significant when it helps provide an opportunity to have fun, laugh, and enjoy life, providing a sense of freedom from the stresses in life and connecting us with our friends and family.

Holbrook and Hirschman (1982) defined the consumption experience as "a steady flow of fantasies, feelings and fun". They added that "this experiential perspective is phenomenological in spirit and regards consumption as a primarily subjective state of consciousness with a variety of symbolic meanings, hedonic responses, and esthetic criteria". Fornerino et al. (2005) have defined it as "A personal experience, resulting from interaction with an experiential environment."

The tourist consumption experience can be formulated by assessing the factors that influence the outcome of the experience. In reviewing the literature on quality tourist experience, Nickerson (2006) argues that three linked influencing aspects relate to this phenomenon: the traveller, the product (or destination), and the local population.

Jennings and Nickerson (2006) state that "The traveller is subject to many influences that ultimately define a quality tourism experience. All of these factors come together for an understanding of the experience. However, these influences on the traveller are generally within the consumer (expectations, social construction, media exposure, and interactions with environments). They are one segment of what helps determine a quality experience. The product and the local population also contribute to the experience". The social environment seems to be significantly vital in tourism experiences (Selstad, 2007). Social features refer to the various social influences that can exist during tourist experiences,

including social settings, personal relationships with people travelling with (friends, family and relatives) and interactions with locals and other tourists. Experiences may be achieved as an individual, but many experiences are in other people's presence, influencing satisfaction levels and perceptions of quality (Mossberg, 2007). For example, a group of exciting and stimulating tourists will most likely enhance individuals drinking experiences. Andereck et al. (2006) reason that social aspects of the experience influence perceived experience quality. Interaction with friends and family is a significant aspect of the tourism experience and influences perceptions of quality.

Gustafsson et al. (2006) proposed a Five Aspects Meal Model (FAMM) based on the Michelin Guide approach to assessing restaurant meal experiences from the restaurateurs' points of view. The five aspects are the room, the meeting, the product, the atmosphere, and the management control system. These aspects are grouped into two categories: The first follows a logical timeline (room, meeting, and product), and the second looks for a more extensive nature (e.g. atmosphere and management control systems). The room represents the place setting, including the use and shape of the facilities. The meeting denotes the interpersonal relations between customers, other customers, and personnel in the restaurant. The product consists of food and beverage and can be seen as the core element of the meal. The product must also be seen in interaction with all other elements in the meal experience. The three aspects – room, meeting, and product – together create the atmosphere. The management control system consists of overall planning, various regulations, rules, laws, and economic aspects with which the restaurants have to comply to stay in business. The all-inclusive meal model (FAMM) is a comprehensive framework appropriate as a distinctive comparison basis for Food and Beverage Consumption experiences.

According to Erasmus and Donoghue (1998), consumer expectations are speculated to be influenced by the product features, the context of the consumers' purchase, and individual characteristics. Andersson and Mossberg (2004) identified five factors influencing the experience of a meal: cuisine, restaurant interior, service, company and other guests. The authors regard these five factors as ‘satisfiers' during a meal experience in restaurants. On the other hand, Hansen et al. (2005) identified five main categories that created restaurant meal experiences. These were: The core product, the restaurant interior, the personal social meeting, the company, and the restaurant atmosphere. These variables established the Customers' Meal Experience Model (CMEM). A significant difference between this model

and the FAMM was the customers' exclusions of the management control system aspects. Stone et al. (2018) proposed five broad elements that contribute to memorable culinary travel experiences: the food or drink consumed, the occasion, the location, the companions, and touristic aspects such as novelty and authenticity. While these aspects were commonly cited collectively, a single component was enough to produce a memorable experience.

Consumer satisfaction with hospitality services consists of and is influenced by the product (Alcoholic beverage in this study) on the one hand, the service, the environment and atmosphere of the purchase or service as well as the social setting on the other (Pizam and Tasci, 2019, Stone et al., 2018). According to Erasmus and Donoghue (1998), the individual's characteristics, including demographic variables, previous experience, and personality attributes, also influence consumer satisfaction. Therefore every consumer evaluates their food and beverage consumption experience distinctly in terms of a limited set of characteristics that have been individually (personally) compiled and prioritized. Consequently, the experience and the intensity of the satisfaction will differ amongst consumers visiting a destination such as Goa.

1.2 Significance of the study

Food and beverage expenditures amount to one-third of the global tourism turnover's overall tourist expenditures (Noor et al., 2012). As per a survey conducted by Datamation Consultants, New Delhi, appointed by the Market Research Division of Department of Tourism, titled 'Collection of Domestic Tourism Statistics for the State of Goa' during 2005-2006, the total percentage of expenditure on alcohol was 6.09 % of the total spending (Datamation Consultants 2005–2006, p.69). Food and drink experiences can strongly impact the development and crystallization of destination image (Harrington and Ottenbacher 2013). Thus, the study of food tourism has practical importance to the tourism industry. Despite the importance of beverages as an input in the hospitality and tourism sector, it receives very little attention in the literature. Tikkanen (2007) had suggested that the future research areas within food tourism might concentrate on the role of spirits as the motivation for food tourism

1.3 Statement of the problem

Tourism products or tourist practices have been the focus of research in the area of satisfaction, such as hotels (Kandampully and Suhartanto, 2003), cruises (Qu and Ping,

1999), theme parks (Kao et al., 2008) and tour guides (Zhang and Chow 2004). Likewise, there are studies in beverage tourism in areas such as *Wine* tourism (Kaddi, 2015; Columbini, 2015; Sigala, 2019, Connolly, 2019, Kim et al., 2019), *Beer* Tourism (Baran, 2017; Manis et al., 2020), *Tequila* tourism (Torre et al., 2014), *Whisky* tourism (Stoffelen, 2016; Spracklen, 2011, 2014). However, studies explicitly designed to address tourists' satisfaction with the experience of the food and beverage consumption and their behavioural intentions are minimal (Correia et al., 2008). There is little known about the areas that tourists employ to evaluate their beverage consumption experience.

While Meal experience has been studied in an à la carte restaurant setting, Beverage consumption experience as a single component could be studied in different drinkscape to reveal new aspects of Consumption experiences from the customer's viewpoint. Additional research is needed to obtain a more in-depth understanding of the Tourist's experiences consuming alcoholic beverages in various locations.

Based on the literature reviewed, most studies have focused on Gastronomic tourism and studying diner's meal experiences (Hansen et al., 2005; Gustafsson et al., 2006; Wijaya et al., 2103; Stone et al., 2018; Kühn and Bothma, 2018). While meal experience has been studied in an à la carte restaurant setting, beverage consumption experience as a single component has not been studied in different drinkscape to reveal new aspects of consumption experiences from the customer's viewpoint. Further studies on understanding the factors that influence the beverage consumption experience in different drinkscape to enhance understanding of these factors are required. This will enhance understanding so that a guideline for successful implementation concerning the specific characteristics and requirements of the hospitality industry can be provided for organizations to consider before setting up such drinkscape.

On the other hand, Wakefield and Blodgett (2016) have presented the importance of servicescapes in leisure service settings. The authors have noted that the value of service settings has increased globally as consumers invest more time, money and effort in servicescapes pursuing hedonic consumption. Research within different service settings among individuals, groups and cultures to evaluate the overall influences of the physical environment on consumer response could be conducted. In a recent study specific to *Beer* festivals, Manis et al. (2020) have argued that perceived value and the components that make up the servicescapes significantly impact satisfaction. Besides, satisfaction impacts

re-purchase or revisit intention. Likewise, researchers could study the influence of other drinkscape or service settings on tourists' loyalty intentions.

1.4 Aim of the study

Concerning the existing literature, this study has two aims:

- To connect within an integrating framework the factors that influence the alcohol consumption experience of a tourist;

- To understand the comprehensive evaluation of alcohol consumption experience on behavioural intentions by a quantitative research methodology.

1.5 Scope of the Study

This study attempts to gather tourists' views and perceptions on the factors that influence the alcohol consumption experience and their behavioural intention based on their experiences in Goa. Therefore, the population of the study is tourists who have visited Goa and have consumed alcohol. An attempt has been made to cover tourists of different demographics in different drinkscape in Goa. Based on the study, a new framework to study the factors influencing the alcohol consumption experience (ACE) of a tourist and its impact on the revisit intentions or the willingness to recommend the alcohol consumption is proposed and validated.

1.6 Overview of Methodology

A detailed literature review in the area of tourists' alcoholic beverage consumption experience and their behavioural intentions was conducted. Existing food and beverage tourism frameworks were reviewed. Based on the review, a new framework for the study of the alcohol consumption experience of a tourist was created to contribute to the field of beverage tourism by focusing on the alcoholic beverage consumption experience as the depending variable and revealing the effects of such an experience on their revisit intention. This study followed the systematic procedures of scale development measurement recommended by prior studies. The scale development process yielded a measurement scale with appropriate levels of reliability and content validity. The five underlying influential dimensions of alcohol consumption experience were

identified as tourists' profile, choice of alcoholic beverage, choice of drinkscape, social setting and service experience.

The 59 item instrument was pretested with a convenience sample of 56 participants who had experienced alcohol consumption in Goa in the last six months. Data were entered and analysed to determine the average correlation and internal consistency of items in the instrument and gauge the questionnaire's reliability. The α Cronbach's for total scores demonstrated right post-test internal consistency. Also, perfect internal consistency was determined in all questionnaire domains.

The questionnaire was then administered to tourists who had visited various drinkscape in Goa post lockdown period and those who had visited them a few months before lockdown, making for a total of 962 valid questionnaires that were used for the final analysis. Descriptive analysis was used to assess the impact of a tourist's socio-demographics on their choice of alcohol and drinkscape. Cross-tabulation was used to find the association between variables and Pearson's chi-square test was used to analyze the relationship between categorical variables in our scale. The relationship between constructs and their significance and the hypothesis testing was checked using structural equation modelling.

1.7 Organization of thesis

The thesis is structured into seven chapters. An outline of the same is mentioned below.

Chapter 1 highlights the background of the research, the statement of the problem, the aim and scope of the study. An overview of the methodology has also been highlighted in this chapter.

Chapter 2 details the findings of existing literature concerning alcotourism, consumption experience, factors affecting the alcohol consumption experience of a tourist, concept of experiencescape, revisit intention and willingness to recommend. The chapter also provides the research process adopted for the structured literature review and summarises previous literature on food and beverage consumption experience.

Chapter 3 highlights the research gaps based on the literature review. It also presents the research questions, objectives, proposed framework for the study and the proposed hypothesis.

Chapter 4 explains the clarity behind the choice of research methodology adopted for the study, the tools of analysis used and the technique of scale development. Content validity and reliability tests are shown to support the scale's validation. Logical reasoning for the development of hypothesis and validation of the measurement model is also covered under this chapter.

Chapter 5 provides descriptive statistical analysis of data generated by the research instrument, and the obtained conclusions are listed.

Chapter 6 presents the quantitative study results based on statistical tests followed by the interpretations of results. It details the Hypothesis Testing using Structural Equation Modeling, Statistical Results, Interpretations and Model Fit.

Chapter 7 enlists the study's findings and the contribution made by this study to the body of knowledge in the area of alcotourism literature. This chapter also points out the managerial implications, the limitations of this study and the scope for future research.

Chapter 2

Literature Review

2.1 Introduction

This research's main objective is to study the influences on the alcoholic consumption experience of a Tourist and its impact on the revisit intentions or willingness to recommend the alcohol consumption experience. The literature suggests that experiencescape consisting of drinkscape (destination), social setting (the company of friends) and service experience (courteous service) have the potential to influence the overall alcohol consumption experience, besides the tourists' preference for the type of drink. Studies related to food and beverage experiences have identified various variables that influences the food and beverage consumption experience that have been highlighted in table 2.1.

Table 2.1: Variables that influence the food and beverage consumption experiences

Year	**Authors**	**Variables**
Dining Experience		
2004	Andersson TD, Mossberg L	Restaurant interior, cuisine, service, company, and other guests.
2005	Hansen, K. V., Jensen, Ø., and Gustafsson, I. B.	The core product, the restaurant atmosphere, the personal social meeting, the restaurant interior and the company.
2006	Gustafsson, I. B., Öström, Å., Johansson, J., and Mossberg, L.	The room, the product, the meeting, the atmosphere, and the management control system
2013	Serli Wijaya, Brian King, Thu-Huong Nguyen, Alison Morrison	Pre dining, during dining, post dining
2018	Stone, M. J., Soulard, J., Migacz, S., and Wolf, E.	Food or drink consumed, companions, location/setting, the occasion, and touristic elements

2018	Stefanie Kühn, Mia Bothma	Service quality, food quality, atmosphere, and social connectedness
2020	Han Wen, Xe Leung, Yathip Pongtornphurt	Music enjoyment, Music Congruency, Perceived Authenticity, Satisfaction and Behavioural Intention
Wine Tourism experiences		
2006	Roberts, L., and Sparks, B.	The authenticity of experience, value for money, product offerings, service interactions, information dissemination, setting and surroundings, indulgence and personal growth.
2015	Melville Saayman and Annari van der Merwe	Attributes of the winery, themes and activities, education, and novelty.
2017	Guenter H. Schamel	Wine as Infotainment, Social Cultural Engagement, Escapist and food-specific activities, Accommodation Traits and Style: Esthetic
2018	Massa, C. And Bédé, S.	excellence, aesthetics, authenticity, materialism and possessions, socialisation, recreation, and convenience
2018	Robin M. Back, Diego Bufquin and Jeong-Yeol Park	Previous visits, Travel motivations, The reputation, reviews, perceived quality of the winery, location of the winery, Positive word of mouth, media coverage and advertising of the winery, revisit intentions, satisfaction with winery experience and loyalty
2019	Arlindo Madeira, Antónia Correia and José António Filipe	Wine, staff, cellar door interaction, entertainment, education, and aesthetics
2019	Ana Brochado, Oana Stoleriu and Cristina Lupu	Wine, food, view, staff, service, room, hotel, restaurant, pool, Douro, delicious food and wine and comfort.
2019	Woo-Hyuk Kim, Jeong-Lan Cho, and Kyung-Sook Kim	Wine promotion, overall satisfaction, and behavioural intention

2019	Marianna Sigala	Winescape elements, Cultural landscapes, Wine tourism experiences
Tourism Experiences		
2006	Andereck, K., Bricker, K. S., Kerstetter, D., and Nickerson, N. P. Butterworth-Heinemann.	Social aspects of the experience, interaction with friends and family, local population, and the local products' influence on quality tourism experiences
Experiencescapes		
2016	Kirk L. Wakefield, Jeffrey Blodgett	Positive and negative emotion, Tourist segments, Ambience, Servicescape, Price perceptions, Willingness to pay.
2020	Manis, K.T.; Chang, Hyo Jung (Julie); Fowler, Deborah C.; Blum, Shane C.	Perceived Value, Servicescape, Intention to purchase, Intention to Visit, Beer Tourist, Satisfaction
Food Tourism Experiences		
2017	Peter Björk and Hannele Kauppinen-Räisänen	Food Interest as a Travel Motive, The Destination Food Experience: Food and destinationscape. Food and restaurantscape, Food and local culture, Food safety health and ethics, Food practice experience Consequences: Travel Satisfaction, Holiday Experience
2018	Sheila Matson-Barkat, Philippe Robert-Demontrond	Sharing experiences, cultural guidance, family togetherness and transmission and customer-to-customer interaction.

Source: Compiled by the researcher

Most hospitality and tourism research tends to focus on factors within the management frameworks. However, Rodriguez et al. (2016) propose that more research is needed from the Tourist's perspective, thus helping answer essential aspects of the subjective experience of the Tourist. Wine and culinary tourists are experiential consumers (Schamel, 2017). Wine tourists get pleasure from the services experienced during winery visits (Charmicheal, 2005). Chen et al. (2016) found that the perceived hedonic value derived from the winery visits played the most crucial role in predicting visitors' behavioural

intentions. This results in continuous purchasing of its wine, recommending it to people around them or revisits intentions. In a recent study on wine tourism experiences, Sigala (2019) introduced a cultural ecosystem approach to clarify how art and cultural environments can be used as a theoretical perspective and a practical framework for planning and creating transformative wine tourism experiences. Bujdoso (2012) has suggested that *Wine* has a more prestigious tradition in alcotourism than *Beer*, yet top-quality *beers* are making a mark. *Beer* tourism is a growing industry as tourists are often interested in visiting breweries and other *beer*-related attractions. Bujdosó (2012) has categorised *beer* tourism based on its outward forms into two distinct groups; *Beer* as the primary source of motivation for the tourist (Beer routes, Beer weekends, Beer tastings etc.) and place as the primary motivation (Beer Museum, Festivals, events, Visiting breweries, brew houses etc.). *Beer* tourism is now diversified as tourists are increasingly influenced by the prospect of gaining new consumption experiences. In a study on the implications of *Sake* on tourism, Sato and Kohsaka (2017) have opined that *Sake's* production is at a turning point. The production of *Sake* and the consumption patterns will be similar to wine. Similar to *Wine* tourism, there is a potential for inbound tourism to visit and experience the *Sake* breweries as a local cultural activity. Arguably, alcohol consumption has emerged as a vital component of the tourist experience and is often viewed as a lens to interpret a destination's local culture and heritage (Hall and Gossling, 2014). Although the experiences provided to tourists are the main argument for the existence of alcotourism, only a few studies address this issue.

While the product is regarded as the central element in the study of the consumption experience, Gustafsson et al. (2004) contend that the product must also be seen in interaction with the other aspects in the consumption experience. The concept of experience has gained interest when studying the interaction between a person and the product as part of a comprehensive framework to understanding consumers (Schifferstein, 2009). Experience also seems to be a competitive benefit, as many outlets focus on creating experiences to differentiate themselves in the increasingly competitive food and beverage market. The attraction of experiences increasingly lures travellers (Pine and Gilmore, 1999; Björk and Räisänen, 2017). Consumers want more than just the delivery and consumption of a product or service. They seek unique, memorable consumption experiences to complement the products and services (Walls et al., 2011). Some research has shown that the relationship between consumers and brands is strengthened by using such consumer

experiences (Massa and Bede, 2018). The edited book Experiencescapes, Tourism, Culture and Economic (O'Dell and Billing 2005) have defined experiencescapes as *"the material base upon which experiences are anchored".* Pizam and Tasci (2018) recently introduced the term experienscape as being "*servicescape enhanced by the inclusion of the organisational culture of hospitality that includes employees and other stakeholders"*.

Jennings and Nickerson (2006) note that travellers are subject to many influences that ultimately define a quality tourism experience. For an interpretation of the interaction, all these aspects come together. Nevertheless, these effects on the traveller are usually within the consumer (expectations, social construction, media exposure, and environmental interactions). Social constructions refer to the various social influences that can occur during tourist experiences, including social settings, personal relationships with people travelling with (friends, family and relatives) and interactions with locals and other visitors. Tourist groups in restaurants often co-produce a sense of sharing in which relaxation and an enjoyable environment are created, along with memories (Barkat and Demontrond, 2019). The essence of offering enjoyable and memorable experiences in the form of desires to revisit destinations will influence future travel intentions. Consumers seek meaningful and memorable experiences for which they are willing to pay (Morgan 2006; Björk and Räisänen 2017).

Food and beverage expenses add up to one-third of the overall tourist expenditures of the global tourism turnover (Meler and Cerovic', 2003). Harrington and Ottenbacher (2013) have suggested that food and drink experiences can significantly impact the development of a destination image. Park et al. (2019) argue that visitors' satisfaction significantly affects revisit intentions. To build sustainable businesses, repeat visitors are crucial for tourism destinations. Therefore, the study of food and beverage tourism has practical importance to the tourism industry. Despite the importance of beverages as an input in the tourism sector, it receives very little attention in the literature. Tikkanen (2007) indicated that the potential research areas within food tourism might focus on the role of spirits as the motivation for food tourism. In a review of the different concepts used for experience in consumer research, Gomes et al. (2018) have stressed that while the literature on the consumption experience studying material objects has increased, the consumption experience of food and beverages has been less explored (Morewedge et al., 2010, Schifferstein, 2010, Schifferstein et al., 2013). Researchers argue that food and drinks are crucial elements that influence intention to visit (Getz et al. 2014; Yeoman et al., 2015). Yet, there

is a lack of awareness of how and to what extent the tourism destination image is associated with the consumption of alcoholic beverages as a single dimension.

Tourist loyalty intentions relate to tourists' future behavioural intentions towards tourism experiences. The positive effect of alcohol consumption on destination image is consistent with tourism consumption system theory, which states that tourists' assessment of their experiences in the destination area influences their overall destination evaluation and willingness to recommend or revisit the destination. (Woodside and Dubelaar, 2002).

2.2 Process of Literature review

The search strategy was developed by first going through the relevant data sources. To access a wide range of academic and conference publications, Google Scholar, Mendeley, Scopus, Web of Science, Research Gate, and Publish or Perish database was selected. Publish or Perish is one of the most extensive abstract and citation databases and includes thousands of peer-reviewed journals, Scopus indexed journals in tourism, management, and social sciences. These Scopus and peer-reviewed journals belong to various publishing houses, including Elsevier, Springer, Emerald, Taylor and Francis, Sage and Wiley. The structured review methodology adopted an eight-step process, as presented in Figure. 2.1.

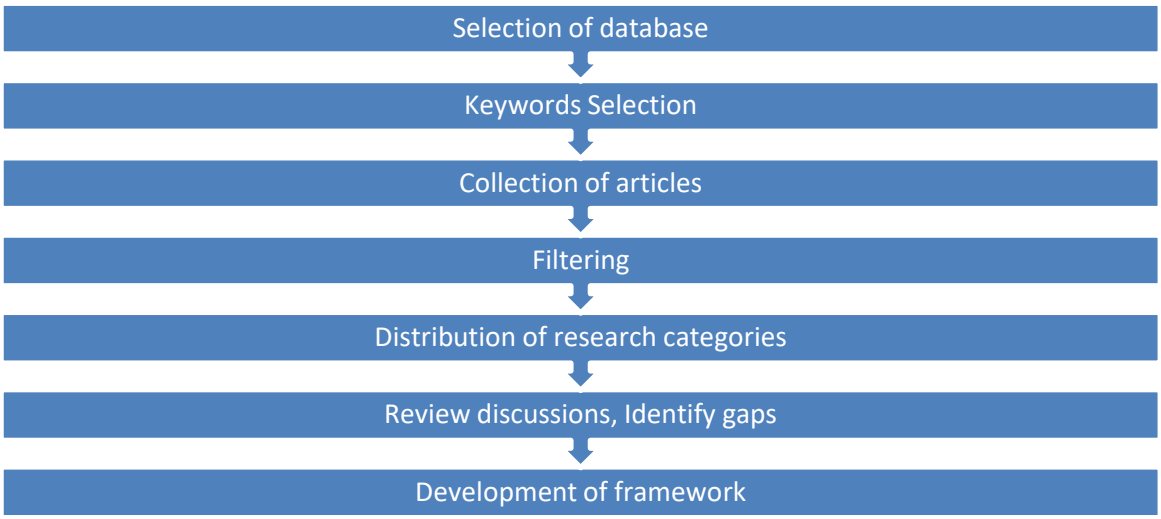


Figure 2.1: Research process adopted for the structured literature review

The most relevant and appropriate research publications related to the topic was selected to establish a reproducible, comprehensive, and unbiased article search process. The keywords used were:

Food and Drink Experiences, Consumption Experience, Memorable Food and Drink Experience, Alcoholic Beverages, Whisky Tourism, Beer Tourism, Wine Tourism, Alco-Tourism, Food and Drink Consumption Behaviour, Liquor Consumption, Elements of Memorable Culinary Experiences, Food and Drink Tourism, Revisit intentions.

A search was executed through a pair-wise query, taking one keyword from each category at a time.

The initial search queries resulted in a total of over 200 publications. Different aspects of alcohol consumption experience were covered. White papers, editorial notes, etc., were excluded from the search to ensure that the research originated from academic sources. To further refine the results, duplicates, papers in more than one combination of keywords, and materials with incomplete bibliographic data points were excluded. Articles were selected based on their relevance to the topic. A total of 99 papers were selected for the final review.

The selected 99 papers were categorised into eight research categories, as shown in Figure. 2.2

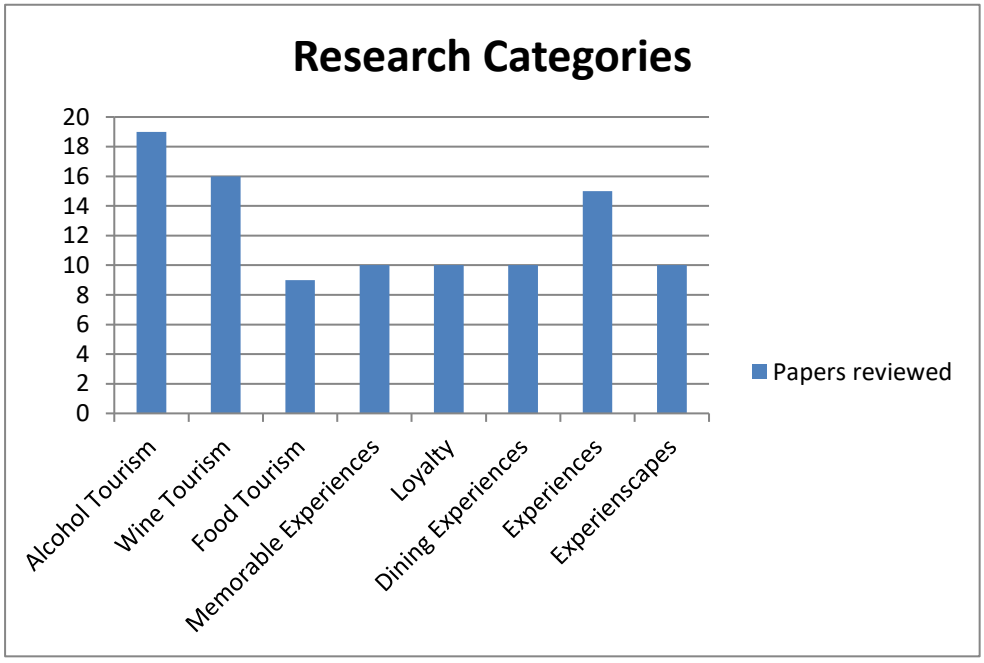


Figure 2.2: Distribution of Research Categories

The results presented in Table 2.2 help us understand how different research techniques were used to study the consumption experience categories. Most studies adopt an empirical (78%) research approach, and the remaining a conceptual approach (22%) to research consumption experience. The empirical method uses case studies, surveys and exploratory studies for testing and validating the concepts, theories, and applications. Out of the 99 papers, 42% of them used a survey method. An exploratory study was used in 32%, and Case analysis was used in 4% of the studies. Out of the 19 papers on alcohol tourism, 7 used exploratory research, 6 used a survey method, 2 used a Case study, and 4 were conceptual studies. However, most of the other studies preferred using a survey approach, indicating that the survey approach is the most preferred approach used by researchers to demonstrate the studies' food and beverage consumption experience.

Table 2.2: Level of research across Consumption experience

Research Categories	Conceptual	Case study	Survey	Exploratory	Total
Alcohol Tourism	4	2	6	7	19
Food Tourism	1	1	1	6	9
Wine Tourism	3		7	6	16
Memorable experience			7	3	10
Meal experience	1	1	4	4	10
Experience	6		4	5	15
Loyalty	2		8		10
Experienscapes	5		4	1	10
Total	22	4	41	32	99

Source: Compiled by the researcher

Past studies on the role of food in tourism viewed food as an attraction, as a product component, as an experience, as a cultural phenomenon, and as a link between tourism and food production. Despite the importance of beverages as an input in the tourism sector, it continues to receive very little attention in the literature. Table 2.3 presents a summary of previous literature on food and beverage consumption experience. It also identifies the research gaps that have been used to form the basis of this study.

Table 2.3: A summary of previous literature on food and beverage consumption experience and the gaps identified.

Topic, Author, Year and Journal	**Abstract**	**Findings**	**Gaps Identified**
The meal experiences of á la carte restaurant customers: Customers' Meal Experience Model (CMEM) Hansen, K. V., Jensen, O., and Gustafsson, I. B. 2005, Scandinavian Journal of Hospitality and Tourism	The research focuses on factors that form customers' meal experiences in a' la Carte restaurants. The study intended to reveal new aspects of the meal experience from the customers' perspectives based on empirical data.	A primary result involved developing an overall conceptual model that integrates the essential meal experience categories revealed. The five main categories are the core product, the restaurant interior, the personal social meeting, the company, and the restaurant atmosphere.	While Meal experience has been studied in an al la carte restaurant setting, Beverage consumption experience as a single component could be studied in different drinkscape to reveal new aspects of Consumption experiences from the customer's viewpoint.
Maslow's hierarchy and food tourism in Finland: five cases Irma Tikkanen 2007, British food journal, 109(9), 721-734.	This paper aimed to explore the sectors of food tourism in Finland by using Maslow's hierarchy of needs in the classification.	The following five sectors of food tourism were identified: food tourism based on physiological needs, food tourism based on safety needs, food tourism based on esteem needs, and food tourism based on self-actualising needs.	Future research areas within food tourism could concentrate on the role of alcoholic beverages as the motivation for tourism by addressing physiological, esteem, social and self-actualisation needs.
Retrospective: the importance of servicescapes in leisure service settings Kirk L. Wakefield, Jeffrey Blodgett	The paper reviewed the paper's contribution, "The Importance of Servicescapes in Leisure Service Settings", to the	The importance of the servicescape in leisure settings has become even more significant on a national and global basis as individuals spend	The authors have suggested that more research is needed within specific service contexts among individuals, groups and cultures

2016, Journal of Services Marketing	discipline and offers further research and developments in the research area.	more time, money and effort pursuing hedonic consumption in service settings.	to determine the holistic and particular influences of the physical environment on consumer response.
Using Local Food And Beverages In Tourism: A Conceptual Study Kurtuluş Karamustafa And Mustafa Ülker 2017, Conference: 2nd International Tourism And Microbial Food Safety Congress, Manavgar.	This research examines examples of using local food and beverages worldwide in the tourism industry context in a conceptual framework. It is thought that tourists will learn the destination's authentic and cultural structure through consuming local food and beverages, and destinations will benefit from this.	Many tourists want to get closer to the local culture by tasting the region's local food and beverages. Hence consumption of local food and beverages can be a primary motivation to visit a destination. Thus, it can be considered that the increase in the use of local food in tourism destinations will eventually contribute to the local economy.	While this study handles local food and beverages from the production aspect, further research may handle it from the consumption aspect and investigate tourists' thoughts and considerations.
Measuring the drinking experience of Beer in real context situations. The impact of affects, senses, and cognition Carlos Gómez-Coronaa, Sylvie Chollet, Héctor B. Escalona-Buendía, Dominique Valentin 2017, Food Quality and Preference	Product experience is shaped by the interaction between the human systems and the product. The authors hypothesise that experience is a combination between affective, sensory and cognitive dimensions rather than a linear continuum of hedonic reactions	Results showed no significant difference in expected liking and purchase intention between the eight beers evaluated. A Multiple Factor Analysis for Contingency Tables showed that the sensory (flavour, body, aroma, temperature) and cognitive (syle, producer, label) systems were more related to liking than the affective system	The present study focuses only on measuring Beer's drinking experience; likewise, the drinking experience can be measured via three dimensions (affective, sensory and cognitive) for other alcoholic beverages. Further research is needed to understand better the experience of drinking and its

		(mood changer, tension reliever, sharing).	relationship to the product experience.
Interested in eating and drinking? How food affects travel satisfaction and the overall holiday experience Peter Björk and Hannele Kauppinen-Räisänen 2017, Scandinavian Journal of Hospitality and Tourism	This study addresses the question of how an inherent interest in food affects consumers as travellers.	The results of the exploratory factor analysis suggested that destination food experiences consist of five dimensions with varying effects on satisfaction and travel experiences. "food and destinationscape", "food and restaurantscape" and "food and local culture", "food safety, health and ethics" and "food practice experience disclaimer".	The study has not taken into account the drinking experiences in a destination as a travel motive.
Elements of Memorable Food, Drink, and Culinary Tourism Experiences Matthew J. Stone, Joelle Soulard, Steven Migacz, and Erik Wolf 2018, Journal of Travel Research	This study identified elements leading to memorable food, drink, or culinary experiences while travelling.	Qualitative analysis found five general elements leading to memorable food travel experiences: food or drink consumed, location/setting, companions, the occasion, and touristic elements.	Memorable experiences could be connected to satisfaction and repeat visitation that has not been considered in this study. Quantitative research could be used to expand the scope of this study.

Source: Compiled by the researcher

2.3 The Concept of Tourists Profile

Tourists come to the destination with a variety of influences. The media influence the social construction of a given destination before individuals visit it, which results in expectations and a predetermined image of the destination. Before the experience, the consumer has certain expectations and will be anticipating a level of service consistent with these expectations. Repeat visitors are generally people who have previously visited a location and believe that previous experiences and familiarity influences their future behaviour (Chi, 2012). Gomes et al. (2017) proposed that while it is vital to focus new research on different variables that can shape the experience of a tourist, such as physiological states (e.g. satiety, thirst) and post-consumption experience, other important aspects that should be explored are 'previous product knowledge' and 'brand usage'.

Kleynhans (2003) argues that the previous experiences of leisure tourists and their demographics and culture influence their expectations (and ultimately their satisfaction) regarding the meal experience. The variables such as age, gender, and nationality are described as the consumer demographics and are essential when designing a food service for an establishment. The primary goal of a foodservice operation is to serve food desired by its clientele. Customers vary in terms of gender, age, ethnicity, income level, education, culture, and tradition. (Salanta et al., 2016). They will react differently regarding their meal experience expectations and their perceptions or assessment of their meal experience (Kleynhans, 2003). The traveller's knowledge of the area and their previous consumption experience influence their interpretations of a quality experience. If expectations are not met, the Tourist will be less likely to say that quality consumption experiences occurred (Nickerson, 2006). Past research within food tourism focus on tourist eating experiences; however, the bulk of these studies have only touched on customer satisfaction concerns (Jang et al., 2012; Björk and Räisänen, 2014; Kim and Jang, 2016; Stone et al., 2018). When selecting where to eat and go out, customers have a range of demands and preferences (Tikkanen, 2007). These distinctions lead customers to select a restaurant depending on their tastes. Since food and beverages are two distinct areas of consumption for a customer, the results of food-related studies cannot be generalized in drinkscape settings. Repeat visitors rely heavily on their past (good) experiences (Bruwer and Alant, 2009). Yet, little research has been done to assess the role of tourists' knowledge and past experiences in determining the choice of alcohol and the choice of drinkscape at tourist

destinations. Hence studying the impact of tourists past experience and knowledge in alcohol consumption on the alcohol consumption experience could prove interesting.

2.4 The Concept of Alcoholic Beverages

The interaction between the individual and the product shapes the product experience. Gomes et al. (2017) have proposed that further research is needed to understand better drinking and its relationship to product experience for material objects. An alcoholic beverage is a drink that contains ethanol, commonly known as alcohol (Agricultural and Processed Food Products Export Development Authority). Alcoholic beverages are classified as wines, beers and spirits. The price, brand, taste sensations at consumption, presentation form, and menu composition impact the consumption experience of an alcoholic beverage. (Hansen et al., 2006; Gregoire, 2013; Forneniro et al., 2008; Pedraja and Guillen, 2004). Customer experience research in the restaurant industry typically measures experience with the environment, food quality, and price fairness (Chuan et al., 2018). This implies that studies on customer experience in the restaurant industry have mainly ignored that experience may also derive from beverages' consumption. The alcoholic beverage is the product in our study, and it is viewed as the central element for analysing the consumption experience of the tourists in Goa.

2.5 The Concept of Experiencescapes

O'Dell and Billing (2005) have defined experiencescapes as *"the material base upon which experiences are anchored".* In reviewing the literature, the elements that influence alcohol drinking experiences are summed up as follows:

2.5.1 Drinkscape: are the Spaces for drinking (Dsouza et al., 2021). Alcohol is consumed at a Food and beverage establishment such as a restaurant, a lounge, a pub, a tavern, a discotheque, a beach shack, a club, etc. Besides this, alcohol can also be consumed in a tasting room, at a *beer*/*wine* festival, at home, in a hotel, or the open air, such as a beach, sports arena, an amusement park etc. (Bruyer et al., 2013, Stone et al., 2018, Wilkinson and Samantha. 2018). According to Kim (2014), Lin and Mao (2015), the environment in these drinkscape facilitates immersion into the experience of food and beverage consumption through entertainment, music, architecture, design, fragrance and colour. Bruwer and Alant (2009) reported that in a winery, in addition to wine tasting, the same visitor also indulges in the atmosphere for a good experience. The physical

environment influences customer behaviours and creates a provider's image in the service industry, such as the food and beverage industry (Booms and Bitner, 1982). The atmosphere is one of the dominant dimensions that affect consumers' consumption experience (Ryu and Jang, 2007, Cheng et al., 2016, Park et al., 2019, Kuhn and Bothma, 2018). Tourists seek a memorable experience away from home, and the atmosphere can play a critical role in creating that unforgettable experience (Ryu and Han, 2011). Food and beverage service providers are unconcerned or typically unaware of the influence of the environment on food and beverage experiences as the majority of existing enterprises in the hospitality and tourism industries do not seem to reflect this in their food and drink facilities (Albrecht et al., 2019). Nevertheless, some hospitality providers use architecture and design effectively and integrate multisensory experiences to improve customer satisfaction. While the main product and service must be of acceptable quality, attractive physical surroundings, such as décor, artefacts, layout, and music, may influence customer satisfaction and subsequent consumer behaviour to a large extent. Kwortnik and Ross (2007) define the consumption experience as an interaction of the consumer with the product that is at once 'pleasurable, memorable and meaningful'. Relative to other tangible and intangible service elements, more work is needed to understand what specific factors most influence a memorable, pleasurable or meaningful experience at a drinkscape besides the functional aspects of the experience such as the quality of food and beverage served.

2.5.2 The Social Settings: The people who accompany the individual and their interpersonal interactions during the consumption experience comprise the social settings. This is concerned with whether the drinking experience fosters social ties between travellers and locals and between travellers and those with whom they are travelling (Chandralal et al., 2015). The connection between vacationing and the experience of alcohol consumption emphasizes the role of alcohol's social role. This experience is impacted by whether the individuals gathering were for a business-related meeting or a privately organised celebration, such as a fellowship with friends or family (Hansen et al., 2005). Wen et al. (2020) included dining companies in their model to explain the moderating role of dining companions in the relationship between perceived authenticity, customers ' satisfaction, and future behavioural intentions.

2.5.3 Service Experience: Service experiences encompass each encounter with the service organisation that a visitor may have during their visit to the foodservice outlet (Fitzsimmons and Fitzsimmons, 2008). According to Kim (2014), the quality of service is

determined by how travellers perceive the service employees to be pleasant, polite, kind, helpful, and eager to exceed guest expectations. When customers see that the service personnel are pleasant and caring, they may favourably assess their experience and co-create unforgettable encounters (Barkat and Demontrond, 2019). Employees are thus the focal point through which visitors evaluate the whole level of service delivery (Ha and Jang, 2010). In turn, service quality may leave a lasting impact on clients and influence their evaluation of their consumption experience. (Wakefield and Blodgett, 2016). With the fast expansion of the service industry, consumers are increasingly affected in their evaluations of service consumption experiences (Reimer and Kuehn, 2005). The relevance of service contexts has grown as people spend more time, money, and effort seeking hedonic consumption in such settings. Wakefield and Blodgett (2016) proposed studying people, groups, and cultures in distinct service contexts to identify the overall impacts of the physical environment on customer reaction.

Stone et al. (2018) had suggested that researchers may ask people to recall a section of a fantastic food or drink experience and determine the components, such as the food or beverage consumed, companions, or environment, they remember the most. Individuals might be given a list of categories and asked to characterise their recollections from each group qualitatively

2.6 Tourists' future behavioural intentions

Tourist loyalty intentions relate to tourists' future behavioural intentions towards tourism experiences. The positive effect of alcohol consumption on destination image is consistent with tourism consumption system theory, which states that tourists' assessment of their experiences in the destination area influences their overall destination evaluation and willingness to recommend or revisit the destination. (Woodside and Dubelaar, 2002).

Satisfaction is the total consumer's post-purchase attitude and can indicate how much customers like the consumption process. Satisfaction and involvement are essential antecedents of loyalty (Bennet et al., 2005). Involvement has a positive impact on the value of experience (Prebenson et al., 2012). Di-Clement (2019) discovered that visitor satisfaction significantly impacts their willingness to return and their intention to recommend (Girish and Chen, 2017). According to studies, a memorable experience influences clients' positive consumption experiences, satisfaction with an organisation, and loyalty intentions (Kuhn and Bothma, 2018; Tung and Ritchie, 2011; Yoon and Uysal,

2005; Yuksel et al., 2010). Positive consumption experiences influence approach behaviour, such as wanting to stay longer, spending more money, and eventually suggesting other consumers Walsh et al., (2011); Tantanatewin and Inkarojrit, (2018).

Loyalty is characterized as a strong commitment to repurchase or re-patronize a preferred product or service in the future, resulting in the continued purchase of the same brand or brand set, regardless of situational variables and marketing methods that can cause a behaviour shift (Oliver, 1999). Jones and Sasser (1995) found that re-purchase intention can be measured by asking consumers about their plans to re-purchase a given product or service. Connolly (2019) suggests that enduring consumer loyalty towards a wine of a particular region or country is developed through their holiday experiences. Consumers continue to prefer these wines long after their holiday.

Only those destinations, which provide unforgettable experiences to tourists, will attract more repeated visits. Likewise, destinations that fail to create memorable experiences do not attract tourists to revisit (Zhang et al., 2018). Braun-LaTour et al. (2006) have argued that given the number of external searches available and the popularity of word-of-mouth communication, destinations need to find a way to handle such interactions. Culinary experiences that are memorable are connected with higher travel satisfaction and favourable word of mouth (Stone and Migacz, 2016). However, this has not been investigated from the standpoint of the alcohol consumption experience. According to Stone et al. (2018), researchers might better relate memorable drinking experiences to factors such as satisfaction and return visits.

Chapter 3

Research Gap, Research Questions, Objectives, Proposed Model and Hypotheses

Based on the literature review, this chapter highlights the research gaps followed by the research questions addressed in this study. The proposed conceptual framework, operational definitions and proposed hypothesis are also presented in this chapter

3.1 Research Gaps

While there are studies of food and beverages from the production aspect, further research is recommended to treat it from the consumption aspect and investigate tourists' thoughts and considerations about it (Karamustafa and Ulker, 2017).

Kleynhans (2003) argues that the previous experiences of leisure tourists and their demographics and culture influence their expectations (and ultimately their satisfaction) regarding the meal experience. The variables such as age, gender, and nationality are described as the consumer demographics and are essential when designing a food service for an establishment. It would be interesting to study if the tourist's socio-demographic characteristics can have an influence on the drinking experiences in the alcotourism scenario. Repeat visitors rely heavily on their past (good) experiences (Bruwer and Alant, 2009). Yet, little research has been done to assess the role of tourists' knowledge and past experiences as well as their demographic influence in determining the choice of alcohol and the choice of drinkscape at tourist destinations. Therefore it would be important to investigate the impact of tourists past experience and knowledge of alcohol consumption on the alcohol consumption experience.

Tourism products or tourist practices have been the focus of research in the area of satisfaction, such as hotels (Kandampully and Suhartanto, 2003), cruises (Qu and Ping,

1999), theme parks (Kao et al., 2008) and tour guides (Zhang and Chow 2004). Likewise, there are studies in beverage tourism in areas such as *Wine* tourism (Kaddi, 2015; Columbini, 2015; Sigala, 2019, Connolly, 2019, Kim et al., 2019), *Beer* Tourism (Baran, 2017; Manis et al., 2020), *Tequila* tourism (Torre et al., 2014), *Whisky* tourism (Stoffelen, 2016; Spracklen, 2011, 2014). However, studies explicitly designed to address tourists' satisfaction with the experience of the food and beverage consumption and their behavioural intentions are minimal (Correia et al., 2008). There is little known about the areas that tourists employ to evaluate their beverage consumption experience.

Based on the literature reviewed, most studies have focused on Gastronomic tourism and studying diner's meal experiences (Hansen et al., 2005; Gustafsson et al., 2006; Wijaya et al., 2103; Stone et al., 2018; Kühn and Bothma, 2018). While meal experience has been studied in an à la carte restaurant setting, beverage consumption experience as a single component has not been studied in different drinkscape to reveal new aspects of consumption experiences from the customer's viewpoint. Further studies on understanding the factors that influence the beverage consumption experience in different drinkscape to enhance understanding of these factors are required. This will enhance understanding so that a guideline for successful implementation concerning the specific characteristics and requirements of the hospitality industry can be provided for organizations to consider before setting up such drinkscape.

Wen et al. (2020) integrated dining company into their framework to explain the moderating role of dining companions between perceived authenticity, customer satisfaction and other behavioural intentions. This study aims to check the influence of social settings on the alcohol consumption experience and its mediating role in the relationship between choice of alcohol and alcohol consumption experience.

Wakefield and Blodgett (2016) have presented the importance of servicescapes in leisure service settings. They have noted that the value of service settings has increased globally as consumers invest more time, money and effort in servicescapes pursuing hedonic consumption. Research within different service settings among individuals, groups and cultures to evaluate the overall influences of the physical environment on consumer response could be conducted. In a recent study specific to *beer* festivals, Manis et al. (2020) have argued that perceived value and the components that make up the servicescapes significantly impact satisfaction. Besides, satisfaction impacts re-purchase or revisit

intention. While the core product and the service must be of acceptable quality, pleasing physical surroundings, such as décor, artefacts, layout, and music, may determine, to no small degree, the extent of customer satisfaction and consequent customer behaviour (Albrecht et al., 2019). Our study will therefore aim to test the impact of drinkscape and service settings on the overall alcohol consumption experience and consequently the tourist's re-purchase or revisit intention.

Memorable culinary experiences are associated with increased travel satisfaction and positive word of mouth (Stone and Migacz, 2016). However, this has not been studied from the alcohol beverage consumption experience point of view. Stone et al. (2018) have suggested that researchers could better connect memorable drinking experiences to satisfaction and repeat visitation elements.

3.2 Objectives

The objective of this study is, therefore:

1. To determine the influence of the tourist's socio-demographic characteristics (age, occupation, gender, marital status, income, education level) on the choice of alcohol and the choice of drinkscape
2. To study the impact of the tourist's knowledge of alcohol and tourists past experience of alcohol consumption on the choice of alcohol and choice of drinkscape.
3. To investigate the effect of the choice of alcohol on the alcohol consumption experience.
4. To study the influence of the choice of alcohol on the experiencescape (choice of drinkscape, social settings and service experience).
5. To establish the effect of the experiencescape (choice of drinkscape, social settings and service experience) on the alcohol consumption experience.
6. To study the impact of the alcohol consumption experience on the willingness to revisit or recommend the alcohol consumption.

3.3 Research Questions

To address the research objectives, the following research questions are examined:

1. Does the tourist's socio-demographic characteristics (age, occupation, gender, marital status, education level) influence the choice of alcohol?
2. Does the tourist's socio-demographic characteristics (age, occupation, gender, marital status, education level) influence the choice of drinkscape?

3. Does the tourist's knowledge of alcohol and tourists past experience of alcohol consumption impact the choice of alcohol?
4. Does the tourist's knowledge of alcohol and tourists past experience of alcohol consumption impact the choice of drinkscape?
5. Does the choice of alcohol influence the alcohol consumption experience?
6. Does the choice of alcohol influence the choice of drinkscape?
7. Does the choice of alcohol influence the social settings?
8. Does the choice of alcohol influence the service experience?
9. Does the experiencescape (Choice of drinkscape, Social settings and Service experience) impact the alcohol consumption experience?
10. Is the relationship between choice of alcohol and alcohol consumption experience mediated by the experiencescape (Choice of drinkscape, Social settings and Service
11. Will the alcohol consumption experience influence the willingness to recommend the alcohol consumption?
12. Will the alcohol consumption experience influence the willingness to revisit the alcohol consumption?
13. Does the tourist's demographics affect the relationship between alcohol consumption experience and future behavioural intentions?

3.4 Proposed Alcohol Consumption Experience (ACE) Framework

Based on the literature review, a framework comprising six main components has been proposed: The tourist’s profile, the choice of alcohol, the experiencescape (choice of drinkscape, social settings and service experience), the alcohol consumption experience, Revisit intentions and willingness to recommend the alcohol consumption experience. (see Figure. 3.1).

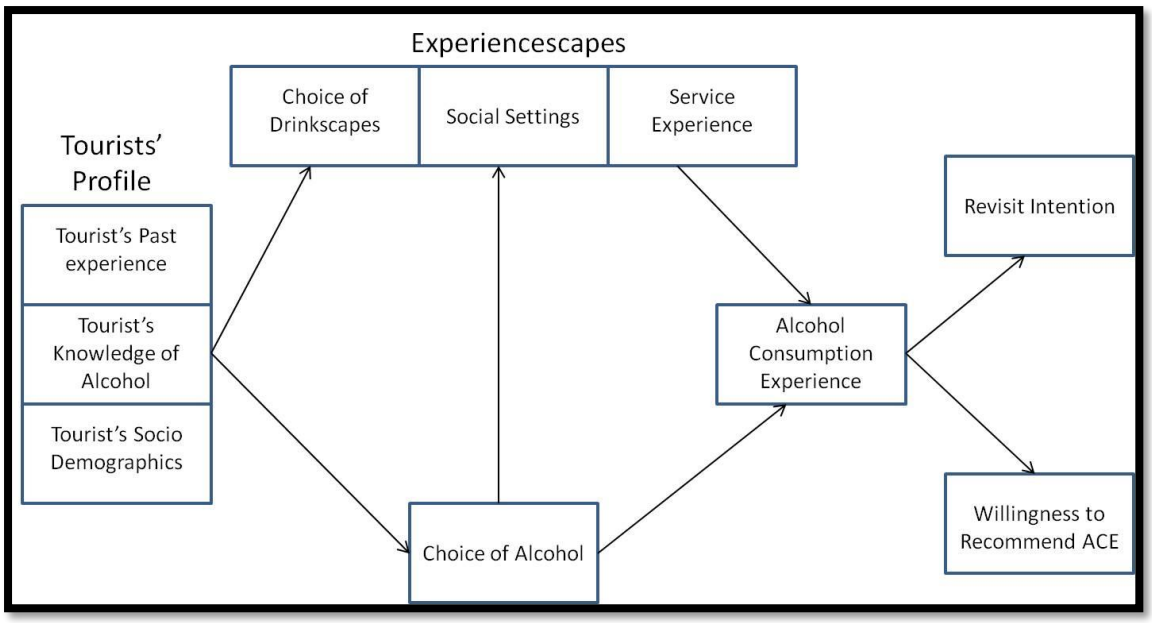


Figure 3.1: The proposed Alcohol Consumption Experience (ACE) model

The literature review identified that knowledge about what affects the consumers' experiences is necessary when developing tourism products and it has been kept in mind while developing this framework. The tourist experience takes place within the experiencescape. Whether it is a destination like Goa, a winery experience or a visit to a destination with various drinkscape, the tourists are influenced by alcoholic beverage being consumed, the physical environment, the social setting and the service setting. Memorable experiences at the time when they occur are associated with intense emotions. Such memories can influence place or destination attachment, revisit intention and willingness to recommend the destination or place, or even sharing the experience with family and friends. The proposed model will help to study the influences on the alcoholic consumption experience of a tourist. Alcoholic Beverage consumption experience as a single component could be studied in different drinkscape to reveal new aspects of consumption experiences from the customer's viewpoint qualitatively and using quantitative studies.

The Alcohol Consumption Experience (ACE) framework offers guidelines for further study into enriching the alcohol consumption experiences of tourists and studying its impact on the revisit intentions or the willingness to recommend the alcohol consumption. The proposed framework may be used to conduct exploratory studies for developing a more precise road map for managers to implement the consumption experience as a strategy to win customers' loyalty in the drinkscape.

3.5 Operational Definitions

The constructs used in this research were operationalised based on reviewing existing definitions and existing literature base. The operational definitions are as follows:

Tourists profile: The aspects such as the traveller's socio-demographics, knowledge of the product (alcoholic beverage) and their previous alcohol consumption experience influence their interpretations of a quality experience.

Socio-demographics: Socio-demographics are the characteristics of a population. Characteristics such as age, gender, nationality, income, marital status, and occupation are socio-demographics.

Knowledge of alcohol: What people perceive they know about alcoholic beverages and alcohol consumption.

Prior alcohol consumption experience: An earlier experience of drinking alcohol that we can bring up from memory.

Choice of alcohol: Choice of Alcohol includes preference based on place of origin, price, offers/discounts offered, taste, brand, presentation of the drink, quality, suggestions by the waiter or friends, variety of menu, quantity to be consumed, level of intoxication desired and type of food being consumed with the drink. Alcoholic beverages are divided into three categories: beers, wines and spirits.

Experiencescapes: Experiencescapes are defined as the material base upon which experiences are anchored (O'Dell and Billing, 2005). The elements that influence alcohol drinking experiences are made up of Drinkscapes, Social settings and Service experience

Drinkscapes: Drinkscapes are the spaces or various venues for drinking (D'Souza et al. 2021).

The Social setting: The social setting consists of the people accompanying the individual and their interpersonal relationships during the consumption experience. This experience is influenced if the people were gathered for a business-related meeting or a privately organised party that might be a fellowship with friends or family.

The Service experience: Service experiences apply to any interaction with the service organisation that the guest may have throughout their entire experience at the outlet (Fitzsimmons and Fitzsimmons, 2008).

Alcohol consumption experience: An interaction of the consumer with an alcoholic beverage that is at once 'pleasurable, memorable and meaningful' (adapted from Kwortnik and Ross, 2007).

Revisit intentions: A deeply held commitment to rebuy or revisit a preferred product, place, service consistently in the future (JS Cheng, 2016). In this study, revisit intention means the likelihood that visitors are coming back to experience alcohol consumption.

Willingness to recommend: An indicator of satisfaction that causes a readiness to suggest the alcohol consumption experience to someone else (Farris et al., 2003).

3.6 Proposed Hypothesis

Based on the research questions and objectives of the study, the proposed hypotheses are:

H1: The tourist's socio-demographic characteristics (age, occupation, gender, marital status, education level) impact the choice of alcohol.

H2: The tourist's socio-demographic characteristics (age, occupation, gender, marital status, education level) impact the choice of drinkscape.

H3: The tourist's knowledge of alcohol and tourists past experience of alcohol consumption impacts the choice of alcohol.

H4: The tourist's knowledge of alcohol and tourists past experience of alcohol consumption impacts the choice of drinkscape.

H5: The choice of alcohol has an impact on the alcohol consumption experience.

H6: The choice of alcohol has an impact on the experiencescape (choice of drinkscape, social settings and service experience).

H7: The experiencescape (choice of drinkscape, social settings and service experience) impacts the alcohol consumption experience.

H8: The experiencescape (choice of drinkscape, social settings and service experience) mediates the impact of the choice of alcohol on alcohol consumption experience.

H9: The alcohol consumption experience has an impact on the willingness to recommend alcohol consumption.

H10: The alcohol consumption experience has an impact on the willingness to revisit the alcohol consumption.

H11: The tourist's demographics influence the relationship between alcohol consumption experience and future behavioural intentions.

Based on the literature review, this chapter highlighted the research gaps followed by the research questions addressed in this study. The proposed conceptual framework, operational definitions and proposed hypothesis were also presented in this chapter.

Chapter 4

Research Methodology and Instrument Development

Developing an instrument that can measure alcohol consumption experiences is relevant for at least two reasons. First, it can be used to understand tourists' drinking behaviour. The instrument can also be used to understand tourists' experiences at the drinkscape, thereby providing insights into satisfying customers and increasing the revisit intentions. The construction of a valid and reliable framework for assessing factors considered by tourists when deciding to consume alcohol in a destination as well as the antecedents of the alcohol consumption experience, its content and its consequences in terms of revisit intentions is not only a matter of scholarly interest but also a possible contribution to tourism marketing practice. This chapter describes the research methodology used in the study, including the research design used, the techniques of analysis used, the scale development process, the sampling process, the data collecting procedure, the model fit and validity of the measurement model.

4.1 Scale Development Process

The systematic stages of measurement development used by previous studies (Andersson and Mossberg, 2004; Hansen et al., 2005; Gustafsson, 2006; Kwortnik and Ross, 2007, Stone et al., 2018; Kuhn and Bothma, 2018; Back et al., 2018; Brochado et al., 2019) were followed to construct scales to measure alcohol consumption influencers at a tourist destination. Validity and reliability are two of the key considerations when developing a measurement scale. Validity is the degree to which a study correctly represents or tests the specific concept that the researcher is attempting to measure. Reliability refers to the degree to which the measurement is consistent and unwavering in measuring what it is proposed to assess (DeVellis, 2003).

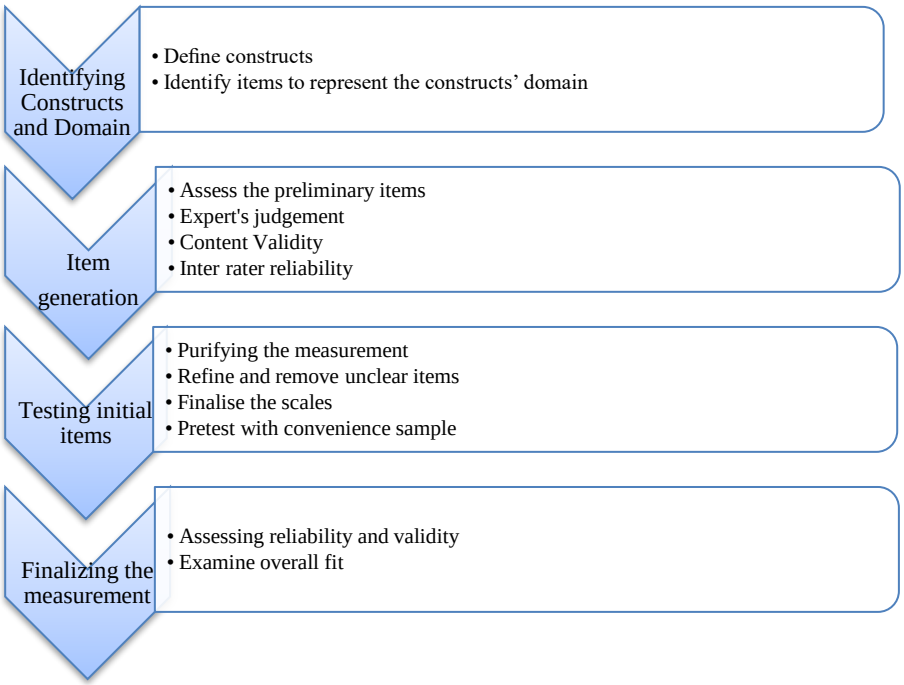


Figure 4.1 Scale development process

The current study's scale development procedure used the following four steps to ensure reliability and validity: 1) Identifying constructs and domain, 2) Item generation, 3) Testing initial items and 4) Finalizing the measurement as represented in Figure 4.1.

4.1.1 Identifying Constructs and Domain

The first step of the scale development involved a systematic literature review identifying the constructs and content domain of tourists' alcohol consumption experience. In the broad contexts of Alcotourism, an extensive review of the literature was conducted to identify probable constructs, the variables, and previous attempts to measure them.

4.1.2 Item Generation

An initial list of items was generated on aspects that could affect the alcohol consumption experience. They were derived from prior studies (e.g. Armira et al. 2016; Andersson and Mossberg, 2004; Hansen et al., 2005; Gustafsson, 2006; Jennings and Nickerson, 2006, Stone et al., 2018; Kuhn and Bothma, 2018; Back et al., 2018; Brochado et al., 2019). Questions related to Choice of Alcohol and Choice of Drinkscape was adapted from the scale developed by A. Armira et al. (2016). Questions related to Service Experience were adapted from the scale used by Kleynhans (2003). Items to measure the Revisit Intentions

and the willingness to recommend were adapted from scales by J. Hutchinson et al. (2009) & Soleimani and Einolahzadeh (2018). Items related to checking the Tourists' knowledge and past experience of alcohol consumption were developed by conducting unstructured interviews with bar managers, people who consumed alcohol regularly, and experts from the food and beverage service field. Likewise, questions related to the social settings and items to measure alcohol consumption experience were developed from the same sources. A list of 59 items was generated. A five-point scale ranging from "Strongly Agree" (5) to "Strongly Disagree" (1) accompanied each statement (scale values were reversed for negatively worded statements before data analysis). The Flesch–Kincaid readability tests (Kincaid et al., 1975) were conducted to assess the readability. The Flesch reading-ease test produced a result of 52.4, whereas the Flesch–Kincaid (F–K) reading grade level was 8.3, suggesting that even a 10^{th} standard student can easily understand the scales used.

The initial items were refined and edited for content validity by five academic faculty members and three industry experts, selected based on their research and consulting. Expert assessment is commonly recommended as a general technique for item generation (Netemeyer et al., 2003). The use of the sorting method by experts was used to classify the items obtained from current literature into constructs based on the operational definitions of the construct. Accordingly, they were asked to identify the unclear items and also allocate the items into categories. To assess the intra judge correlation Fleiss' kappa was used (Fleiss, 1971; Fleiss et al., 2003). Fleiss et al. (2013) suggest a score greater than 0.74 is excellent. The reliability coefficient alpha was found to be 0.95.

4.1.3 Testing Initial Items

Given results and experts' comments, 59 modified measurement items were suggested and classified into six categories: Tourist profile, Choice of alcoholic beverage, Experiencescape, Alcohol Consumption experience, Willingness to revisit the alcohol consumption and Willingness to recommend the Alcohol consumption to others (Table 3.3). The judges were then given a content validity checklist and asked to indicate how representative each item was regarding the relevance, clarity and simplicity dimension (Bearden et al., 1989; Zaichkowsky, 1985). The options were 1- not relevant, 2- item needs some revision, 3- relevant but needs minor revision, 4- very relevant. This resulted in discarding items that were not relevant, clear or simple to understand. The items were reduced from 59 to 52.

Content Validity Index (CVI) calculations were performed for each instrument's items (I-CVI). The final average of the I-CVI scores produces a scale-level content validity score (S-CVI). The item-level content validity index, elucidated by Polit et al. (2007), calculated relevancy, clarity and simplicity. S-CVI/Ave for relevance was calculated, and the value was found to be 0.988; besides, S-CVI was calculated, and the value was 0.93. A CVI between 0.3<CVI<0.75 was considered for rewriting, assessing the item-wise score for simplicity and clarity. Also, the interclass correlation coefficient was calculated for relevance, clarity and simplicity for all items. The intra-class correlation was 0.858, as seen in Table 4.1, suggesting excellent scores (Polit et al., 2007). The face validity was finally gauged to assess if the items in a scale measure a construct (Rossiter, 2002). Two experts, one from the hospitality industry and an academician, were asked to comment on the scale's sensitivity. This resulted in rewriting two items. The list of 52 items along with the constructs they were measuring can be seen in Table 4.2.

Table 4.1: Interclass Correlation Coefficient

Intraclass Correlation Coefficient					
	Intraclass Correlation	95% Confidence Interval		F Test with True Value 0	
		Lower Bound	Upper Bound	Value	df1
Single Measures	.335[a]	.244	.452	7.301	52
Average Measures	.858[c]	.794	.908	7.301	52

Source: Primary data

Table 4.2: Initial scale items

Constructs	**No**	**Scale Items**	**Reference**
Tourist's Profile	1	I can distinguish between different types of alcoholic beverages (Wines, Beers, Spirits, Liqueurs, Cocktails)	Unstructured interviews with Bar Managers
	2	I am aware of the temperatures of the alcoholic beverages at which they should be served.	Unstructured interviews with Bar Managers
	3	I am not aware of the appropriate mixers for alcoholic beverages.	Unstructured interviews with Bar Managers

	4	I have had a satisfying alcohol consumption experience in the past.	Unstructured interviews with Alcohol consumers
	5	I can relate to my earlier alcohol consumption experience.	Unstructured interviews with Alcohol consumers
	6	My alcohol consumption is not based on my past experiences.	Unstructured interviews with Alcohol consumers
Choice of Alcohol	7	Choice of Alcohol you generally prefer to consume	(A. Armira et al. 2016)
	8	I choose a drink based on its place of origin	(A. Armira et al. 2016)
	9	The price of the drink does not matter.	(A. Armira et al. 2016)
	10	I usually order a drink that's on offers/discounts.	(A. Armira et al. 2016)
	11	The most important thing about the drink is its taste.	(A. Armira et al. 2016)
	12	I wouldn't consider the brand of alcohol while ordering a drink.	(A. Armira et al. 2016)
	13	I choose a drink based on its quality.	(A. Armira et al. 2016)
	14	I usually order a drink based on the suggestion of the server or friends.	(A. Armira et al. 2016)
	15	I choose a drink based on the quantity I wish to consume	(A. Armira et al. 2016)
	16	I drink because I want to get intoxicated.	(A. Armira et al. 2016)
	17	The alcohol I drink should complement the type of food being consumed.	(A. Armira et al. 2016)
Experiencesc-ape	18	Favourite choice of place for your alcohol consumption	(A. Armira et al. 2016)
	19	The entertainment adds value to my drinking experience.	(A. Armira et al. 2016)
	20	The Ambiance (Architecture, Color, lighting, Interior design, Décor) should be appealing.	(A. Armira et al. 2016)
	21	The comfort of seating arrangements does not matter.	(A. Armira et al. 2016)
	22	The noise level should be loud.	(A. Armira et al. 2016)
	23	The temperature should be comfortable.	(A. Armira et al. 2016)
	24	Washroom, toilet facilities need to be adequate.	(A. Armira et al. 2016)
	25	The environment should be safe.	(A. Armira et al. 2016)
	26	The area should be thoroughly clean.	(A. Armira et al. 2016)

	27	The venue should be easily accessible.	(A. Armira et al. 2016)
	28	I drink more when I am in a group rather than when I am alone.	Unstructured interviews with Alcohol consumers
	29	My relationship with the person I am consuming the alcohol with (friends, family, relatives, business colleagues) influences the quantity that I consume.	Unstructured interviews with Alcohol consumers
	30	The presence of other people does not influence my level of satisfaction.	Unstructured interviews with Alcohol consumers
	31	It is enjoyable to join in drinking with people who are enjoying alcohol consumption.	Unstructured interviews with Alcohol consumers
	32	Drinking does not add warmth to social occasions.	Unstructured interviews with Alcohol consumers
	33	Type of alcohol that you generally consume in different social settings	Unstructured interviews with Alcohol consumers
	34	Employees should be friendly.	Kleynhans 2003
	35	Employees should be willing to help.	Kleynhans 2003
	36	Employees should provide prompt service.	Kleynhans 2003
	37	The standard of service does not matter while consuming alcohol.	Kleynhans 2003
	38	Employees need not be knowledgeable about the drinks offered	Kleynhans 2003
Alcohol Consumption Experience	39	Alcohol consumption enhances social pleasure.	Unstructured interviews with Alcohol consumers
	40	Alcohol consumption enhances physical pleasure.	Unstructured interviews with Alcohol consumers
	41	An alcohol consumption experience does not help me unwind and enjoy.	Unstructured interviews with Alcohol consumers

	42	I can easily remember alcohol consumption experiences in different settings.	Unstructured interviews with Alcohol consumers
	43	I have wonderful memories of my drinking experiences.	Unstructured interviews with Alcohol consumers
	44	Alcohol consumption provides a sense of freedom from the stresses of life.	Unstructured interviews with Alcohol consumers
	45	This experience is a wonderful way to strengthen existing bonds of relationships.	Unstructured interviews with Alcohol consumers
Revisit Intention	46	I intend to revisit the venues I had an alcohol consumption experience in the near future.	J. Hutchinson et al. (2009), Soleimani and Einolahzadeh, (2018)
	47	I will share my alcohol consumption experience at a venue with others through social media and other platforms.	Unstructured interviews with Alcohol consumers
Willingness to Recommend	48	I will not say positive things about my Alcohol Consumption Experience to other people.	J. Hutchinson et al. (2009), Soleimani and Einolahzadeh, (2018)
	49	I intend to consume the same alcohol in the near future.	J. Hutchinson et al. (2009), Soleimani and Einolahzadeh, (2018)
	50	My Alcohol consumption experience helps me to recommend a venue to others.	J. Hutchinson et al. (2009), Soleimani and Einolahzadeh, (2018)
	51	I would encourage friends and relatives to experience Alcohol Consumption at a venue I enjoyed	J. Hutchinson et al. (2009), Soleimani and Einolahzadeh, (2018)
	52	I won't recommend the alcohol that I consume to others.	J. Hutchinson et al. (2009), Soleimani and Einolahzadeh, (2018)

Source: Compiled by the researcher

4.1.4: Assessing Internal Consistency of Items

The 52 item instrument was pretested with a convenience sample of 56 participants who had experienced alcohol consumption in Goa in the last six months. This assessment's

fundamental purpose was to identify possible ambiguities, missing questions, and low reliability (DeVellis, 2003). This procedure can support construct validity by eliminating items that may not be consistent conceptually (Netemeyer et al., 2003).

The raw data from the responses of each participant were coded numerically. Data were entered and analyzed using the Statistical Package for Social Sciences. To determine the average correlation and internal consistency of items in the instrument and gauge the questionnaire's reliability, Cronbach's alpha was used. The α Cronbach for total scores demonstrated right post-test internal consistency with an $\alpha = 0.825$. Also, perfect internal consistency was determined in all questionnaire domains.

4.2 Research Design

The quantitative analysis approach was justified in this study because it was appropriate for addressing the research questions in this thesis. This is linked to quantifying and characterizing the responses of the sampled research group's preference behaviour. The study attempted to analyze the data collected utilizing basic statistics (means, percentages and frequencies) as well as advanced statistics (bivariate and multivariate statistical methods such as multiple regression) (Strauss and Corbin, 1990) using statistical analyzing programmes in deciphering the relative significance of a number of different causes within the framework of the research study (Bryman, 2004).

This research used a cross-sectional web-based sample questionnaire (See Appendix-1). Cross-sectional surveys collect data on a population at a certain point (Babbie, 2012) and are an accepted data collection method for non-experimental designs (Belli, 2008).

The survey research was chosen

(i) As it can analyze the relationship between variables,

ii) Large amounts of data can be obtained at practically low cost and effort,

iii) Respondents confidentiality can also easily be ensured, which can lead to more frank responses and

iv) The use of standardized questions makes it simple to compare responses (Muijs, 2004).

A web-based survey was appropriate because quantifiable information about a particular demographic (tourists who consume alcohol) was needed. An account of their socio-demographics, choice of alcohol and choice of experiencescape was sufficient as a source of information. The reasons for using web-based survey was because it was i) easy and allowed quick delivery, ii) one-on-one field data collection wasn’t possible due to Covid-

19 restrictions in hotels and restaurants, iii) cheaper, iv) targeted towards identified recipients, v) convenient for respondents, vi) interview bias is eliminated and vii) the gathered data can be captured and analyzed automatically (Wiid and Diggines 2008).

4.3 Study Population

This study attempt to gather tourists' views and perceptions on the factors that influence the alcohol consumption experience and their behavioural intention based on these experiences in Goa. Therefore, the population of the study is tourists who have visited Goa and have consumed alcohol. Specifically, in this study, a tourist is defined as a traveller who has visited Goa.

4.4 Sampling Frame

Sampling refers to collecting specific respondents from a larger sample of interest to be studied (Salant and Dillman 1994). A sampling frame is a collection of elements from which a probability sample is drawn. (Babbie, 2012). The sampling frame for this study includes those tourists who visited Goa and had consumed alcohol in various drinkscape. The sampling frame was obtained by contacting restaurant management, food and beverage staff of hotels, friends and associates working in the beverage service industry in Goa.

The study used purposeful sampling technique. The respondents were not chosen at random but rather based on their willingness to answer. It is a simpler, less costly, and faster method than probability sampling techniques. The study selected a sample that consists entirely of tourists who have visited various drinkscape in Goa. Since different drinkscapes attracted specific types of tourists, (demographic profiles) such drinkscapes were chosen to ensure that demographics such as sex, income, age, nationality were brought into the sample size. The study has tried to ensure that the samples are reasonably representative and not strongly biased by selecting a broad cross-section of tourists across various drinkscapes.

4.5 Sample Size

Costello and Osborne (2005) have reported that about 64 % of the surveyed studies used a subject-to-variable (ratio) of 10:1. Schreiber et al (2006) state that the most adopted STV ratio is 10: 1. It was decided to use this method to decide sample size. Since the scale used 52 variables (items) for the study, based on the STV ratio, the adequate sample size would be at least 520 subjects.

The thesis employs Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA), and Structural Equations Modeling (SEM) to validate the proposed structural model and predictions. According to Costello and Osborne (2005), when performing studies involving EFA, it is critical to use sound methods to reduce error rates and optimize generalizability to the population of interest. More extensive surveys are preferable to smaller samples because they reduce the likelihood of errors, improve the precision of the population estimates, and increase the generalizability of the data. If one has too small a sample, inference errors can easily occur, particularly with techniques such as EFA. Comfrey and Lee (1992, p. 217) suggest that "the adequacy of sample size might be evaluated very roughly on the following scale: 50 – very poor; 100 – poor; 200 – fair; 300 – good; 500 – very good; 1000 or more – excellent". Therefore, to meet the sample size of 500-1000 for EFA and SEM (Comfrey and Lee 1992), the web-based survey was shared among more than 2000 guests who had visited the various drinkscape in Goa.

4.6 Data Collection

The primary data were collected using a web-based self-administered questionnaire. The questionnaire collection was carried out from December 2020 to March 2021. The Google form link was shared to potential respondents via social media applications by restaurant/bar managers, food and beverage staff of hotels, acquaintances and friends working in the beverage service industry in Goa among their guests with a request that they participate in the study.

Six socio-demographic factors were included in the questionnaire, as well as six questions concerning tourists' beverage awareness and prior experience, Thirty-seven questions that measure the five components of the Alcohol Consumption Experience scale, and seven items about revisit intentions or Willingness to recommend the Alcohol Consumption Experience on a 5 point Likert-type scale. The scale length is within the recommended standards. If a scale has dimensions, each dimension can include between three to five items. The Likert scale is characterized as common, simple to execute, and easy to administer (Altinay and Paraskevas 2008). The Likert scale assesses the level of agreement for each item, 1 = strongly disagree and 5 = strongly agree. The benefit of using a Likert scale is that it allows for the summarization of attitudinal responses and allows the researcher to analyze patterns to specific responses. (Bryman 2004).

There were 1054 responses received with a response rate of around 50%, of which 975 were from tourists that consume alcohol, and another 13 were incomplete. Therefore, 962 valid responses were used for the data analysis.

4.7 Techniques for Analysis

4.7.1 Exploratory Factor Analysis

EFA is often used to reduce dimensionality. When the dimensionality is minimal, it identifies the dimensionality of constructs by analyzing relationships between items and variables. (Netemeyer, Bearden, and Sharma, 2003). However, it may also be used to investigate the arrangement or interaction between variables and detect and evaluate the dimensionality of a theoretical model. (Pett et al., 2003; Thompson, 2004).

4.7.2 Confirmatory Factor Analysis

Confirmatory Factor Analysis (CFA) was used to validate EFA results and judge the replicability of the results with a separate sample.

4.7.3 Descriptive Analysis

Descriptive analysis was used to assess the impact of a tourist's socio-demographics on their choice of alcohol and drinkscape.

4.7.4 Cross Tabulations and Chi-Square Tests

The basic approach for analysing the connection between two categorical (nominal and ordinal) variables is cross-tabulation. A cross-tabulation is used to find the association (or lack thereof) between two variables. The chi-square for independence, also called Pearson's chi-square test, has been used to analyze the relationship between categorical variables in our scale.

4.7.5 Structural Equation Modeling

The structural models were used to test the hypotheses. The relationship between constructs and their significance was checked using structural equation model testing**.**

4.8 Exploratory Factor Analysis

Exploratory Factor Analysis (EFA) is the primary procedure used for measurement purification. When the knowledge about the dimensionality is minimal, it identifies the dimensionality of constructs by analyzing relationships between items and variables. (Netemeyer, Bearden, and Sharma, 2003). However, it may also be used to investigate the arrangement or interaction between variables and detect and evaluate the dimensionality of a theoretical model. (Pett et al., 2003; Thompson, 2004). EFA is used to explore the underlying factors of a theory/ concept. These factors are then confirmed through Confirmatory Factor Analysis (CFA). Hair et al. (2014) has suggested that it is advisable to use two different data sets (we can also split one data set into two) for EFA and CFA because if the same set will be used, then it is already fitted with the data, so there is no use of it. Applying the factors that emerged from EFA on another data set for CFA will give a valid result. The entire data set of 962 was split into two groups of 481 based on the odd-even respondent.

Williams et al. (2010) state that the object of exploratory factor analysis is said to be threefold. First, it condenses a large number of variables into a smaller set of variables (also referred to as factors). Second, it defines underlying dimensions between measurable variables and latent structures, enabling theory to be established and refined. Third, it gives evidence of the construct validity of self-reporting scales. Exploratory factor analysis allows the researcher to investigate the critical dimensions to produce a theory or model from a comparatively broad number of latent constructs, often expressed by a set of items.

Exploratory Factor Analysis (EFA) would throw better light on examining which dimensions of the factors influencing the Alcohol Consumption experience significantly impact behavioural intentions.

4.8.1 Extraction of factors

An initial analysis run was performed to obtain Eigenvalues for each element in the data. The principal component analysis is the most widely used approach in this case. Following that, the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy (KMO) test and Bartlett's Test of Sphericity were used to assess construct validity and confirm that the data

obtained for an exploratory factor study were sufficient. The KMO test is used to ensure that the sample size is adequate for the study. Bartlett's Test of Sphericity is used to assess if the similarities between products are significant enough for EFA. To conduct an EFA, Bartlett's Test of Sphericity must have a statistical value of less than .05 (Yu and Richardson, 2015). Suppose the original EFA findings show items loading on the incorrect factors or cross-loading on several factors. In that case, those items are discarded in order, and the EFA is repeated before a clear solution is found.

a. Descriptive Statistics

The first output from the analysis can be seen in Table 4.3, showing the descriptive statistics for all the variables under investigation. Descriptive statistics entail summarising and arranging data to make it easier to understand.

Table 4.3: Descriptive statistics (EFA)

Descriptive Statistics			
	Mean	Std. Deviation	Analysis N
CA2_Place_origin	3.22	1.312	481
CA3_Price	3.25	1.274	481
CA4_Taste	3.19	1.342	481
CA5_Offer	3.15	1.265	481
CA6_Brand	3.36	1.295	481
CA7_Quality	3.39	1.363	481
CA8_Suggestn	3.01	1.293	481
CA9_Quantity	3.38	1.288	481
CA10_Intoxict	2.87	1.333	481
CA11_Food	3.25	1.298	481
TP1_Distinguish	4.37	.734	481
TP2_Temp	4.30	.785	481
TP3_Mixers	4.07	.911	481
TP4_Satpast	4.31	.759	481
TP5_Relate	4.20	.813	481
TP6_Past_exp	4.21	.787	481
ED2_Entertainment	4.71	.538	481
ED3_Ambiance	4.69	.580	481
ED4_Seating	4.69	.618	481

ED5_Noise	4.56	.814	481
ED6_Temperature_A	4.61	.609	481
ED7_Washroom	4.60	.663	481
ED8_safe_env	4.73	.541	481
ED9_clean	4.72	.526	481
ED10_accessible	4.52	.674	481
ES1_drinkgroup	4.03	.982	481
ES2_drinkparty	3.82	1.057	481
ES3_drinkfriends	4.15	.983	481
ES4_drinkfamily	3.67	1.140	481
ES5_colleagues	3.76	1.248	481
ES6_presence	4.03	1.042	481
ES7_enjoyable	4.12	.987	481
ES8_warmth	4.04	1.005	481
ESS1_friendly	4.53	.839	481
ESS2_help	4.53	.559	481
ESS3_prompt	4.58	.546	481
ESS4_standard	4.53	.581	481
ESS5_knowledgeable	4.41	.748	481
ACE1_socialpleasure	4.42	.749	481
ACE2_physicalpleasure	4.38	.751	481
ACE3_unwind	4.41	.784	481
ACE4_remember	4.42	.706	481
ACE5_memories	4.44	.574	481
ACE6_freedomstress	4.39	.759	481
ACE7_strengthenbonds	4.42	.697	481
RI1_revisitintention	4.40	.824	481
WR1_shareACE	4.25	.930	481
WR2_saypositivethings	4.34	.873	481
RI2_consumefuture	4.41	.827	481
WR3_recommendvenue	4.41	.770	481
WR4_encouragefriendsACE	4.34	.842	481
WR5_recommendalcohol	4.30	.867	481

Source: Primary data

Interpretation

The mean, the standard deviation and number of respondents (N) who participated in the survey are given in Table 4.3. The mean or average of the data is a central tendency of the data, i.e. a figure around which the entire data is spread out. It is, in some ways, a single number that can assess the worth of the entire data collection. The standard deviation measures the average distance between each item and the mean. That is, how data is dispersed from the mean. A low standard deviation implies that the data points are close to the data set's mean, whereas a high standard deviation suggests that the data points are spread out throughout a greater range of values.

Looking at the highest mean value in Table 4.3, we can conclude that the score on the safe environment (4.73) is the most crucial variable, followed by clean surroundings (4.72) and Entertainment (4.71) that influences alcohol consumption experience of a tourist. In contrast, items like the choice of drink based on the level of intoxication (2.87) and suggestions by servers or friends (3.01) had the least influence on alcohol consumption experience.

b. Sampling Adequacy:

It is essential to establish the reliability and validity of the obtained reduction. This is done with the KMO and Bartlett's Test of Sphericity.

KMO measures the sampling adequacy, which determines if the responses given are adequate or not, which should be close to 0.5 for a satisfactory factor analysis to proceed. Kaiser (1974) recommended 0.5 (value for KMO) as a minimum (barely accepted), values between 0.7 – 0.8 acceptable, and values above 0.9 are highly acceptable.

Bartlett’s test is another indication of the strength of the relationship among variables. This tests the null hypothesis that the correlation matrix is an identity matrix.

The results on KMO and Bartlett's Test of Sphericity are given in Table 4.4

Table 4.4: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.874
Bartlett's Test of Sphericity	Approx. Chi-Square	25927.007
	df	1326
	Sig.	.000

Source: Primary data

Interpretation:

The Kaiser-Meyer-Olkin measure of sampling adequacy was 0.874, above the commonly recommended value of .6, and Bartlett's Test of Sphericity was significant ($\chi 2$ (1326) = 25927, $p < .05$). Since Bartlett test p-value = 0.000<0.05, we conclude that there exists a correlation between variables and thus, factor analysis exercise could be carried out (Hair et al. 2014). Hence, further analysis (EFA) is deemed suitable with all 52 items considered for measuring Alcohol Consumption Experience.

c. Extraction of factors:

Table 4.5: Total Variance Explained

Total Variance Explained						
Factor	Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %
1	9.819	18.882	18.882	7.178	13.804	13.804
2	6.129	11.786	30.668	6.469	12.441	26.245
3	3.757	7.225	37.893	5.259	10.114	36.359
4	5.366	10.319	48.212	5.196	9.992	46.351
5	4.213	8.102	56.314	5.045	9.701	56.053
6	2.987	5.745	62.059	3.346	6.435	62.487
7	2.943	5.659	67.718	2.720	5.230	67.718
Extraction Method: Maximum Likelihood.						

Source: Primary data

Interpretation:

An initial analysis was performed to obtain eigenvalues for each factor in the data. The SPSS software, by default, considers Principal Component Analysis (PCA) for generating these values. However, Maximum Likelihood extraction was used for this analysis. When sample sizes are high, the maximum likelihood becomes a broadly available approach that yields good estimates. Maximum likelihood estimators are asymptotically regular, efficient, and reliable. (Pan and Fang 2002). It is specified to retain only those factors with an eigenvalue larger than 1 (Guttman-Kaiser rule). It is observed from the above table 4.5, that the initial Eigenvalues indicate that the first seven factors have Eigenvalues greater than 1. The 52 item structure for measuring alcohol consumption experience explains 67 %

of the variance in the relationships among the items. The percentages explained by each factor were 13.80% (Factor 1- Choice of Alcohol), 12.44% (Factor 2- Choice of Drinkscape), 10.11% (Factor 3- Alcohol Consumption Experience), 9.99% (Factor 4- Revisit Intention and Willingness to recommend), 9.70% (Factor 5- Social setting), 6.43% (Factor 6- Tourists Profile), and 5.23% (Factor 7- Service experience). The eight factors onwards have eigenvalues below one.

d. Rotation and Factor Loadings:

EFA is carried out to verify the number of factors underlying the variation and the correlations among the items. It is essential to identify the items that load onto a specific factor. Objects that do not load onto any factor must be deleted, and the analysis must be re-run. It must be determined how high an item's factor loading should be to keep the item. An object may be retained if its primary loading is greater than 0.5 up to 0.6 (Henson and Roberts, 2006). According to Guadagnoli and Velicer (1988), a factor with four loadings greater than 0.6 is stable for sample sizes greater than 50. A factor with ten loadings greater than 0.4 is stable for a sample size greater than 150. Rotation is done to simplify and clarify the data structure, and Varimax is the most common method used for such rotation.

Table 4.6: Rotated Component Matrix

Rotated Factor Matrix							
	Factor						
	1	2	3	4	5	6	7
CA9_Quantity	.919						
CA6_Brand	.889						
CA7_Quality	.861						
CA11_Food	.840						
CA3_Price	.836						
CA2_Place_origin	.827						
CA4_Taste	.814						
CA5_Offer	.802						
CA10_Intoxict	.748						
CA8_Suggestn	.659						
ED9_clean		.958					
ED2_Entertainment		.939					
ED8_safe_env		.897					
ED3_Ambiance		.885					
ED4_Seating		.862					
ED6_Temperature_A		.770					
ED5_Noise		.680					
ED7_Washroom		.628					
ED10_accessible		.578					
ACE4_remember			.933				
ACE2_physicalpleas			.910				
ACE1_socialpleasure			.905				
ACE6_freedomstress			.902				
ACE3_unwind			.882				
ACE7_strengthenbon			.794				
ACE5_memories			.530				
ES7_enjoyable				.839			
ES6_presence				.837			
ES8_warmth				.820			
ES3_drinkfriends				.766			
ES2_drinkparty				.758			
ES5_colleagues				.701			
ES1_drinkgroup				.682			
ES4_drinkfamily				.594			
RI1_revisitintention					.927		
RI2_consumefuture					.893		
WR5_recommendalc					.885		

WR1_shareACE					.851		
WR4_encfriendsACE					.805		
WR3_recomvenue					.748		
WR2_saypositivethin					.573		
TP1_Distinguish						.906	
TP4_Satpast						.858	
TP2_Temp						.802	
TP6_Past_exp						.737	
TP5_Relate							
TP3_Mixers							
ESS2_help							.929
ESS3_prompt							.758
ESS4_standard							.744
ESS1_friendly							
ESS5_knowledgeable							
Extraction Method: Maximum Likelihood. Rotation Method: Varimax with Kaiser Normalization.							

Source: Primary data

Interpretation:

Tabachnick and Fidell (2001) recommend .32 as a good rule of thumb for an item's minimum loading, equating to around 10% overlapping variation with the other items in that factor. At least three elements with loading greater than 0.4 should be present in all the retained variables. A factor with less than three items is usually weak and unstable; factors with five or more firmly loading items (.50 or better) are desirable and suggest a solid factor (Costello and Osborne, 2005). As a result, two items from Factor 6 and 2 items from Factor 7 were dropped as they loaded below .50. The above results indicate the use of seven factors for determining the relationship with the dependent variable, as seen in table 4.6.

e. Screen Plot

The screen plot is a graph of the eigenvalues against all the factors. The graph helps determine how many factors to retain. The points of interest are where the curve starts to flatten.

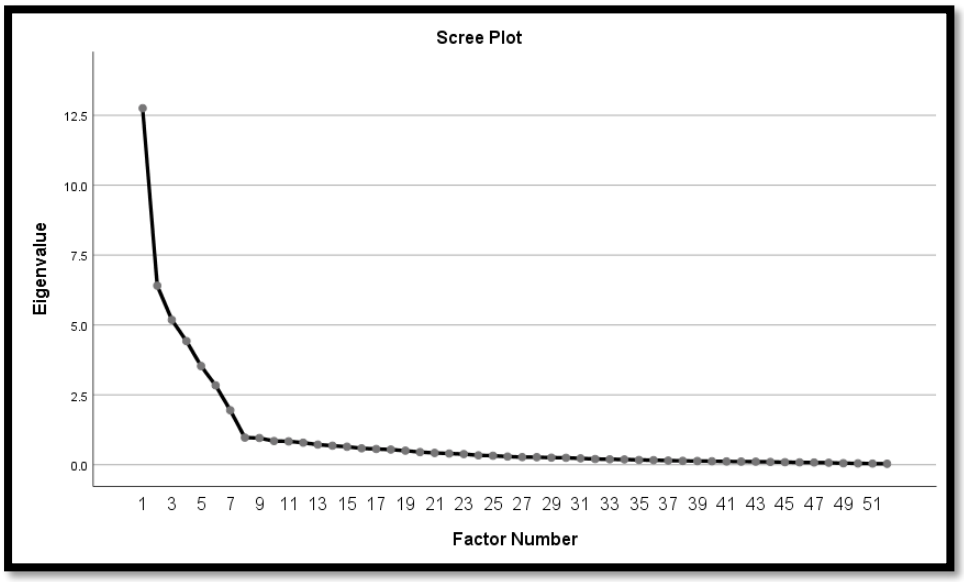


Figure 4.1: Screen plot

It can be seen in figure 4.2. that the curve begins to flatten after factor 7, So only seven factors have been retained.

4.8.2 Scale Reliability

The Cronbach‘s alpha coefficient was calculated as a test for reliability of factors (Table 4.7), and it was greater than .7, suggesting good reliability of the factors according to Hair et al. (2014) and (Kim et al., 2010).

Table 4.7: Cronbach’s Alpha

Reliability Statistics	
Cronbach's Alpha	N of Items
.935	52

Source: Primary data

4.9 Confirmatory Factor Analysis

Confirmatory Factor Analysis (CFA) was used to validate EFA results and judge the replicability of the results with a separate sample. According to Hair et al. (2014), the researcher must always ensure that there are enough observations per predicted parameter to prevent "overfitting" the study. One approach is to divide the sample and approximate the model with one subsample and the statistical precision with the second subsample. The entire sample was therefore split into two. One half was used to conduct the EFA, and the other half to conduct the CFA. The researcher can evaluate the contribution of each scale item and integrate how well the scale measures the concept (reliability) by performing confirmatory factor analysis (CFA).

The scales are incorporated into assessing the relationships between dependent and independent variables in the structural model (Hair et al., 2014).

The CFA was performed of the constructs: Tourists Profile, Choice of Alcohol, Choice of Drinkscape, Social Settings, Service Experience, Alcohol Consumption Experience and Willingness to recommend and Revisit intention. This was determined by verifying

i) The Unidimensionality,

ii) The Reliability,

iii) Multicollinearity,

iv) The Construct Validity, and

v) The Model fit.

4.9.1 CFA OF Tourist Profile

Unidimensionality, Reliability and Model Fit

Unidimensionality

It can be observed from Fig. 4.3 that all factor loadings are greater than 0.5. Modification indices were checked for cross factor loadings, as suggested by Segars (1997). Thus, proving that the items of the Tourist Profile construct are unidimensional and fulfilling the criteria as recommended by Hair et al. (2014).

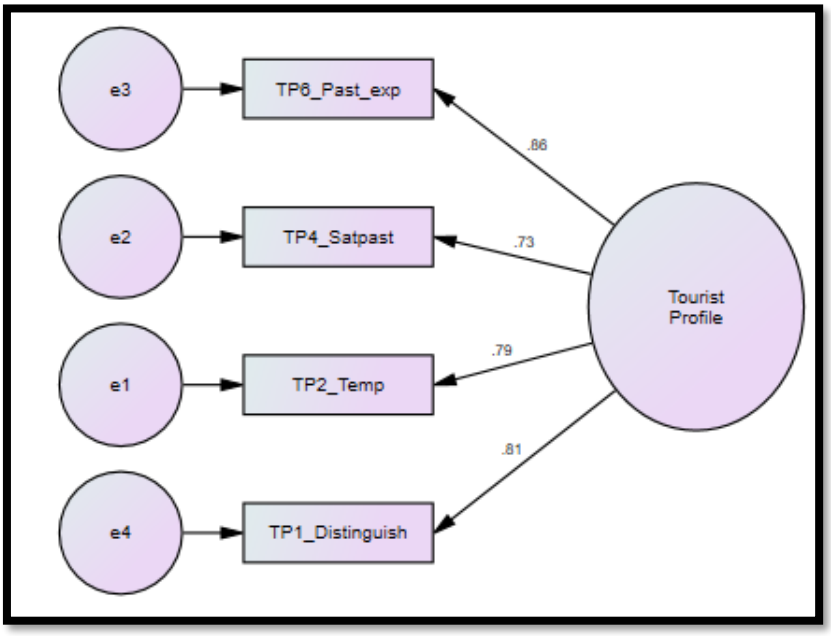


Figure 4.2: CFA of Tourist Profile

Reliability

1. Reliability Coefficient – Cronbach's Alpha for Tourist Profile

Table 4.8: Cronbach's Alpha for Tourist Profile

Reliability Statistics	
Cronbach's Alpha	N of Items
.875	4

Source: Primary data

A coefficient of 0.875 was obtained, which is greater than the minimum acceptable value of 0.7 as seen in Table 4.8, thus assessing the consistency of the entire scale.

2. Item Total Statistics

Table 4.9: Item-Total Statistics of Tourist Profile

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
TP6_Past_exp	12.90	3.924	.770	.824
TP1_Distinguish	12.73	4.194	.724	.843
TP2_Temp	12.78	4.024	.750	.832
TP4_Satpast	12.72	4.270	.682	.859

Source: Primary data

As seen in Table 4.9, the Correlated items - total correlation is greater than .05. None of the items needs to be deleted as the values are above .7, indicating the relatedness of the items in the respective construct.

Convergent Validity

After calculation, the Composite Reliability CR = 0.82 (should be > 0.7 according to Hair et al. (2014)) and the Average Variance Extracted (AVE) = .53 (should be > .5) values were obtained. As these values were following the limits set by Hair et al. (2014), the Convergent validity of the Tourist Profile construct is achieved.

Model Fit

Table 4.10: Model Fit indices of CFA of Tourist Profile

Fit Index	GFI	AGFI	RMR	CFI	TLI	RMSEA
Recommended value	≥ .8	≥ .8	≤ .08	≥ .9	≥ .8	≤ 0.08
Model fit scores	.990	.899	.008	.991	.947	.020

Source: Primary data

It can be seen from Table 4.10 that the model fit is within acceptable limits, according to Hair et al. (2014).

4.9.2 CFA Of Choice of Alcohol

Unidimensionality, Reliability and Model Fit

Unidimensionality

It can be observed from Fig. 4.4 that all factor loadings are greater than 0.5. Modification indices were checked for cross factor loadings, as suggested by Segars (1997). Thus, proving that the Choice of Alcohol construct items are unidimensional and fulfil the criteria recommended by Hair et al. (2014).

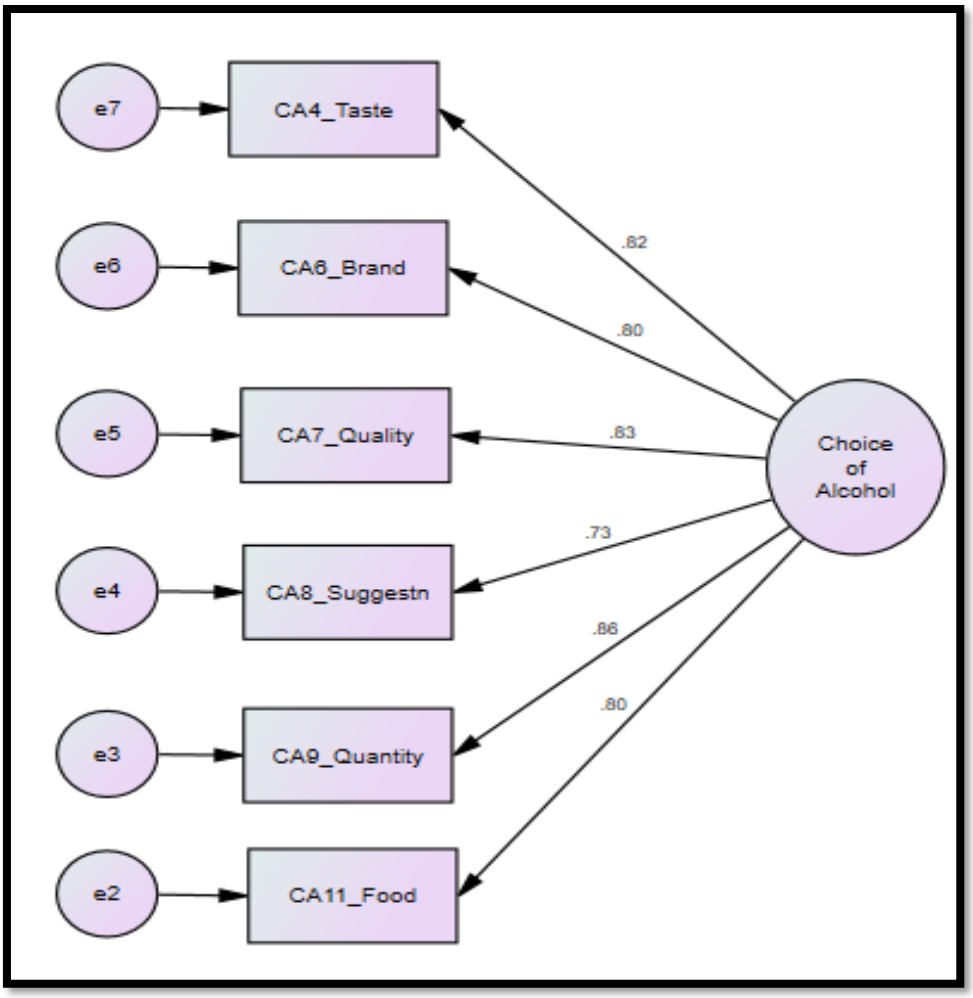


Figure 4.3: CFA of Choice of Alcohol

Reliability

1. Reliability Coefficient – Cronbach's Alpha for Choice of Alcohol

Table 4.11: Cronbach's Alpha for Choice of Alcohol

Reliability Statistics	
Cronbach's Alpha	N of Items
.914	6

Source: Primary data

A coefficient of .914 was obtained, as seen in table 4.11, which is greater than the minimum acceptable value of 0.7, thus assessing the consistency of the entire scale.

2. Item Total Statistics

Table 4.12: Item-Total Statistics for Choice of Alcohol

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CA11_Food	20.70	14.196	.792	.894
CA9_Quantity	20.52	15.421	.804	.893
CA8_Suggestn	20.90	14.687	.718	.906
CA7_Quality	20.52	15.596	.783	.896
CA6_Brand	20.54	15.640	.732	.902
CA4_Taste	20.48	15.884	.756	.900

Source: Primary data

The Correlated items - total correlation is greater than .05, as seen in table 4.12. None of the items needs to be deleted as the values are above .7, indicating the relatedness of the items in the respective construct.

Convergent Validity

After calculation, the Composite Reliability CR = 0.91 (should be > 0.7 according to Hair et al. (2014)) and the Average Variance Extracted (AVE) = .75 (should be > .5) values were obtained. As these values were following the limits set by Hair et al. (2014), the Convergent validity of the Choice of Alcohol construct is achieved.

Model Fit

Table 4.13: Model Fit indices of CFA of Choice of Alcohol

Fit Index	GFI	AGFI	RMR	CFI	TLI	RMSEA
Recommended value	≥ .8	≥ .8	≤ .08	≥ .9	≥ .8	≤ 0.08
Model fit scores	.991	.963	.016	.997	.990	.05

Source: Primary data

It can be seen from Table 4.13 that the model fit for Choice of Alcohol is within acceptable limits, according to Hair et al. (2014).

4.9.3 CFA Of Choice of Drinkscape

Unidimensionality, Reliability and Model Fit

Unidimensionality

It can be observed from Fig. 4.5 that all factor loadings are greater than 0.5. Modification indices were checked for cross factor loadings, as suggested by Segars (1997). Thus, proving that the Choice of Drinkscape construct items are unidimensional and fulfilling the criteria as recommended by Hair et al. (2014).

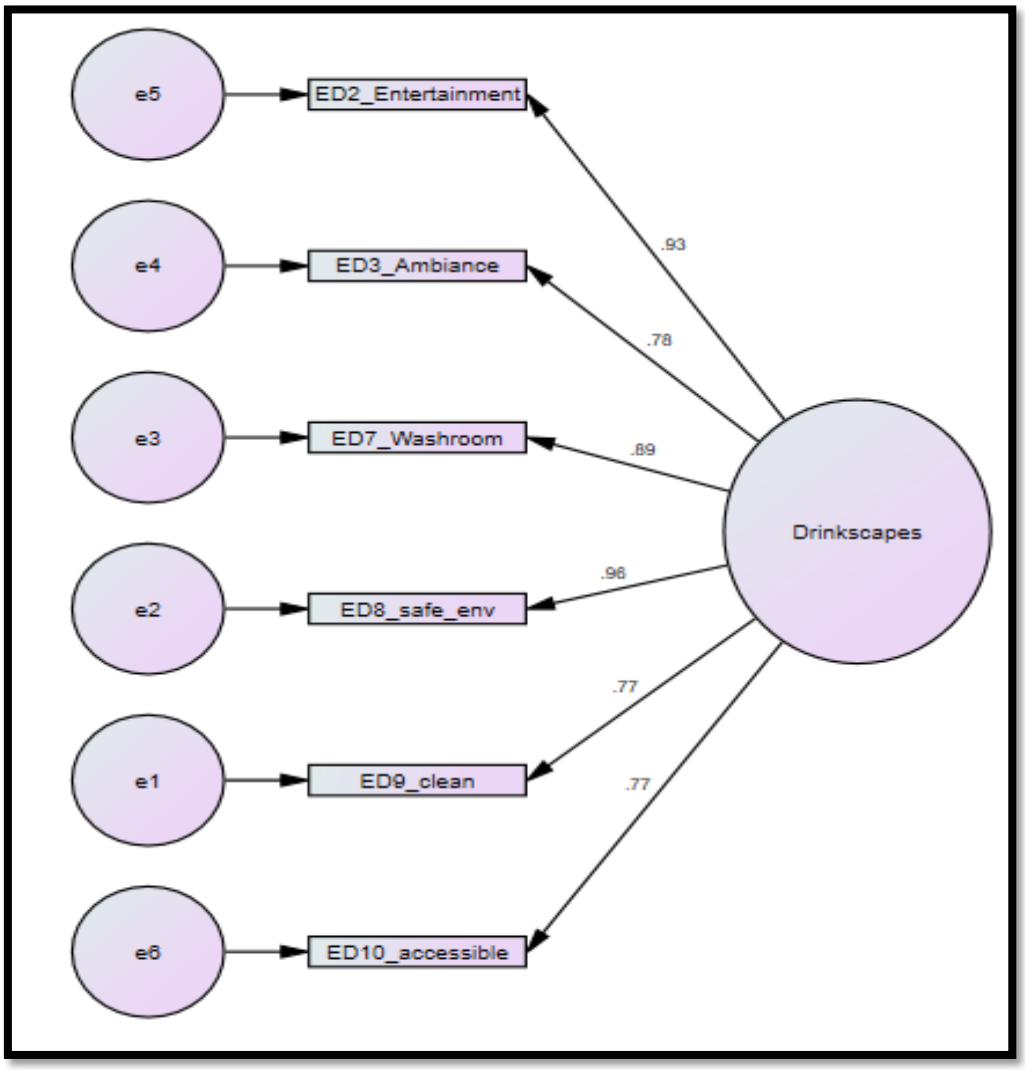


Figure 4.4: CFA of Choice of Drinkscape

Reliability

1. Reliability Coefficient – Cronbach's Alpha for Choice of Drinkscape

Table 4.14: Cronbach's Alpha

Reliability Statistics	
Cronbach's Alpha	N of Items
.941	6

A coefficient of .941 was obtained, as seen in table 4.14, which is greater than the minimum acceptable value of 0.7, thus assessing the consistency of the entire scale.

2. Item Total Statistics

Table 4.15: Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ED10_accessible	23.20	6.352	.768	.938
ED9_clean	23.13	6.728	.768	.936
ED8_safe_env	23.11	6.360	.900	.921
ED7_Washroom	23.14	6.309	.860	.925
ED3_Ambiance	23.10	6.432	.790	.934
ED2_Entertainment	23.11	6.483	.864	.925

Source: Primary data

As observed in Table 4.15, the Correlated items - total correlation is greater than .05. None of the items needs to be deleted as the values are above .7, indicating the relatedness of the items in the respective construct.

Convergent Validity

After calculation, the Composite Reliability CR = 0.94 (should be > 0.7 according to Hair et al. (2014)) and the Average Variance Extracted (AVE) = .72 (should be > .5) values were obtained. As these values were following the limits set by Hair et al. (2014), the Convergent validity of the Choice of drinkscape construct is achieved.

Model Fit

Table 4.16: Model Fit indices of CFA of Choice of drinkscape

Fit Index	GFI	AGFI	RMR	CFI	TLI	RMSEA
Recommended value	≥ .8	≥ .8	≤ .08	≥ .9	≥ .8	≤ 0.08
Model fit scores	.993	.975	.003	.998	.996	.04

Source: Primary data

It can be seen from Table 4.16 that the model fit for Choice of drinkscape is within acceptable limits, according to Hair et al. (2014).

4.9.4 CFA of Social Setting

Unidimensionality, Reliability and Model Fit

Unidimensionality

It can be observed from Fig. 4.6 that all factor loadings are greater than 0.5. Modification indices were checked for cross factor loadings, as suggested by Segars (1997). Thus, proving that the items of the Social Settings construct are unidimensional and fulfilling the criteria as recommended by Hair et al. (2014).

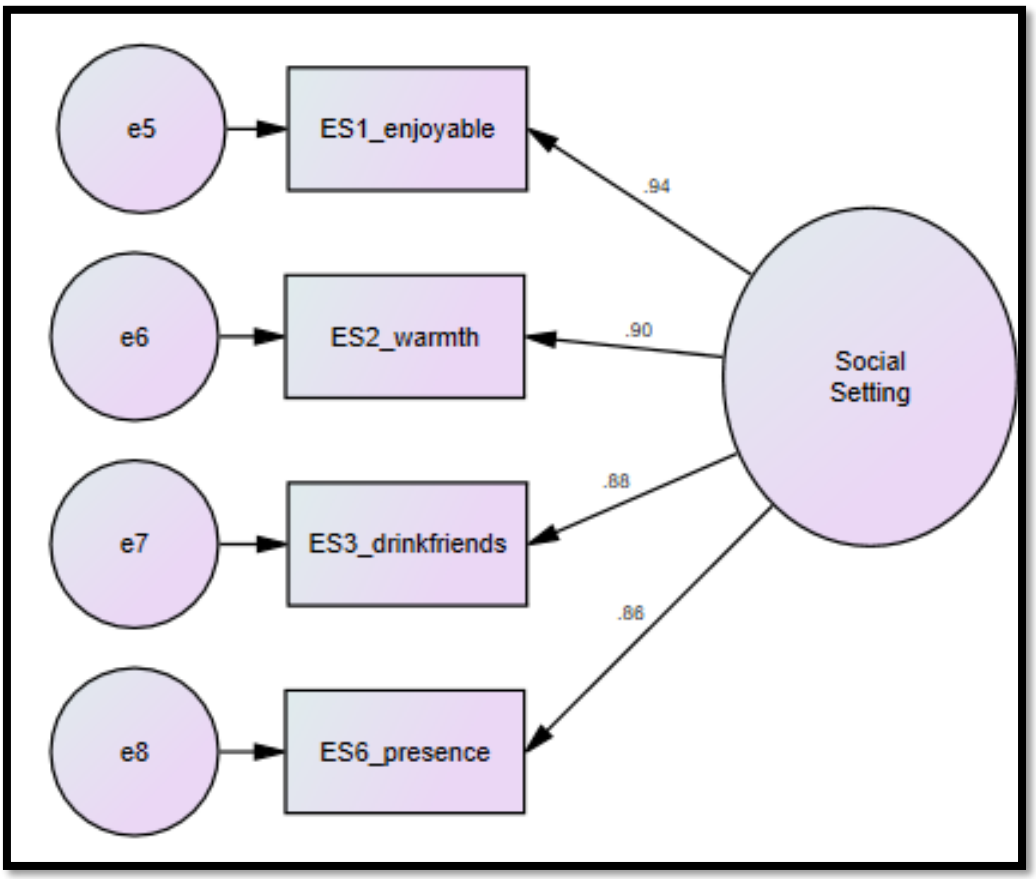


Figure 4.5: CFA of Social Settings

Reliability

1. Reliability Coefficient – Cronbach's Alpha for Social Settings

Table 4.17: Cronbach's Alpha for Social Settings

Reliability Statistics	
Cronbach's Alpha	N of Items
.939	4

A coefficient of .939 was obtained, which is greater than the minimum acceptable value of 0.7, thus assessing the consistency of the entire scale as seen in Table 4.17.

2. Item Total Statistics

Table 4.18: Item-Total Statistics

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ES1_enjoyable	12.65	4.572	.889	.909
ES2_warmth	12.63	4.476	.859	.919
ES3_drinkfriends	12.63	4.784	.846	.923
ES6_presence	12.65	4.441	.831	.929

Source: Primary data

The Correlated items - total correlation is greater than .05 as seen in Table 4.18. None of the items needs to be deleted as the values are above .7, indicating the relatedness of the items in the respective construct.

Convergent Validity

After calculation, the Composite Reliability CR = 0.90 (should be > 0.7 according to Hair et al. (2014)) and the Average Variance Extracted (AVE) = .79 (should be > .5) values were obtained. As these values were following the limits set by Hair et al. (2014), the Convergent validity of the Social settings construct is achieved.

Model Fit

Table 4.19: Model Fit indices of CFA of Social settings

Fit Index	GFI	AGFI	RMR	CFI	TLI	RMSEA
Recommended value	≥ .8	≥ .8	≤ .08	≥ .9	≥ .8	≤ 0.08
Model fit scores	.990	.948	.006	.995	.985	.07

Source: Primary data

It can be seen from Table 4.19 that the model fit for Social settings is within acceptable limits, according to Hair et al. (2014).

4.9.5 CFA of Service Experience

Unidimensionality, Reliability and Model Fit

Unidimensionality

It can be observed from Fig. 4.7 that all factor loadings are greater than 0.5. Modification indices were checked for cross factor loadings, as suggested by Segars (1997). Thus, proving that the items of the Service experience construct are unidimensional and fulfilling the criteria as recommended by Hair et al. (2014).

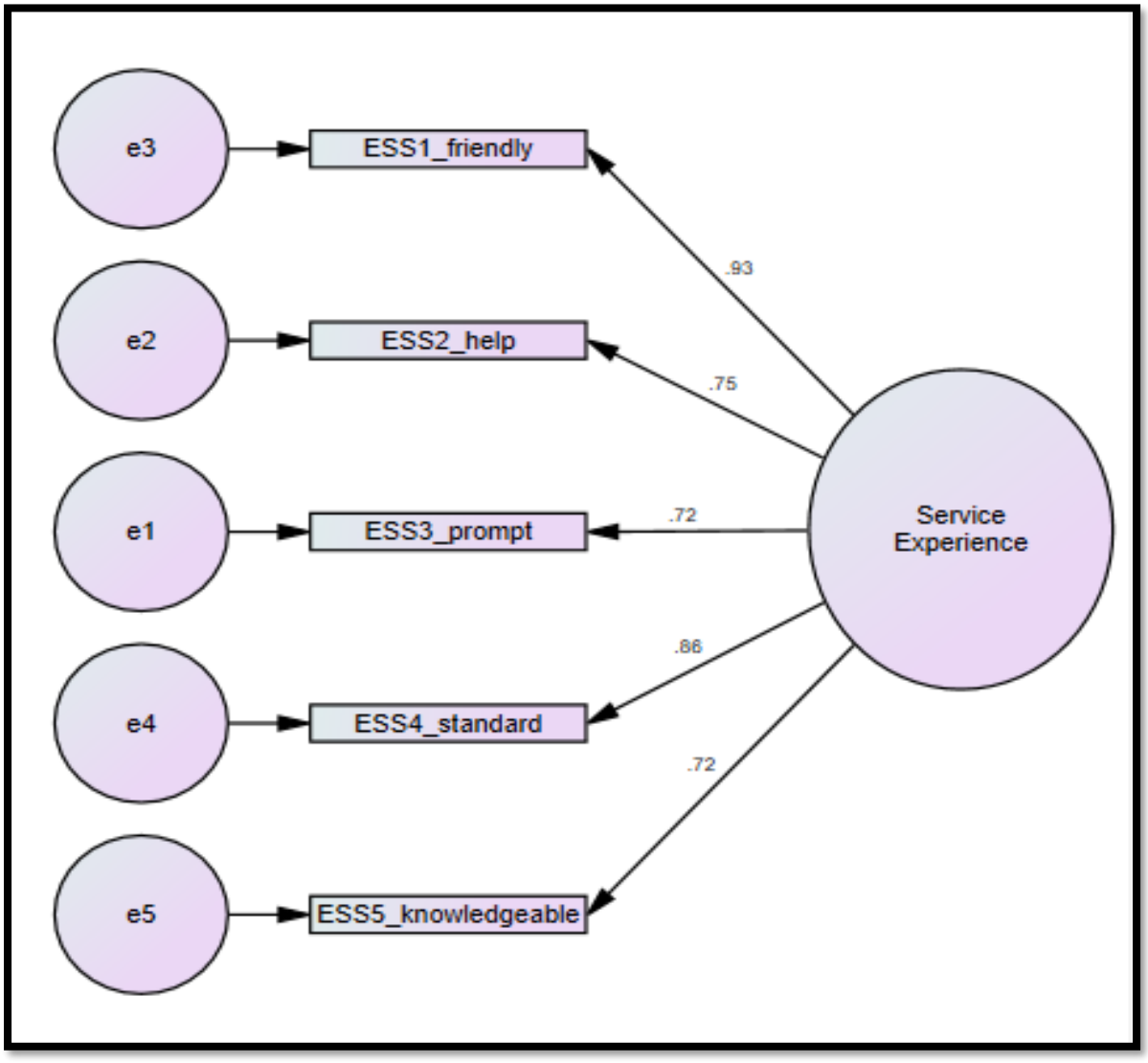


Figure 4.6: CFA of Service experience

Reliability

1. Reliability Coefficient – Cronbach's Alpha for Service experience

Table 4.20: Cronbach's Alpha for Service experience

Reliability Statistics	
Cronbach's Alpha	N of Items
.896	5

A coefficient of .896 was obtained, which is greater than the minimum acceptable value of 0.7, thus assessing the consistency of the entire scale as seen in Table 4.20.

2. Item Total Statistics

Table 4.21: Total Item Statistics

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ESS1_friendly	17.97	3.532	.854	.850
ESS2_help	17.83	3.689	.756	.871
ESS3_prompt	17.80	3.856	.712	.881
ESS4_standard	17.97	3.610	.778	.866
ESS5_knowledgeable	17.99	3.594	.648	.900

Source: Primary data

The Correlated items - total correlation is greater than .05 as observed in Table 4.21. None of the items needs to be deleted as the values are above .7, indicating the relatedness of the items in the respective construct.

Convergent Validity

After calculation, the Composite Reliability CR = 0.86 (should be > 0.7 according to Hair et al. (2014)) and the Average Variance Extracted (AVE) = .56 (should be > .5) values were obtained. As these values were following the limits set by Hair et al. (2014), the Convergent validity of the Service Experience construct is achieved.

Model Fit

Table 4.22: Model Fit indices of CFA of Service Experience

Fit Index	GFI	AGFI	RMR	CFI	TLI	RMSEA
Recommended value	≥ .8	≥ .8	≤ .08	≥ .9	≥ .8	≤ 0.08
Model fit scores	.994	.958	.006	.997	.986	.071

Source: Primary data

It can be seen from Table 4.22 that the model fit for Service Experience is within acceptable limits, according to Hair et al. (2014).

4.9.6 CFA Of Alcohol Consumption Experience

Unidimensionality, Reliability and Model Fit

Unidimensionality

It can be observed from Fig. 4.8 that all factor loadings are greater than 0.5. Modification indices were checked for cross factor loadings, as suggested by Segars (1997). Thus, proving that the Alcohol Consumption Experience construct items are unidimensional and fulfil the criteria recommended by Hair et al. (2014).

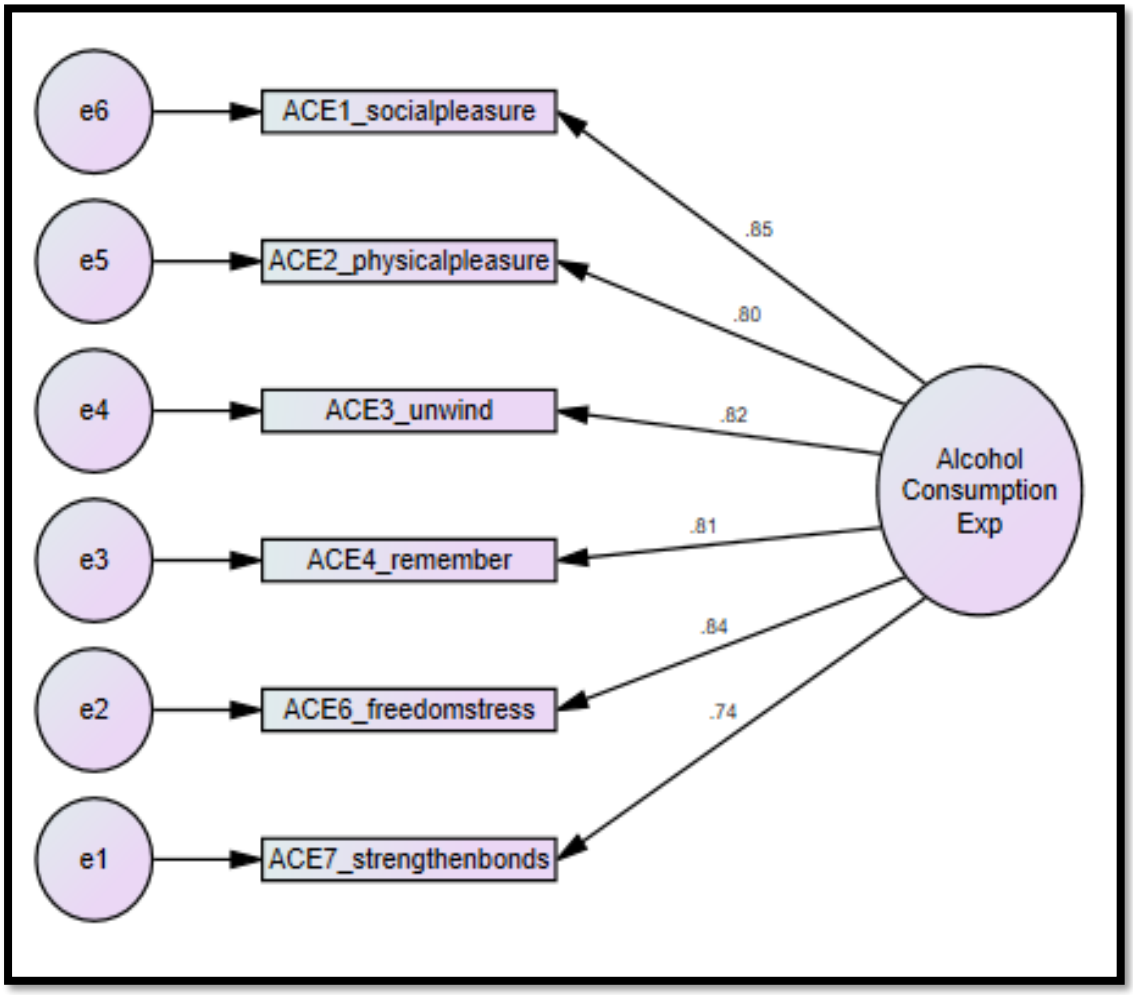


Figure 4.7: CFA of Alcohol Consumption Experience

Reliability

1. Reliability Coefficient – Cronbach's Alpha for Alcohol Consumption Experience

Table 4.23: Cronbach's Alpha for Alcohol Consumption Experience

Reliability Statistics	
Cronbach's Alpha	N of Items
.919	6

Source: Primary data

A coefficient of .919 was obtained, which is greater than the minimum acceptable value of 0.7, thus assessing the consistency of the entire scale.

2. Item Total Statistics

The Correlated items - total correlation is greater than .05. None of the items needs to be deleted as the values are above .7, indicating the relatedness of the items in the respective construct.

Convergent Validity

After calculation, the Composite Reliability CR = 0.96 (should be > 0.7 according to Hair et al. (2014)) and the Average Variance Extracted (AVE) = .81 (should be > .5) values were obtained. As these values were following the limits set by Hair et al. (2014), the Convergent validity of the Alcohol Consumption Experience construct is achieved.

Model Fit

Table 4.24: Model Fit indices of CFA of Alcohol Consumption Experience

Fit Index	GFI	AGFI	RMR	CFI	TLI	RMSEA
Recommended value	≥ .8	≥ .8	≤ .08	≥ .9	≥ .8	≤ 0.08
Model fit scores	.996	.975	.003	.999	.985	.039

Source: Primary data

It can be seen from Table 4.24 that the model fit for Alcohol Consumption Experience is within acceptable limits, according to Hair et al. (2014).

4.9.7 CFA of Revisit Intention and Willingness to Recommend

Unidimensionality, Reliability and Model Fit

Unidimensionality

It can be observed from Fig. 4.9 that all factor loadings are greater than 0.5. Modification indices were checked for cross factor loadings, as suggested by Segars (1997). Thus, proving that the Revisit intention and Willingness items to recommend construct is unidimensional and fulfilling the criteria recommended by Hair et al. (2014).

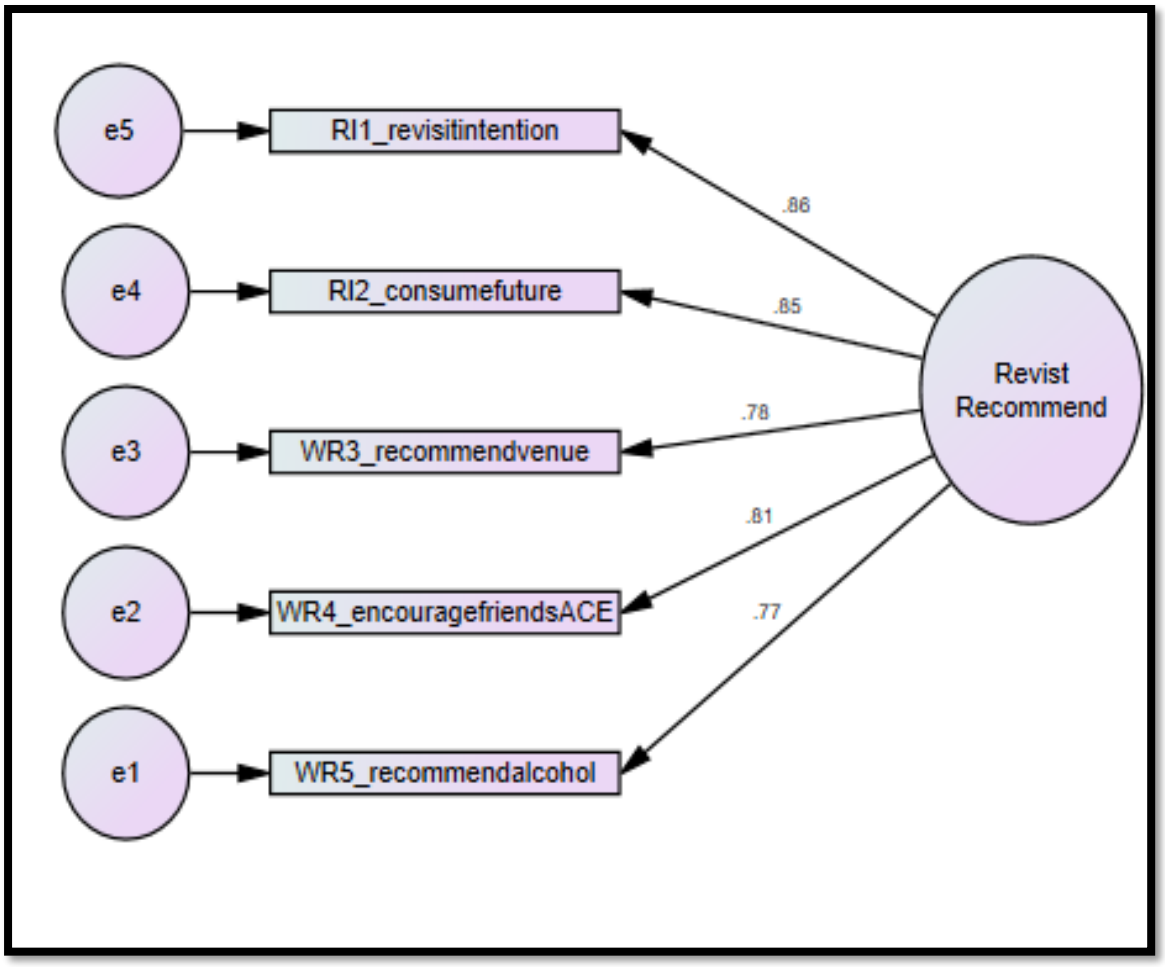


Figure 4.8: CFA of Revisit intention and Willingness to recommend

Reliability

1. Reliability Coefficient – Cronbach's Alpha for Revisit intention and Willingness to recommend

Table 5.25: Cronbach's Alpha for Revisit intention and Willingness to recommend

Reliability Statistics	
Cronbach's Alpha	N of Items
.906	5

Source: Primary data

A coefficient of .906 was obtained, which is greater than the minimum acceptable value of 0.7, thus assessing the consistency of the entire scale.

2. Item Total Statistics

Table 4.26: Item-Total Statistics

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
RI1_revisitintention	17.96	4.763	.802	.879
RI2_consumefuture	17.95	4.787	.786	.882
WR3_recommendvenue	17.98	4.785	.747	.889
WR4_encouragefriendsACE	18.03	4.556	.779	.883
WR5_recommendalcohol	18.11	4.663	.720	.896

Source: Primary data

The Correlated items - total correlation is greater than .05, as seen in Table 4.26. None of the items needs to be deleted as the values are above .7, indicating the relatedness of the items in the respective construct.

Convergent Validity

After calculation, the Composite Reliability CR = 0.89 (should be > 0.7 according to Hair et al. (2014)) and the Average Variance Extracted (AVE) = .63 (should be > .5) values were obtained. As these values followed the limits set by Hair et al. (2014), the Convergent validity of the Revisit intention and Willingness to recommend construct is achieved.

Model Fit

Table 4.27: Model Fit indices of CFA of Revisit intention and willingness to recommend

Fit Index	GFI	AGFI	RMR	CFI	TLI	RMSEA
Recommended value	≥ .8	≥ .8	≤ .08	≥ .9	≥ .8	≤ 0.08
Model fit scores	.992	.886	.005	.995	.949	.058

Source: Primary data

It can be seen from Table 4.27 that the model fit for Revisit intention and Willingness to recommend is within acceptable limits, according to Hair et al. (2014).

4.10 Revised Conceptual Model after Analysis

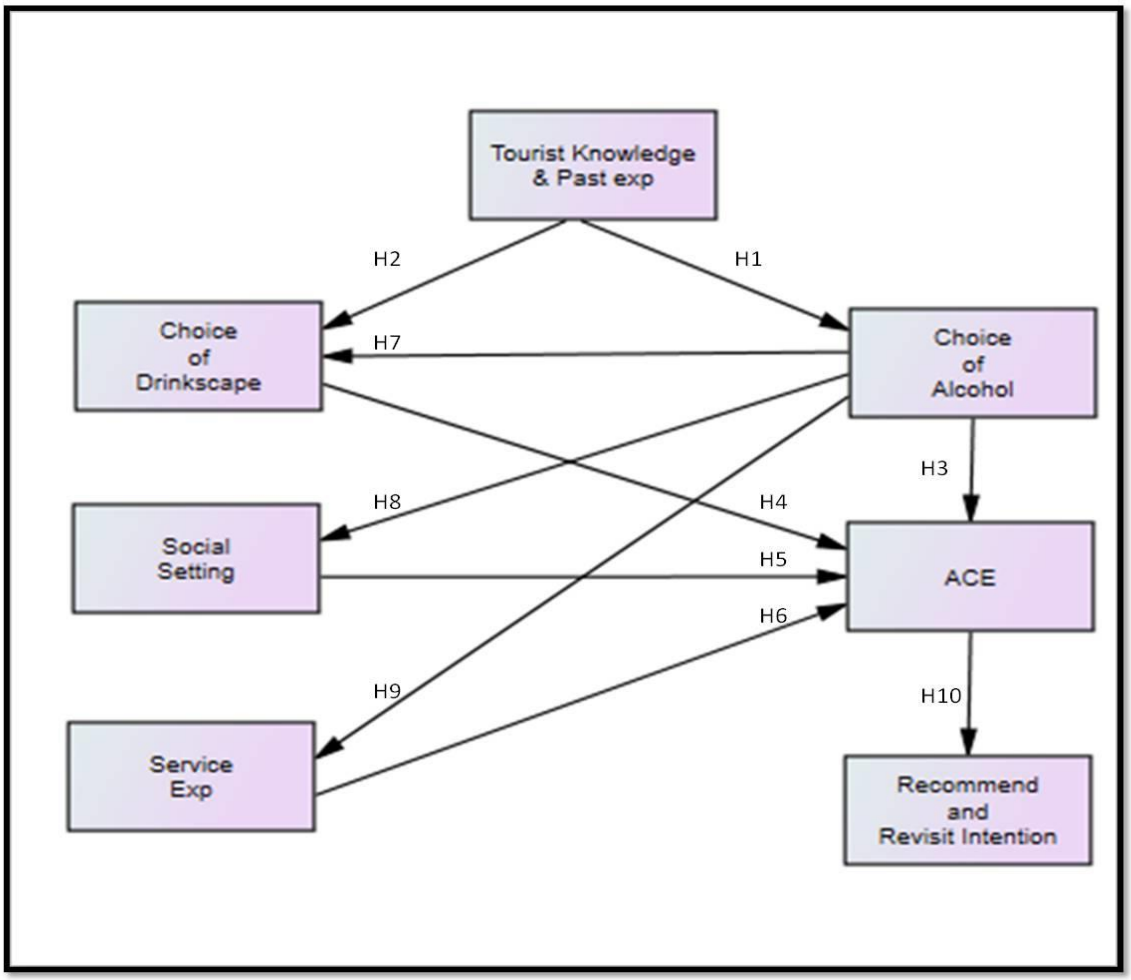


Figure 4.9: Revised Conceptual Model

4.11 Hypotheses after finalizing the Model

Although theory suggests that choice of drinkscape, social settings, and service experience could be categorized as experiencescape (Chen et al. 2020; Kirk and Blodgett, 2016; Dell 2005), factor analysis revealed that choice of drinkscape, social settings, and service experience were individual constructs and loaded as three separate factors and therefore will need to be tested separately as seen in the revised model in Figure 4.10. Likewise, Revisit intention and willingness to recommend were considered separately in our initial proposed model. However, they loaded together in factor analysis. Hence these two needs to be tested together as one construct. Consequently, the following are the revised hypothesis:

1. **Hypothesis researching the influence of tourist knowledge and past experience on the choice of alcohol**

H1: Tourists knowledge of alcohol and tourists past experience of alcohol consumption positively influences the choice of alcohol.

2. **Hypothesis researching the influence of tourist knowledge and past experience on the choice of drinkscape**

H2: Tourists knowledge of alcohol and tourists past experience of alcohol consumption positively influences the choice of drinkscape.

3. Hypothesis researching the influence of the choice of alcohol on the alcohol consumption experience

H3: The choice of alcohol positively influences the alcohol consumption experience.

4. Hypothesis researching the influence of the choice of drinkscape on the alcohol consumption experience

H4: The choice of drinkscape positively influences the alcohol consumption experience.

5. Hypothesis researching the influence of social setting on the alcohol consumption experience

H5: The social setting positively influences the alcohol consumption experience.

6. Hypothesis researching the influence of service experience on the alcohol consumption experience

H6: The service experience positively influences the alcohol consumption experience.

7. Hypothesis researching the influence of the choice of alcohol on the choice of drinkscape

H7: The choice of alcohol has a positive influence on the choice of drinkscape.

8. **Hypothesis researching the influence of the choice of alcohol on the social setting**

H8: Choice of alcohol has a positive influence on the social setting.

9. **Hypothesis researching the influence of the choice of alcohol on the service experience**

H9: Choice of alcohol has a positive influence on the service experience.

10. **Hypothesis researching the influence of alcohol consumption experience on the revisit intention and willingness to recommend the alcohol consumption**

H10: Alcohol consumption experience positively influences the revisit intention and willingness to recommend the alcohol consumption.

11. **Hypotheses researching the mediated relationship between choice of alcohol and alcohol consumption experience**

H11a Choice of drinkscape mediates the relationship between choice of alcohol and alcohol consumption experience.

H11b Social setting mediates the relationship between choice of alcohol and alcohol consumption experience.

H11c Service experience mediates the relationship between choice of alcohol and alcohol consumption experience

12. Hypothesis researching if socio-demographics of tourists moderates the relationship between alcohol consumption experience and revisit intention and willingness to recommend

H 12a Income moderates the relationship between ACE and RI&WR

H12b Age moderates the relationship between ACE and RI&WR

H12c Gender moderates the relationship between ACE and RI&WR

H12d Education moderates the relationship between ACE and RI&WR

4.12 Validation of the Measurement Model

The following section presents the CFA results of the measurement models, further considered for testing Structural Equation models.

Table 4.28: Factor names, no of final scale items, factor loadings and Cronbach's alpha value

Factor names	No of Items	Items	Factor Loadings	Cronbach's alpha Values
Tourists Knowledge and Past Experience	4	I can distinguish between different types of alcoholic beverages (Wines, Beers, Spirits, Liqueurs, Cocktails)	.868	.899
		I am aware of the temperatures of the alcoholic beverages at which they should be served	.834	
		I have had satisfying alcohol consumption experiences in the past	.839	
		My alcohol consumption is based upon my past experiences	.856	
Choice of Alcohol	6	The most important thing about the drink is its taste	.873	.940
		I consider the brand of alcohol while ordering a drink.	.874	
		I choose a drink based on its quality	.909	
		I usually order a drink based on the suggestion by the server or friends	.768	
		I choose a drink based on the quantity I wish to consume	.901	
		The alcohol I drink should complement the type of food being consumed	.884	
Choice of Drinkscape	6	The entertainment adds value to my drinking experience	.907	.932
		The Ambiance (Architecture, Color, lighting, Interior design, Décor) should be appealing	.862	
		Washroom, toilet facilities need to be adequate	.800	
		The environment should be safe	.912	
		The area should be thoroughly clean	.886	
		The venue should be easily accessible	.743	
Social Setting	4	I drink more while socializing with friends	.851	.903
		The presence of other people influences my individual level of satisfaction	.849	
		It is enjoyable to join in drinking with people who are enjoying alcohol consumption	.857	
		Drinking adds warmth to social occasions	.856	
Service Experience	5	Employees should be friendly	.718	.854
		Employees should be willing to help	.852	
		Employees should provide prompt service	.806	
		The standard of service matters while consuming alcohol	.799	
		Employees need to be knowledgeable about the drinks offered	.665	
Alcohol Consumption Experience	6	Alcohol consumption enhances social pleasure.	.893	.947
		Alcohol consumption enhances physical pleasure.	.889	
		An alcohol consumption experience helps me unwind and enjoy.	.883	
		I can easily remember alcohol consumption experiences in different settings	.901	
		Alcohol consumption provides a sense of freedom from the stresses of life.	.897	
		This experience is a wonderful way to strengthen existing bonds of relationships.	.812	
Revisit Intention and Willingness to Recommend	5	I intend to revisit the venues I had an alcohol consumption experience in the near future	.891	.930
		I intend to consume the same alcohol in the near future	.893	
		My Alcohol consumption experience helps me to recommend a venue to others	.829	
		I would encourage friends and relatives to experience Alcohol Consumption at a venue I enjoyed	.868	
		I will recommend the alcohol that I consume to others	.864	

Source: Primary data

4.12.1 Measurement model of constructs in this study

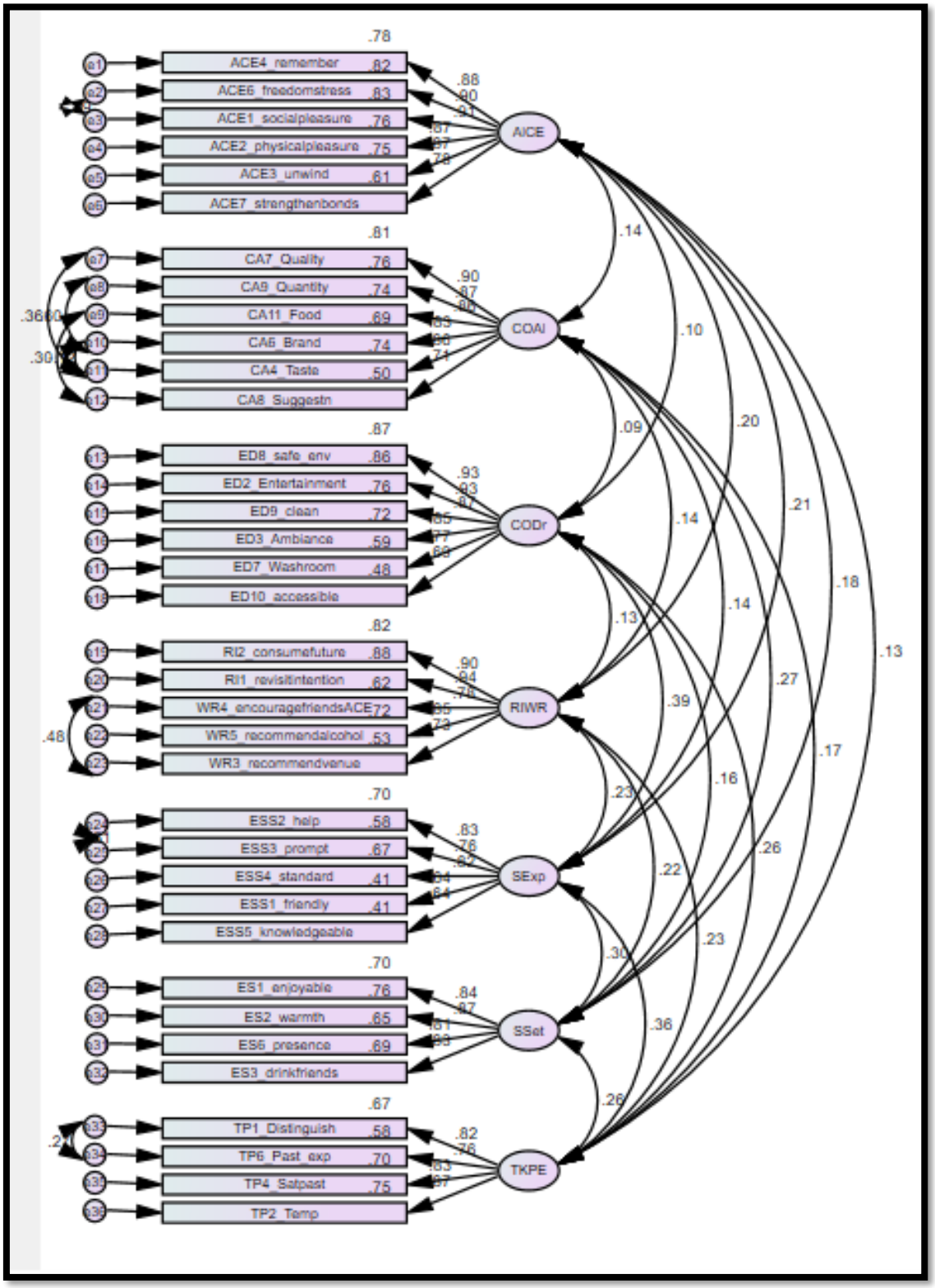


Figure 4.10: CFA of the Measurement model of constructs in this study

4.12.2 Model Fit Measure

Table 4.29: Model Fit measure

Measure	Estimate	Threshold	Interpretation
CMIN	1658.933	--	--
DF	556	--	--
CMIN/DF	2.984	Between 1 and 3	Excellent
CFI	0.962	>0.95	Excellent
SRMR	0.032	<0.08	Excellent
RMSEA	0.045	<0.06	Excellent
PClose	0.999	>0.05	Excellent

Source: Primary data

It can be seen from Table 4.29 that the model fit measures are within acceptable limits, as suggested by Hu and Bentler (1999).

4.12.3 Construct Validity and Reliability Check

We observed convergent and discriminant validity as evidenced in Table 4.30 (Convergent is AVE above .5, Discriminant is the square root of AVE greater than the correlations) and reliability (evidenced by the CR value above .700)

Table 4.30: Validity of the constructs

	CR	AVE	ACE	COA	COD	RIWR	SExp	SSet	TKPE
AlCE	0.948	0.752	**0.867**						
COAl	0.937	0.712	0.146 ***	**0.844**					
CODr	0.934	0.703	0.096 **	0.083 *	**0.839**				
RIWR	0.929	0.724	0.196 ***	0.120 ***	0.134 ***	**0.851**			
SExp	0.855	0.546	0.209 ***	0.141 ***	0.382 ***	0.224 ***	**0.739**		
SSet	0.898	0.687	0.190 ***	0.278 ***	0.149 ***	0.203 ***	0.299 ***	**0.829**	
TKPE	0.892	0.675	0.133 ***	0.168 ***	0.259 ***	0.221 ***	0.355 ***	0.261 ***	**0.821**

Source: Primary data
Values below the diagonal are correlations. The diagonal values in bold are the square root of AVE. The Stats Tool Package designed by James Gaskin was used to get this table (Gaskin, 2016)

1. Convergent validity

It can be observed from Table 4.30 that the Composite Reliability values of all the constructs are greater than 0.7, which fulfils the criteria set by Hair et al. (2014). The Average Variance Extracted (AVE) of all the constructs were greater than 0.5; thus, fulfil the criteria set by Hair et al. (2014). It can therefore be concluded that this measurement model is validated.

2. Discriminant Validity

According to Fornell and Larcker (1981), for a construct to be distinct, the square root of the AVE of the construct should be greater than all its correlations with other constructs in the model. From Table 4.30, it can be observed that the square root of the AVE of the constructs is greater than all their correlations with other constructs in the model. This proves that discriminant validity is achieved according to Hair et al. (2014).

4.12.4. Testing Configural Invariance

Configural invariance was tested and found good (as evidenced by the good model fit measures while estimating two groups (Male and Female) freely, i.e. without constraints.

4.12.5. Testing the measurement model for Common Method Bias

There two approaches that were used for detecting common method bias was Harman's single factor test and the common latent factor method

1. Harmans single factor test

Harman's single factor test is one method to identify common method variance. In Exploratory factor analysis, the unrotated factor solution is examined to determine the number of factors necessary to explain the variance in the variables. If a single factor appears or one general factor accounts for the maximum covariance among the measures, it is inferred that a significant amount of common method variance exists.

Table 4.31: Harmans single factor test

Total Variance Explained						
	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %
1	7.273	20.202	20.202	7.273	20.202	20.202

Source: Primary data

As seen in Table 4.31, the total factors only explain 20% of the variance, and it is not <50%; therefore, it is interpreted that common method variance does not exist.

2. Common latent factor

The way to do a Common latent factor is to add a latent variable. The common variable will determine the common variance shared among all the observed items in the model. To ensure that the unstandardized loadings will be equal, the loadings of the indicator on this common latent factor are constrained to be equal to each other. The unstandardized loading is squared to obtain the per cent of common variance across all indicators in the model. This value is the common method bias. If the value of the common variance is less than 15%, there is no common method issue. The factor loadings are both tested with and without the common factor, and if the difference between the two is less than 0.2, there is no common process bias. (Liang et al., 2007; Richardson et al., 2009; Chin et al., 2012).

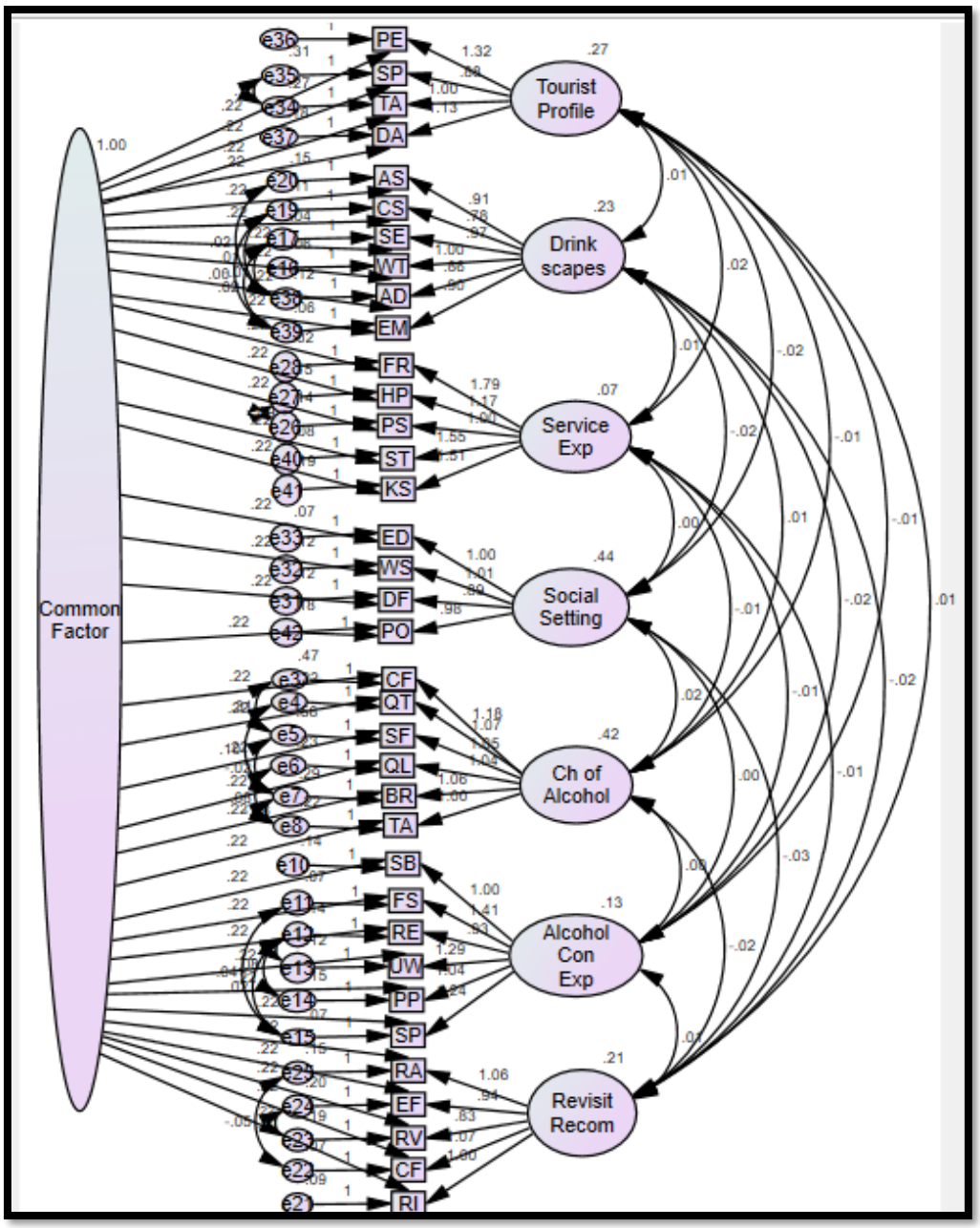


Figure 4.11: Common Latent Factor method to check for Common Method Bias
Source: Primary data and Gaskin (2014)

From figure 4.12, it can be observed that the standardized loading is 0.22, which means 4.8%, which is very much less than 15% suggesting no common method bias.

Table 4.32 shows the regression weight with and without the common latent variable. The maximum difference is 0.148, which is less than the cut-off 0.2. Hence it suggests that there is no common method bias. The models can now be used for data processing using Structural Equation Modelling after being validated and checked for Common method bias.

Table 4.32: Standardized Regression Weights with and without Common Latent Factor

Default model			Estimate without CLF	Estimate with CLF	Difference
CA11_Food	<---	COA	0.76	0.727	0.033
CA9_Quantity	<---	COA	0.837	0.801	0.036
CA8_Suggestn	<---	COA	0.686	0.65	0.036
CA7_Quality	<---	COA	0.82	0.785	0.035
CA6_Brand	<---	COA	0.796	0.763	0.033
CA4_Taste	<---	COA	0.824	0.778	0.046
ACE7_strengthenbonds	<---	ALC	0.747	0.646	0.101
ACE6_freedomstress	<---	ALC	0.902	0.832	0.07
ACE4_remember	<---	ALC	0.717	0.613	0.104
ACE3_unwind	<---	ALC	0.823	0.75	0.073
ACE2_physicalpleasure	<---	ALC	0.737	0.641	0.096
ACE1_socialpleasure	<---	ALC	0.879	0.79	0.089
ED7_Washroom	<---	COD	0.902	0.824	0.078
ED8_safe_env	<---	COD	0.937	0.848	0.089
ED9_clean	<---	COD	0.786	0.685	0.101
ED10_accessible	<---	COD	0.784	0.701	0.083
RI1_revisitintention	<---	RR	0.874	0.784	0.09
RI2_consumefuture	<---	RR	0.894	0.826	0.068
WR3_recommendvenue	<---	RR	0.708	0.617	0.091
WR4_encouragefriendsACE	<---	RR	0.744	0.662	0.082
WR5_recommendalcohol	<---	RR	0.818	0.742	0.076
ESS3_prompt	<---	SE	0.665	0.517	0.148
ESS2_help	<---	SE	0.71	0.577	0.133
ESS1_friendly	<---	SE	0.956	0.882	0.074
ES3_drinkfriends	<---	SS	0.878	0.824	0.054
ES2_warmth	<---	SS	0.9	0.853	0.047
ES1_enjoyable	<---	SS	0.934	0.889	0.045
TP2_Temp	<---	TP	0.754	0.674	0.08
TP4_Satpast	<---	TP	0.673	0.602	0.071
TP6_Past_exp	<---	TP	0.867	0.848	0.019
TP1_Distinguish	<---	TP	0.839	0.776	0.063
ED3_Ambiance	<---	COD	0.809	0.709	0.1
ED2_Entertainment	<---	COD	0.888	0.793	0.095
ESS4_standard	<---	SE	0.861	0.749	0.112
ESS5_knowledgeable	<---	SE	0.729	0.632	0.097
ES6_presence	<---	SS	0.857	0.809	0.048

Source: Primary data

4.12.6 Structural Models Multivariate Assumptions

1. Outliers and Influential's

Cooks distance analysis was conducted to verify if there were any multivariate influential outliers in the model. In no case did we observe a cooks distance greater than 1. Most cases were far less than 0.100 as seen in Table 4.33.

2. Multicollinearity

Variable inflation factors on all predictors on our dependant variables were examined. As suggested by Hair et al. (2010), Multicollinearity was measured by Variance Inflation Factors (VIF) and Tolerance. If VIF is exceeding 4.0 or Tolerance is less than 0.2 then there is a problem with Multicollinearity. As observed in Table 4.33, there were no VIFs larger than 2, which is considerably less than the 4 criteria and all Tolerance levels were greater than 0.2.

Table 4.33: Coefficients table

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	18.360	1.287		14.262	.000		
	SE	.197	.051	.135	3.888	.000	.817	1.225
	SS	.113	.037	.101	3.013	.003	.877	1.140
	COA	.051	.018	.092	2.817	.005	.930	1.076
	COD	.037	.040	.031	.924	.356	.857	1.167

a. Dependent Variable: ACE

Source: Primary data

Chapter 5

Descriptive Analysis

This part of the thesis attempts to present the descriptive analysis of the results of the survey.

Descriptive analyses are used to explain the results, and they will be presented in the same order as they appear on the questionnaire in this section. A general overview of the respondent's profile is discussed in this part.

5.1 Section 1: Sample Description

5.1.1 Tourist Profile

The demographic characteristics consist of gender, age, marital status, occupation, income and educational qualifications. The characteristics of the respondents comprised of the tourist's knowledge of alcohol products and prior alcohol consumption experience are also included in this section to provide a descriptive profile of the respondents.

The questionnaire was completed by a sample of 962 visitors who visited Goa and consumed alcohol in diverse drinkscape. Males made up 58.6% of the 962 respondents, while females made up 41.4%. Please see table 5.1

Table 5.1 Gender of participants

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	564	58.6	58.6	58.6
	Female	398	41.4	41.4	100.0
	Total	962	100.0	100.0	

An analysis of the respondents' ages, as shown in Table 5.2 below, reveals that the largest age group was above 18-30 years (37 %), followed by 31-40 years (28 %), 41-50 years (24 %), 51-60 years (9 %), and above 61 years (2 %).

Table 5.2: Age Group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-30 years	358	37.2	37.2	37.2
	31-40 years	273	28.4	28.4	65.6
	41-50 years	228	23.7	23.7	89.3
	51-60 years	88	9.1	9.1	98.4
	61 years and above	15	1.6	1.6	100.0
	Total	962	100.0	100.0	

Source: Primary data

The majority (68.5 percent) were married in terms of marital status, as Goa is a popular honeymoon destination in India. 30% of the respondents were unmarried, 4% were divorced, and 1% belonged to the Widow/Widower category, as seen in Table 5.3.

Table 5.3: Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unmarried	287	29.8	29.8	29.8
	Married	659	68.5	68.5	98.3
	Divorced	4	.4	.4	98.8
	Widow/Widower	12	1.2	1.2	100.0
	Total	962	100.0	100.0	

Source: Primary data

As seen in Table 5.4, analysis of the occupation of the tourists who responded reveals that 66.7% of the respondents were in the service sector, 26.6% had their own business, and 4.6 % were students, whereas 2% were unemployed.

Table 5.4: Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	44	4.6	4.6	4.6
	Service	642	66.7	66.7	71.3
	Business	256	26.6	26.6	97.9
	Unemployed	20	2.1	2.1	100.0
	Total	962	100.0	100.0	

Source: Primary data

As seen in Table 5.5., the majority of respondents (39.9%) had an income of between Rupees 50001-80000, followed by Rupees 80001 and above (36.4%), those with an income of between Rupees 20001-50000 (18.4%), and those with an income of up to Rupees 20000 (5.3%).

Table 5.5: Income group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Up to 20000	51	5.3	5.3	5.3
	20001-50000	177	18.4	18.4	23.7
	50001-80000	384	39.9	39.9	63.6
	80001 and above	350	36.4	36.4	100.0
	Total	962	100.0	100.0	

Source: Primary data

51% of those surveyed were undergraduates, 34.5% were postgraduates, 11.6% held a diploma or certificate, 1% had finished high school, and 2% came from other educational backgrounds as seen in Table 5.6..

Table 5.6: Educational Qualifications

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school	9	.9	.9	.9
	Diploma/Certificate	112	11.6	11.6	12.6
	Undergraduate	490	50.9	50.9	63.5
	Postgraduate	333	34.6	34.6	98.1
	Others	18	1.9	1.9	100.0
	Total	962	100.0	100.0	

5.1.2 Frequency of Consumption

It was critical to determine the frequency of consumption to understand the tourist profile and knowledge of alcoholic beverages. Results indicated that 42% of the respondents consumed alcohol at least once a week, 24% consumed alcohol at least once a month, 22% consumed alcohol occasionally, whereas 12% consumed alcohol daily as seen in Figure 5.1.

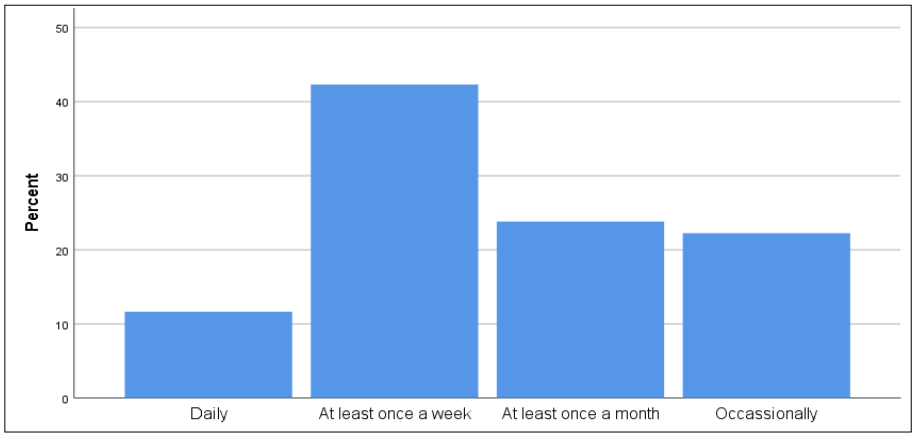


Figure 5.1: Frequency of Consumption

5.1.3 Choice of Alcoholic Beverage

Considering the alcoholic beverages chosen by tourists, as shown in Figure 5.2., Beer was the most preferred alcoholic beverage at 29%, followed by Whisky at 23%. Wine was favoured by 11% of respondents, while Vodka was liked by 10%, and Rum was preferred by 9%. Among the lesser preferred alcohols, Gin came in at 7%, Cocktails at 4%, Brandy at 3%, Feni, Goa's indigenous alcoholic beverage, at 2%, and Tequila and Liqueurs at 1% each.

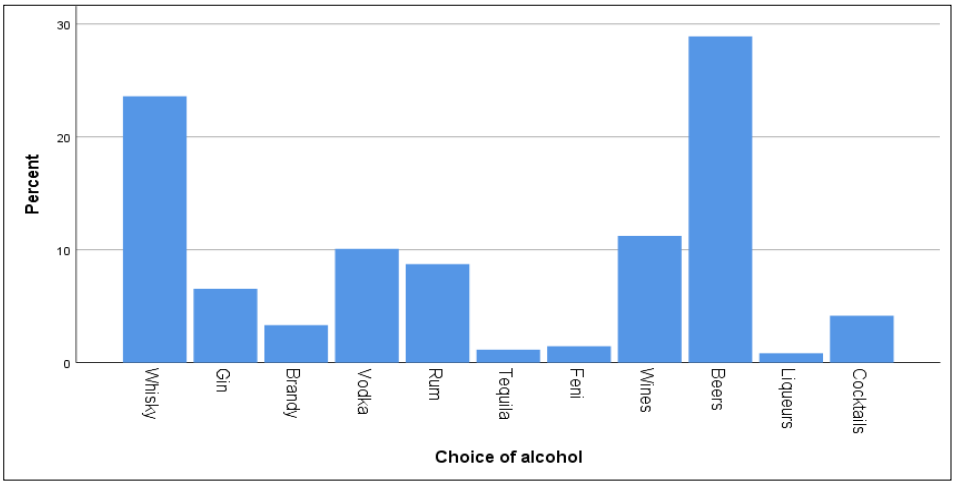


Figure 5.2: Choice of Alcohol

5.1.4 Choice of Drinkscape

Restaurants were the most popular drinkscape for tourists to consume alcohol (28%), followed by Pubs or Taverns (19%) and Beach Shacks (17%). In order of popularity, the other popular drinkscape were Discotheques and Karaoke Bars (8%), Lounges (6%), Hotels and Upscale Bars (3% each), Drink Festivals (2%), and Tasting Rooms (1%). Interestingly, 12% of the tourists selected the others option as seen in Figure 5.3. These venues included friends and relatives places, public areas such as beaches, shacks, wedding or party venues, farmhouses, holiday homes etc.

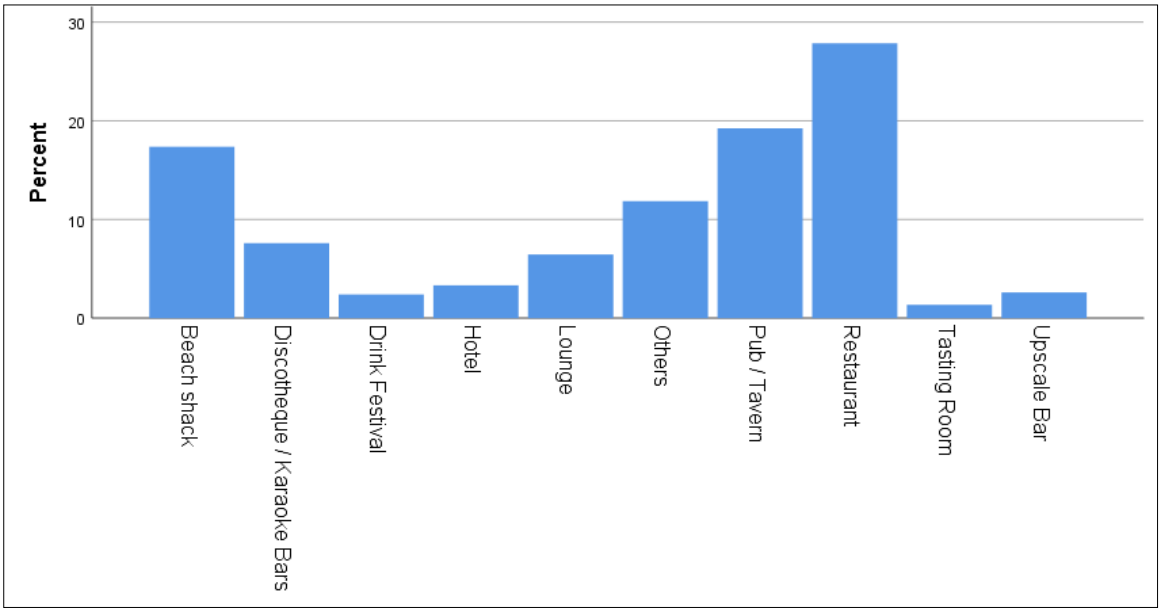


Figure 5.3: Choice of Drinkscape

5.1.5 Choice of alcohol in different Social Settings

Spirits, which include Whisky, Brandy, Gin, Vodka, Rum, Tequila, and Feni, were the most popular type of alcohol consumed alone (50%) as seen in Table 5.7, followed by Beer (32%), Wines (13%), Liqueurs, and Cocktails (2% each). Similarly, Whisky was the most favoured drink when consumed with family and friends and when consumed with colleagues.

Table 5.7: Type of alcohol consumed in social settings

Type of alcohol consumed alone					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Wines	124	12.9	12.9	12.9
	Beers	311	32.3	32.3	45.2
	Liqueurs	20	2.1	2.1	47.3
	Cocktails	20	2.1	2.1	49.4
	Spirits	487	50.6	50.6	100.0
	Total	962	100.0	100.0	
with family					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Wines	182	18.9	18.9	18.9
	Beers	287	29.8	29.8	48.8
	Liqueurs	26	2.7	2.7	51.5
	Cocktails	56	5.8	5.8	57.3
	Spirits	411	42.7	42.7	100.0
	Total	962	100.0	100.0	
with friends					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Wines	90	9.4	9.4	9.4
	Beers	295	30.7	30.7	40.0
	Liqueurs	13	1.4	1.4	41.4
	Cocktails	50	5.2	5.2	46.6
	Spirits	514	53.4	53.4	100.0
	Total	962	100.0	100.0	
with colleagues					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Wines	115	12.0	12.0	12.0
	Beers	341	35.4	35.4	47.4
	Liqueurs	20	2.1	2.1	49.5
	Cocktails	70	7.3	7.3	56.8
	Spirits	416	43.2	43.2	100.0
	Total	962	100.0	100.0	

Source: Primary data

5.2 Section 2: Associations - Cross Tabulations and Chi-Square Tests

The basic technique for analyzing the relationship between two categorical (nominal and ordinal) variables is cross-tabulation. A cross-tabulation is used to identify the relation (or lack of) between two variables. In this section, the chi-square for independence, commonly known as Pearson's chi-square test or the chi-square test of association, is applied to see a link between categorical variables in our scale.

5.2.1 Hypothesis 1

H0: There is no association between gender and the choice of alcohol.

H1: There is an association between gender and the choice of alcohol.

Table 5.8: Output window showing the crosstabs table Gender vs Choice of alcohol

Gender * Choice of alcohol Crosstabulation													
			Choice of alcohol										Total
			Whisky	Gin	Brandy	Vodka	Rum	Tequila	Feni	Wines	Beers	Liqueur	Cocktail	
Gender	Male	Count	214	8	26	44	53	6	14	27	164	0	8	564
		% within Gender	37.9%	1.4%	4.6%	7.8%	9.4%	1.1%	2.5%	4.8%	29.1%	0.0%	1.4%	100.0
		% within Choice of alcohol	93.9%	12.7%	81.3%	45.8%	63.1%	54.5%	10.0%	25.0%	59.0%	0.0%	20.0%	58.6%
		% of Total	22.2%	0.8	2.7%	4.6%	5.5%	0.6%	1.5%	2.8%	17.0	0.0%	0.8%	58.6
	Female	Count	14	55	6	52	31	5	0	81	114	8	32	398
		% within Gender	3.5%	13.8%	1.5%	13.1%	7.8%	1.3%	0.0%	20.4%	28.6%	2.0%	8.0%	100.0
		% within Choice of alcohol	6.1%	87.3%	18.8%	54.2%	36.9%	45.5%	0.0%	75.0%	41.0%	100%	80.0%	41.4%
		% of Total	1.5%	5.7	0.6%	5.4%	3.2%	0.5%	0.0%	8.4%	11.9	0.8%	3.3%	41.4
Total		Count	228	63	32	96	84	11	14	108	278	8	40	962
		% within Gender	23.7%	6.5%	3.3%	10.0%	8.7%	1.1%	1.5%	11.2%	28.9%	0.8%	4.2%	100.0
		% within Choice of alcohol	100.0%	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %
		% of Total	23.7%	6.5%	3.3%	10.0%	8.7%	1.1%	1.5%	11.2%	28.9%	0.8%	4.2%	100.0

Source: Primary data

From Table 5.8, it is evident that Males chose Whisky (37.9%), followed by Beer (29.1%) and Rum (9.4%), while females preferred Beer (28.6%), followed by Wine (20.4%) and Gin (13.8%).

Table 5.9: Chi-Square Test Value

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	281.656	10	.000
Likelihood Ratio	324.696	10	.000
Linear-by-Linear Association	70.190	1	.000
N of Valid Cases	962		

Source: Primary data

Interpretation

Since n>50; we interpret the Pearson Chi-Square test value

As seen in Table 5.9, The Pearson Chi-Square test value = 281.656 and p-value (Asymptotic Significance) 0.000

Since 0.00<0.05, we reject the Null hypothesis and conclude that there is a strong association between Gender and the Choice of Alcohol.

5.2.2 Hypothesis 2

H0: There is no association between gender and the choice of drinkscape

H1: There is an association between gender and the choice of drinkscape

Table 5.10: Output window showing the crosstabs table gender vs choice of drinkscape

			Choice of Drinkscape										Total
			Beach shack	Disco/ Karaoke Bars	Drink Festival	Hotel	Lounge	Others	Pub / Tavern	Restaurant	Tasting Room	Upscale Bar	
Gender	Male	Count	98	28	12	16	40	82	123	145	1	19	564
		Expected	97.9	42.8	13.5	18.8	36.3	66.8	108.5	157.1	7.6	14.7	564.0
		% within Gender	17.4%	5.0%	2.1%	2.8%	7.1%	14.5 %	21.8%	25.7%	0.2%	3.4%	100.0 %
	Female	Count	69	45	11	16	22	32	62	123	12	6	398
		Expected Count	69.1	30.2	9.5	13.2	25.7	47.2	76.5	110.9	5.4	10.3	398.0
		% within Gender	17.3%	11.3%	2.8%	4.0%	5.5%	8.0%	15.6%	30.9%	3.0%	1.5%	100.0 %
Total		Count	167	73	23	32	62	114	185	268	13	25	962
		Expected	167.0	73.0	23.0	32.0	62.0	114.0	185.0	268.0	13.0	25.0	962.0
		% within Gender	17.4%	7.6%	2.4%	3.3%	6.4%	11.9 %	19.2%	27.9%	1.4%	2.6%	100.0 %

Source: Primary data

As per the above cross-tabulation, males prefer to drink at restaurants (26%), followed by pubs/taverns (22%). Females, on the other hand, prefer drinking at restaurants (31%), followed by beach shacks (17%).

Table 5.11: Chi-Square Test Value

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	46.934[a]	9	.000
Likelihood Ratio	48.684	9	.000
N of Valid Cases	962		

Source: Primary data

Since n>50, we interpret the Pearson Chi-Square test value. As seen in Table 5.11, Pearson Chi-Square test value = 46.934 and p-value (Asymptotic Significance) 0.000. Since 0.00<0.05, we reject the Null hypothesis and conclude that there is a strong association between Gender and the Choice of Drinkscape.

5.2.3 Hypothesis 3

H0: There is no association between gender and the frequency of consumption

H1: There is an association between gender and the frequency of consumption

Table 5.12: Output window showing the crosstabs table Gender vs Frequency of consumption

Gender * Frequency of consumption Cross tabulation							
			Frequency of consumption				
			Daily	At least once a week	At least once a month	Occasionally	Total
Gender	Male	Count	92	228	128	116	564
		Expected Count	65.7	238.6	134.3	125.5	564.0
		% within Gender	16.3%	40.4%	22.7%	20.6%	100.0%
	Female	Count	20	179	101	98	398
		Expected Count	46.3	168.4	94.7	88.5	398.0
		% within Gender	5.0%	45.0%	25.4%	24.6%	100.0%
Total		Count	112	407	229	214	962
		Expected Count	112.0	407.0	229.0	214.0	962.0
		% within Gender	11.6%	42.3%	23.8%	22.2%	100.0%

Source: Primary data

From the above cross-tabulation, it is interpreted that while both males and females drank at a similar frequency of weekly, monthly, or occasionally, 16.3% of males consumed alcohol daily. In comparison, only 5% of females consumed alcohol on a daily basis.

Table 5.13: Chi-Square Test Value

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	29.105[a]	3	.000
Likelihood Ratio	31.991	3	.000
Linear-by-Linear Association	12.308	1	.000
N of Valid Cases	962		

Source: Primary data

Since n>50, we interpret the Pearson Chi-Square test value. As seen in table 5.13, Pearson Chi-Square test value = 29.105 and p-value (Asymptotic Significance) 0.000

Since 0.00<0.05, we reject the Null hypothesis and conclude that there is a strong association between Gender and the frequency of consumption.

5.2.4 Hypothesis 4

H0: There is no association between the age group and the choice of alcohol.

H1: There is an association between age group and the choice of alcohol.

Table 5.14: Output window showing the crosstabs table Age group vs Choice of alcohol

Age group * Choice of alcohol Crosstabulation														
			Choice of alcohol											Total
			Whisky	Gin	Brandy	Vodka	Rum	Tequila	Feni	Wines	Beers	Liqueurs	Cocktails	
Age group	18-30 years	Count	39	21	8	53	39	10	0	23	141	2	22	358
		Expected Count	84.8	23.4	11.9	35.7	31.3	4.1	5.2	40.2	103.5	3.0	14.9	358.0
		% within Age group	10.9%	5.9 %	2.2%	14.8 %	10.9 %	2.8%	0.0%	6.4%	39.4 %	0.6%	6.1%	100.0 %
	31-40 years	Count	54	34	8	22	23	0	0	42	73	3	14	273
		Expected Count	64.7	17.9	9.1	27.2	23.8	3.1	4.0	30.6	78.9	2.3	11.4	273.0
		% within Age group	19.8%	12.5 %	2.9%	8.1%	8.4 %	0.0%	0.0%	15.4 %	26.7 %	1.1%	5.1%	100.0 %
	41-50 years	Count	77	7	16	13	18	1	10	37	44	3	2	228
		Expected Count	54.0	14.9	7.6	22.8	19.9	2.6	3.3	25.6	65.9	1.9	9.5	228.0
		% within Age group	33.8%	3.1 %	7.0%	5.7%	7.9 %	0.4%	4.4%	16.2 %	19.3 %	1.3%	0.9%	100.0 %
	51-60 years	Count	52	1	0	7	2	0	3	4	17	0	2	88
		Expected Count	20.9	5.8	2.9	8.8	7.7	1.0	1.3	9.9	25.4	.7	3.7	88.0
		% within Age group	59.1%	1.1 %	0.0%	8.0%	2.3 %	0.0%	3.4%	4.5%	19.3 %	0.0%	2.3%	100.0 %
	61 years and above	Count	6	0	0	1	2	0	1	2	3	0	0	15
		Expected Count	3.6	1.0	.5	1.5	1.3	.2	.2	1.7	4.3	.1	.6	15.0
		% within Age group	40.0%	0.0 %	0.0%	6.7%	13.3 %	0.0%	6.7%	13.3 %	20.0 %	0.0%	0.0%	100.0 %
Total		Count	228	63	32	96	84	11	14	108	278	8	40	962
		Expected Count	228.0	63.0	32.0	96.0	84.0	11.0	14.0	108.0	278.0	8.0	40.0	962.0
		% within Age group	23.7%	6.5 %	3.3%	10.0 %	8.7 %	1.1%	1.5%	11.2 %	28.9 %	0.8%	4.2%	100.0 %

Source: Primary data

In Table 5.14 we see that among the 18-30-year-olds, Beer is the most favoured alcohol (39%), trailed by Vodka (15%), while among the 31-40-year-olds, Beer is the most desired alcohol (27%), followed by Whisky (27%). However, as the age group increases, it is observed that Whisky is the most favoured alcoholic beverage, followed by Beer.

Table 5.15: Chi-Square Test Value

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	243.002[a]	40	.000
Likelihood Ratio	247.777	40	.000
Linear-by-Linear Association	49.687	1	.000
N of Valid Cases	962		

Source: Primary data

Interpretation

Since n>50; we interpret the Pearson Chi-Square test value

As seen in Table 5.15, Pearson Chi-Square test value = 243.002 and p-value (Asymptotic Significance) 0.000 since 0.00<0.05, we reject the Null hypothesis and conclude that there is a strong association between age group and the choice of alcohol.

5.2.5 Hypothesis 5

H0: There is no association between the age group and the choice of drinkscape.

H1: There is an association between age group and the choice of drinkscape.

Table 5.16: Output window showing the crosstabs table Age group vs Choice of drinkscape

Age group * Choice of Venue Crosstabulation													
			Choice of Venue										Total
			Beach shack	Disco / Karaoke Bars	Drink Festival	Hotel	Lounge	Others	Pub / Tavern	Restaurant	Tasting Room	Upscale Bar	
Age group	18-30 years	Count	75	51	11	10	18	27	75	86	0	5	358
		Expected Count	62.1	27.2	8.6	11.9	23.1	42.4	68.8	99.7	4.8	9.3	358.0
		% within Age group	20.9%	14.2%	3.1%	2.8%	5.0%	7.5%	20.9%	24.0%	0.0%	1.4%	100.0%
	31-40 years	Count	48	12	8	10	12	23	55	95	9	1	273
		Expected Count	47.4	20.7	6.5	9.1	17.6	32.4	52.5	76.1	3.7	7.1	273.0
		% within Age group	17.6%	4.4%	2.9%	3.7%	4.4%	8.4%	20.1%	34.8%	3.3%	0.4%	100.0%
	41-50 years	Count	30	6	3	11	23	36	41	62	4	12	228
		Expected Count	39.6	17.3	5.5	7.6	14.7	27.0	43.8	63.5	3.1	5.9	228.0
		% within Age group	13.2%	2.6%	1.3%	4.8%	10.1%	15.8%	18.0%	27.2%	1.8%	5.3%	100.0%
	51-60 years	Count	11	4	1	1	7	26	13	19	0	6	88
		Expected Count	15.3	6.7	2.1	2.9	5.7	10.4	16.9	24.5	1.2	2.3	88.0
		% within Age group	12.5%	4.5%	1.1%	1.1%	8.0%	29.5%	14.8%	21.6%	0.0%	6.8%	100.0%
	61 years and above	Count	3	0	0	0	2	2	1	6	0	1	15
		Expected Count	2.6	1.1	.4	.5	1.0	1.8	2.9	4.2	.2	.4	15.0
		% within Age group	20.0%	0.0%	0.0%	0.0%	13.3%	13.3%	6.7%	40.0%	0.0%	6.7%	100.0%
Total		Count	167	73	23	32	62	114	185	268	13	25	962
		Expected Count	167.0	73.0	23.0	32.0	62.0	114.0	185.0	268.0	13.0	25.0	962.0
		% within Age group	17.4%	7.6%	2.4%	3.3%	6.4%	11.9%	19.2%	27.9%	1.4%	2.6%	100.0%

From the cross-tabulation as seen in Table 5.16, it is interpreted that restaurants were the favoured place for alcohol consumption, followed by Pubs/Taverns across all age groups. However, those aged 61 and above preferred to consume alcohol at restaurants, followed by a beach shack.

Table 5.17: Chi-Square Test Value

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	137.031[a]	36	.000
Likelihood Ratio	136.131	36	.000
N of Valid Cases	962		

Source: Primary data

Interpretation

Since n>50; we interpret the Pearson Chi-Square test value

As observed in Table 5.17, Pearson Chi-Square test value = 137.031 and p-value (Asymptotic Significance) is 0.000

Since 0.00<0.05, we reject the Null hypothesis and conclude that there is a strong association between age group and the choice of drinkscape.

5.2.6 Hypothesis 6

H0: There is no association between age and the frequency of consumption.

H1: There is an association between age and the frequency of consumption

Table 5.18: Output window showing the crosstabs table Age vs Frequency of consumption

Age group * Frequency of consumption Crosstabulation							
			Frequency of consumption				
			Daily	At least once a week	At least once a month	Occasionally	Total
Age group	18-30 years	Count	29	154	87	88	358
		Expected Count	41.7	151.5	85.2	79.6	358.0
		% within Age group	8.1%	43.0%	24.3%	24.6%	100.0%
	31-40 years	Count	26	131	69	47	273
		Expected Count	31.8	115.5	65.0	60.7	273.0
		% within Age group	9.5%	48.0%	25.3%	17.2%	100.0%
	41-50 years	Count	33	81	56	58	228
		Expected Count	26.5	96.5	54.3	50.7	228.0
		% within Age group	14.5%	35.5%	24.6%	25.4%	100.0%
	51-60 years	Count	21	36	12	19	88
		Expected Count	10.2	37.2	20.9	19.6	88.0
		% within Age group	23.9%	40.9%	13.6%	21.6%	100.0%
	61 years and above	Count	3	5	5	2	15
		Expected Count	1.7	6.3	3.6	3.3	15.0
		% within Age group	20.0%	33.3%	33.3%	13.3%	100.0%
Total		Count	112	407	229	214	962
		Expected Count	112.0	407.0	229.0	214.0	962.0
		% within Age group	11.6%	42.3%	23.8%	22.2%	100.0%

Source: Primary data

From the above cross-tabulation, it is interpreted that there is no significant variation in the frequency of alcohol intake among age groups. The majority of respondents drank alcohol at least once a week, followed by at least once a month. Only in the age group, 51-60 was daily consumption of alcohol the second most prevalent as seen in Table 5.18.

Table 5.19: Chi-Square Test Value

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	33.910[a]	12	.001
Likelihood Ratio	32.507	12	.001
Linear-by-Linear Association	5.060	1	.024
N of Valid Cases	962		

Source: Primary data

Interpretation

Since n>50; we interpret the Pearson Chi-Square test value

As seen in Table 5.19, Pearson Chi-Square test value = 33.910 and p-value (Asymptotic Significance) is 0.001

Since 0.01<0.05, we reject the Null hypothesis and conclude that there is a strong association between age and the frequency of consumption.

5.2.7 Hypothesis 7

H0: There is no association between the choice of alcohol and the choice of venue

H1: There is an association between the choice of alcohol and the choice of venue

Table 5.20: Output window showing the crosstabs table between the Choice of alcohol and the Choice of venue

			Choice of Venue										
			Beach shack	Disco / Karaoke Bars	Drink Festival	Hotel	Lounge	Others	Pub / Tavern	Restaurant	Tasting Room	Upscale Bar	Total
Choice of alcohol	Whisky	Count	29	10	1	4	21	37	49	65	0	12	228
		Expected	39.6	17.3	5.5	7.6	14.7	27.0	43.8	63.5	3.1	5.9	228.0
		% within Choice of alcohol	12.7 %	4.4%	0.4%	1.8%	9.2%	16.2 %	21.5 %	28.5%	0.0%	5.3%	100.0 %
	Gin	Count	9	5	0	2	5	2	14	26	0	0	63
		Expected	10.9	4.8	1.5	2.1	4.1	7.5	12.1	17.6	.9	1.6	63.0
		% within Choice of alcohol	14.3 %	7.9%	0.0%	3.2%	7.9%	3.2%	22.2 %	41.3%	0.0%	0.0%	100.0 %
	Brandy	Count	3	1	0	2	1	2	10	12	0	1	32
		Expected	5.6	2.4	.8	1.1	2.1	3.8	6.2	8.9	.4	.8	32.0
		% within Choice of alcohol	9.4%	3.1%	0.0%	6.3%	3.1%	6.3%	31.3 %	37.5%	0.0%	3.1%	100.0 %
	Vodka	Count	17	20	3	4	9	8	14	19	0	2	96
		Expected	16.7	7.3	2.3	3.2	6.2	11.4	18.5	26.7	1.3	2.5	96.0
		% within Choice of alcohol	17.7 %	20.8%	3.1%	4.2%	9.4%	8.3%	14.6 %	19.8%	0.0%	2.1%	100.0 %
	Rum	Count	15	6	0	8	4	8	19	22	0	2	84
		Expected	14.6	6.4	2.0	2.8	5.4	10.0	16.2	23.4	1.1	2.2	84.0
		% within Choice of alcohol	17.9 %	7.1%	0.0%	9.5%	4.8%	9.5%	22.6 %	26.2%	0.0%	2.4%	100.0 %
	Tequila	Count	1	7	0	0	0	1	1	1	0	0	11
		Expected	1.9	.8	.3	.4	.7	1.3	2.1	3.1	.1	.3	11.0
		% within Choice of alcohol	9.1%	63.6%	0.0%	0.0%	0.0%	9.1%	9.1%	9.1%	0.0%	0.0%	100.0 %

	Feni	Count	2	0	0	0	0	3	9	0	0	0	14
		Expected	2.4	1.1	.3	.5	.9	1.7	2.7	3.9	.2	.4	14.0
		% within Choice of alcohol	14.3 %	0.0%	0.0%	0.0%	0.0%	21.4 %	64.3 %	0.0%	0.0%	0.0%	100.0 %
	Wines	Count	9	2	3	5	9	14	8	41	13	4	108
		Expected	18.7	8.2	2.6	3.6	7.0	12.8	20.8	30.1	1.5	2.8	108.0
		% within Choice of alcohol	8.3%	1.9%	2.8%	4.6%	8.3%	13.0 %	7.4%	38.0%	12.0%	3.7%	100.0 %
	Beers	Count	72	15	14	5	8	33	56	71	0	4	278
		Expected	48.3	21.1	6.6	9.2	17.9	32.9	53.5	77.4	3.8	7.2	278.0
		% within Choice of alcohol	25.9 %	5.4%	5.0%	1.8%	2.9%	11.9 %	20.1 %	25.5%	0.0%	1.4%	100.0 %
	Liqueur	Count	0	0	0	0	3	2	2	1	0	0	8
		% within Choice of alcohol	0.0%	0.0%	0.0%	0.0%	37.5%	25.0 %	25.0 %	12.5%	0.0%	0.0%	100.0 %
	Cockta-ils	Count	11	7	2	2	3	4	2	9	0	0	40
		% within Choice of alcohol	27.5 %	17.5%	5.0%	5.0%	7.5%	10.0 %	5.0%	22.5%	0.0%	0.0%	100.0 %
Total		Count	167	73	23	32	62	114	185	268	13	25	962
		% within Choice of alcohol	17.4 %	7.6%	2.4%	3.3%	6.4%	11.9 %	19.2 %	27.9%	1.4%	2.6%	100.0 %

Source: Primary data

From the above cross-tabulation (Table 5.20), it is observed that while respondents who preferred Whisky, Gin, Brandy, Rum, and Wines favoured Restaurants as their preferred drinkscape, those who drank Vodka and Tequila preferred Discotheques / Karaoke Bars as their favourite drinkscape, Feni drinkers preferred a Pub / Tavern, and those who preferred Beers and Cocktails favoured a Beach Shack. Those who drank liqueurs, on the other hand, prefer to go to a Lounge.

Table 5.21: Chi-Square Test Value

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	340.337[a]	90	.000
Likelihood Ratio	273.003	90	.000
N of Valid Cases	962		

Source: Primary data

Interpretation

Since n>50; we interpret the Pearson Chi-Square test value

AS seen in Table 5.21, Pearson Chi-Square test value = 340.337 and p-value (Asymptotic Significance) is 0.000

Since 0.00<0.05, we reject the Null hypothesis and conclude that there is a strong association between the choice of alcohol and the choice of venue.

5.2.8 Hypothesis 8

H0: There is no association between the choice of drinkscape and income.

H1: There is an association between the choice of drinkscape and income.

Table 5.22: Output window showing the crosstabs table Choice of drinkscape and the Income

Choice of Venue * Income Crosstabulation							
			Income				
			Upto 20000	20001-50000	50001-80000	80001 and above	Total
Choice of Venue	Beach shack	Count	5	32	74	56	167
		Expected Count	8.9	30.7	66.7	60.8	167.0
		% within COD	3.0%	19.2%	44.3%	33.5%	100.0%
	Discotheque / Karaoke Bars	Count	0	27	29	17	73
		Expected Count	3.9	13.4	29.1	26.6	73.0
		% within COD	0.0%	37.0%	39.7%	23.3%	100.0%
	Drink Festival	Count	1	6	9	7	23
		Expected Count	1.2	4.2	9.2	8.4	23.0
		% within COD	4.3%	26.1%	39.1%	30.4%	100.0%
	Hotel	Count	6	5	8	13	32
		Expected Count	1.7	5.9	12.8	11.6	32.0
		% within COD	18.8%	15.6%	25.0%	40.6%	100.0%
	Lounge	Count	5	8	19	30	62
		Expected Count	3.3	11.4	24.7	22.6	62.0
		% within COD	8.1%	12.9%	30.6%	48.4%	100.0%
	Others	Count	13	25	34	42	114
		Expected Count	6.0	21.0	45.5	41.5	114.0
		% within COD	11.4%	21.9%	29.8%	36.8%	100.0%
	Pub / Tavern	Count	3	32	79	71	185
		Expected Count	9.8	34.0	73.8	67.3	185.0
		% within COD	1.6%	17.3%	42.7%	38.4%	100.0%
	Restaurant	Count	16	40	128	84	268
		Expected Count	14.2	49.3	107.0	97.5	268.0
		% within COD	6.0%	14.9%	47.8%	31.3%	100.0%

	Tasting Room	Count	0	0	1	12	13
		Expected Count	.7	2.4	5.2	4.7	13.0
		% within COD	0.0%	0.0%	7.7%	92.3%	100.0%
	Upscale Bar	Count	2	2	3	18	25
		Expected Count	1.3	4.6	10.0	9.1	25.0
		% within COD	8.0%	8.0%	12.0%	72.0%	100.0%
Total		Count	51	177	384	350	962
		Expected Count	51.0	177.0	384.0	350.0	962.0
		% within COD	5.3%	18.4%	39.9%	36.4%	100.0%

Source: Primary data

From the above cross-tabulation (Table 5.22), the respondents from the income group up to Rs 20000 chose to consume alcohol in a hotel room. Those from the income group Rs 20001-50000 preferred Discotheques / Karaoke Bars for alcohol consumption. Those from the income group of Rs 50001-80000 preferred to drink in a Restaurant, whereas those earning Rs 80001 and above preferred to drink in a Lounge.

Table 5.23: Chi-Square Test Value

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	101.769[a]	27	.000
Likelihood Ratio	100.671	27	.000
N of Valid Cases	962		

Source: Primary data

Interpretation

Since n>50, we interpret the Pearson Chi-Square test value. As observed in Table 5.23, Pearson Chi-Square test value = 101.769 and p-value (Asymptotic Significance) is 0.000

Since 0.00<0.05, we reject the Null hypothesis and conclude that there is a strong association between the choice of drinkscape and the income.

Chapter 6

Data Analysis: Hypothesis Testing, Statistical Results, Interpretation and Model Fit

This chapter aims at analyzing data using structural equation modelling. Since the validity of the models was acceptable, the structural models can be used to test the hypotheses. The relationship between latent constructs and the observed variables was the focus while testing the measurement models. The relationship between constructs and their significance is checked in structural model testing. Here the entire data sample of 962 is used for testing the hypotheses. IBM SPSS AMOS 21 statistical package was used to test the hypothesis using the Structural Equation Modeling (SEM) method.

6.1 Operationalisation of the dimensions used for analysis

Tourists Knowledge and Past experience is measured with:

1.	I can distinguish between different types of alcoholic beverages (Wines, Beers, Spirits, Liqueurs, Cocktails)
2.	I am aware of the temperatures of the alcoholic beverages at which they should be served.
3.	I have had a satisfying alcohol consumption experience in the past.
4.	My alcohol consumption is not based upon my past experiences.

Choice of Alcohol is measured with:

1.	The most important thing about the drink is its taste
2.	I consider the brand of alcohol while ordering a drink.
3.	I choose a drink based on its quality
4.	I usually order a drink based on the suggestion by the server or friends
5.	I choose a drink based on the quantity I wish to consume
6.	The alcohol I drink should complement the type of food being consumed

Choice of Drinkscape is measured with:

1.	The entertainment adds value to my drinking experience
2.	The Ambiance (Architecture, Color, lighting, Interior design, Décor) should be appealing
3.	Washroom, toilet facilities should be adequate
4.	The environment should be safe
5.	The area should be thoroughly clean
6.	The venue should be easily accessible

Social Setting is measured with:

1.	I drink more with friends
2.	The presence of other people influences my individual level of satisfaction
3.	It is enjoyable to join in drinking with people who are enjoying alcohol consumption
4.	Drinking adds warmth to social occasions

Service Experience is measured with:

1.	Employees should be friendly
2.	Employees should be willing to help
3.	Employees should provide prompt service
4.	The standard of service matters while consuming alcohol
5.	Employees should be knowledgeable about the drinks offered

Alcohol Consumption Experience is measured with:

1.	Alcohol consumption enhances social pleasure.
2.	Alcohol consumption enhances physical pleasure.
3.	An alcohol consumption experience does not help me unwind and enjoy.
4.	I can easily remember alcohol consumption experiences in different settings
5.	Alcohol consumption provides a sense of freedom from the stresses of life.
6.	This experience is a wonderful way to strengthen existing bonds of relationships.

Revisit Intentions and Willingness to recommend is measured by:

1.	I intend to revisit the venues I had an alcohol consumption experience in the near future
2.	I will share my alcohol consumption experience at a venue with others through

social media and other platforms
3. I intend to consume the same alcohol in the near future
4. My Alcohol consumption experience helps me to recommend a venue to others
5. I would encourage friends and relatives to experience Alcohol Consumption at a venue I enjoyed
6. I will recommend the alcohol that I consume to others

6.1 ACE model for testing of Hypothesis

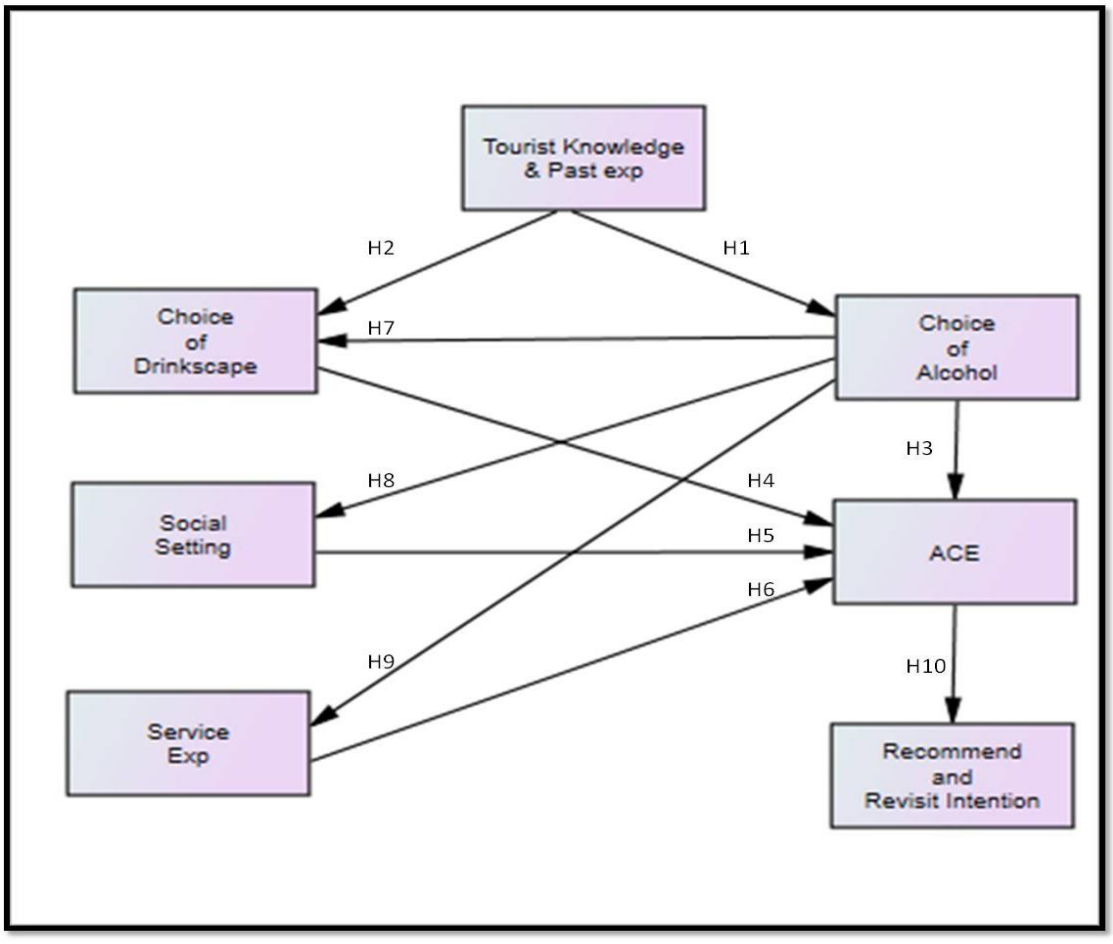


Figure 6.1: Final Alcohol Consumption Experience model

6.2 TESTING OF HYPOTHESIS H1

6.2.1 Hypothesis 1

Null Hypothesis

H_0: There is no influence of tourist knowledge and past experience on the choice of alcohol.

Alternate Hypothesis

H1: Tourists knowledge of alcohol and tourists past experience of alcohol consumption influences the choice of alcohol

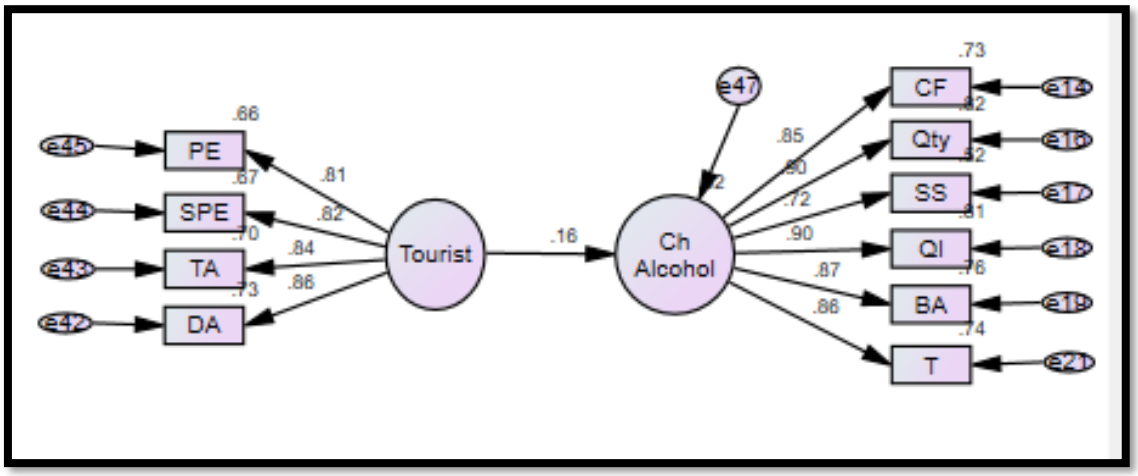


Figure 6.2: Structural model for the impact of Tourist Knowledge and past experience on Choice of Alcohol.

6.2.2. Fit Indices for the structural model

Table 6.1: Fit Indices for the structural model for the impact of TKPE on COA

Fit Index	GFI	AGFI	RMR	CFI	TLI	RMSEA
Recommended value	≥ .8	≥ .8	≤ .08	≥ .9	≥ .8	≤ 0.08
Model fit scores	.963	.928	.034	.981	.969	.076

Source: Primary data

As observed from Table 6.1, the fit indices obtained are within the acceptable range, indicating that the model could be used to test the hypothesis.

Table 6.2: Structural Model Path Coefficients and its Significance

Path	Std. Estimate	Estimate	S.E.	C.R.	p	Significant/ Not Significant
TKandPE ⟶ COA	.158	.262	.058	4.529	***	Significant and Positive

Source: Primary data

6.2.3 Interpretation of results

The relationship between tourist knowledge and past experience on the choice of alcohol is positive and significant at a 1% level of significance as seen in Table 6.2. For a .01 level of significance (1% chance of error), the Critical Ratio must be at or higher than +2.33. Furthermore, the strength of the relationship.158 and is positive. Thus we can conclude that tourist's knowledge of alcohol and tourists past experience of alcohol consumption positively and significantly impacts the choice of alcohol.

Hence we reject the null hypothesis and accept the alternative hypothesis H1.

6.3 TESTING OF HYPOTHESIS H2

6.3.1 Hypothesis 2

Null Hypothesis

H_0: There is no influence of tourist knowledge and past experience on the choice of drinkscape.

Alternate Hypothesis

H2: Tourists knowledge of alcohol and tourists past experience of alcohol consumption influences the choice of drinkscape.

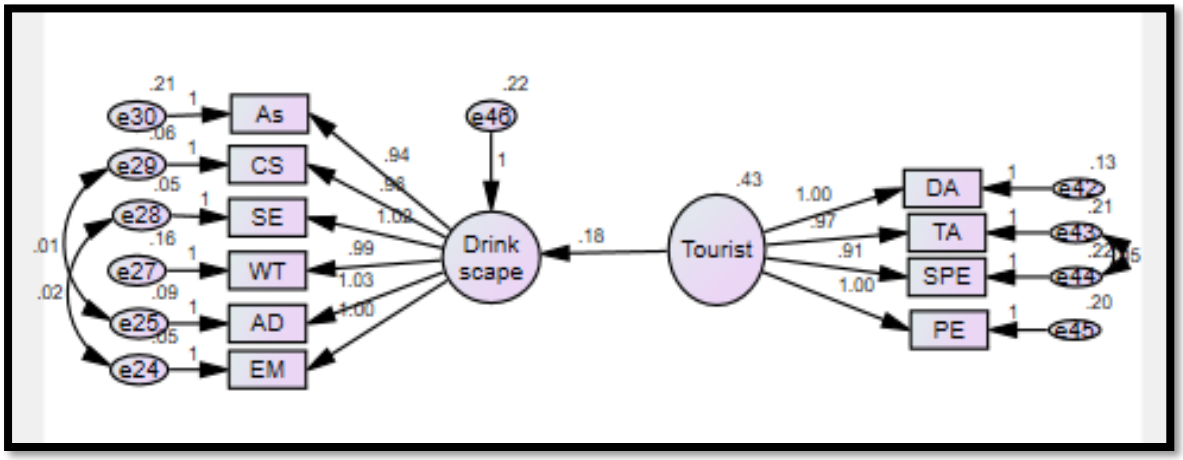


Figure 6. 3: Structural model for the impact of Tourist knowledge and past experience on Choice of drinkscape.

6.3.2 Fit Indices for the structural model

Table 6.3: Fit Indices for the structural model for the impact of TKPE on COD

Fit Index	GFI	AGFI	RMR	CFI	TLI	RMSEA
Recommended value	≥ .8	≥ .8	≤ .08	≥ .9	≥ .8	≤ 0.08
Model fit scores	.978	.961	.034	.011	.985	.050

Source: Primary data

As observed from Table 6.3, the fit indices obtained are within the acceptable range, indicating that the model could be used to test the hypothesis.

Table 6. 4: Structural Model Path Coefficients and its Significance

Path	Std. Estimate	Estimate	S.E.	C.R.	p	Significant/ Not Significant
TKandPE ⟶ COD	.246	.184	.026	7.073	***	Significant and Positive

Source: Primary data

6.3.3 Interpretation of results

As seen in Table 6.4, the probability of getting a critical ratio as large as 7.073 in absolute value is less than 0.001. In other words, the regression weight for tourist knowledge and past experience in the prediction of choice of drinkscape is significantly different from zero at the 0.001 level (two-tailed). The relationship between tourist knowledge and past experience on the choice of drinkscape is positive and significant at a 1% significance level. Furthermore, the strength of the relationship between the independent variable tourist experience and past experience and the dependent variable choice of drinkscape is .246 and positive. Thus we can conclude that tourists' knowledge of alcohol and tourists' past experience of alcohol consumption positively and significantly impacts the choice of drinkscape.

Hence we reject the null hypothesis and accept the alternative hypothesis H2.

6.4 TESTING OF HYPOTHESIS H3

6.4.1 Hypothesis 3

Null Hypothesis

H_0: There is no influence of the choice of alcohol on alcohol consumption experience.

Alternate Hypothesis

H3: The choice of alcohol positively influences the alcohol consumption experience.

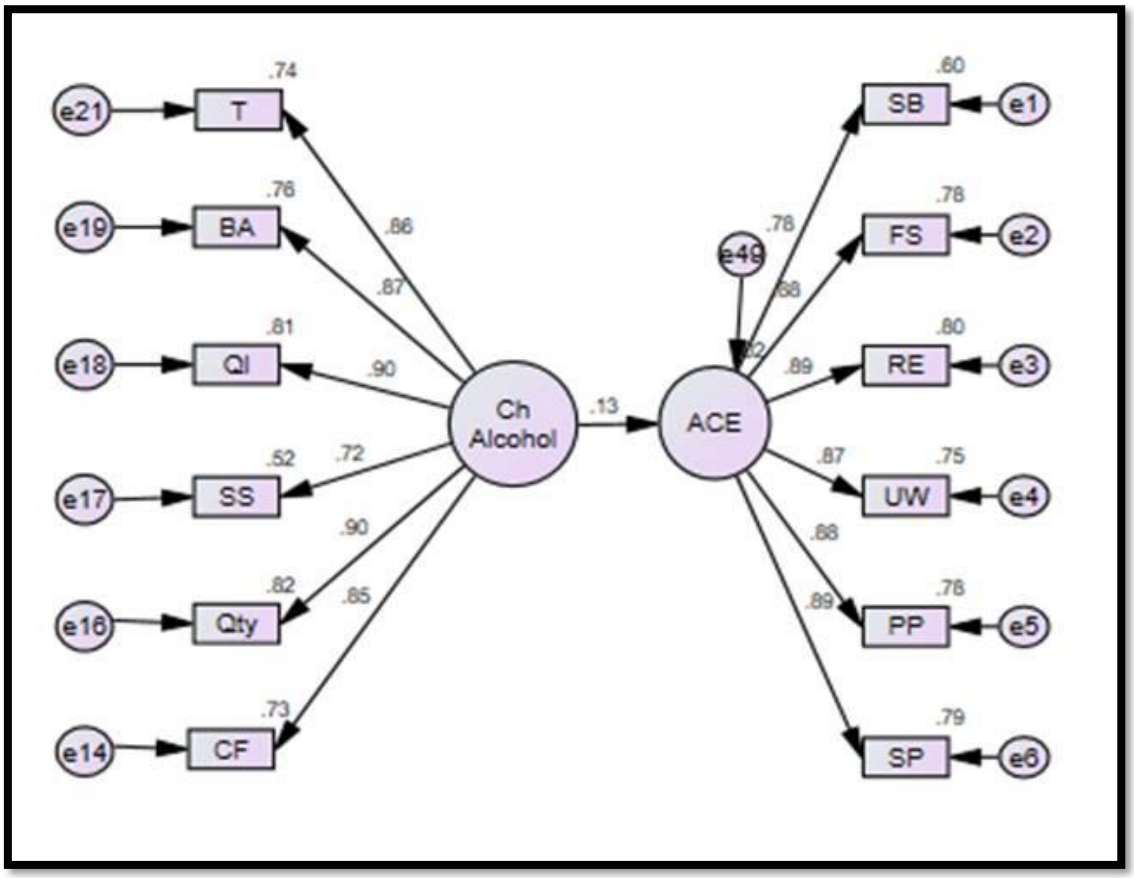


Figure 6. 4: Structural model for the impact of Choice of alcohol on Alcohol consumption experience

6.4.2 Fit Indices for the structural model

Table 6.5: Fit Indices for the structural model for the impact of COA on ACE

Fit Index	GFI	AGFI	RMR	CFI	TLI	RMSEA
Recommended value	≥ .8	≥ .8	≤ .08	≥ .9	≥ .8	≤ 0.08
Model fit scores	.967	.942	.021	.986	.979	.050

Source: Primary data

As observed from Table 6.5, the fit indices obtained are within the acceptable range, indicating that the model could be used to test the hypothesis.

Table 6.6: Structural Model Path Coefficients and its Significance

Path	Std. Estimate	Estimate	S.E.	C.R.	p	Significant/ Not Significant
Choice of Alcohol → Alcohol Cons Exp	.128	.065	.017	3.809	***	Significant and Positive

Source: Primary data

6.4.3 Interpretation of results

The probability of getting a critical ratio as large as 3.8 in absolute value is less than 0.001. In other words, the regression weight for Choice of Alcohol in the prediction of Alcohol Consumption Experience is significantly different from zero at the 0.001 level (two-tailed). The impact of the choice of alcohol on alcohol consumption experience is positive and significant at a 1% level of significance. Furthermore, the strength of the relationship between the independent variable and dependent variables' alcohol consumption experience is .128 and is positive as observed in Table 6.6. Thus we can conclude the choice of alcohol positively influences the alcohol consumption experience.

Hence we reject the null hypothesis and accept the alternative hypothesis H3.

6.5 TESTING OF HYPOTHESIS H4

6.5.1 Hypothesis 4

Null Hypothesis

H_0: There is no influence of Choice of drinkscape on the Alcohol consumption experience

Alternate Hypothesis

H_1: The Choice of drinkscape has a positive influence on the Alcohol consumption experience

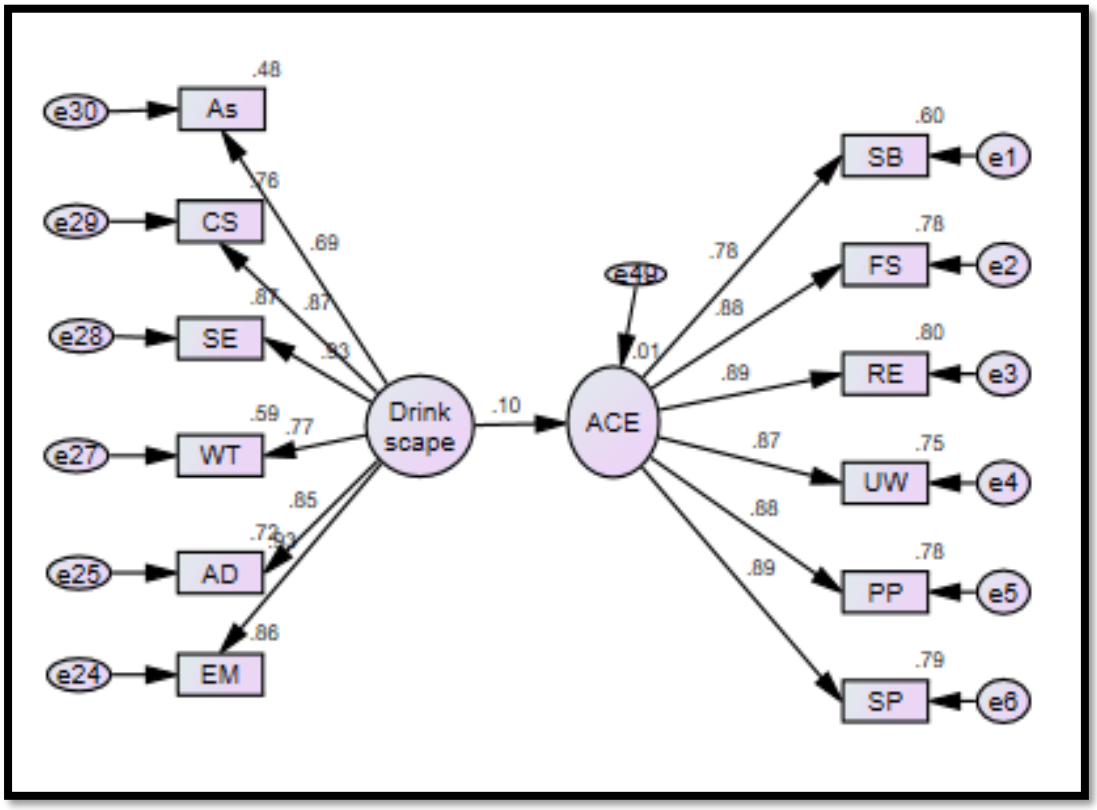


Figure 6. 5: Structural model for the impact of Choice of drinkscape on Alcohol consumption experience

6.5.2 Fit Indices for the structural model

Table 6. 7: Fit Indices for the structural model for the impact of COD on ACE

Fit Index	GFI	AGFI	RMR	CFI	TLI	RMSEA
Recommended value	≥ .8	≥ .8	≤ .08	≥ .9	≥ .8	≤ 0.08
Model fit scores	.970	.951	.008	.988	.983	.053

Source: Primary data

As observed from Table 6.7, the obtained fit indices are within the acceptable range, indicating that the model could be used to test the hypothesis.

Table 6. 8: Structural Model Path Coefficients and its Significance

Path	Std. Estimate	Estimate	S.E.	C.R.	p	Significant/ Not Significant
COD → ACE	.100	.098	.033	2.952	.003	Significant and Positive

Source: Primary data

5.5.3 Interpretation of results

The probability of getting a critical ratio as large as 2.952 in absolute value is .003. In other words, the regression weight for Choice of drinkscape in the prediction of Alcohol consumption experience is significantly different from zero at the 0.01 level (two-tailed). The impact of the choice of drinkscape on alcohol consumption experience is positive and significant at a 1% level of significance as seen in Table 6.8. The strength of the relationship between choice of drinkscape and alcohol consumption experience is .100 and is positive. Thus we can conclude that the choice of drinkscape positively influences alcohol consumption experience.

Hence we reject the null hypothesis and accept the alternative hypothesis H4.

6.6 TESTING OF HYPOTHESIS H5

6.6.1 Hypothesis 5

Null Hypothesis

H_0: There is no influence of social setting on alcohol consumption experience.

Alternate Hypothesis

H5: The social setting has a positive influence on the alcohol consumption experience.

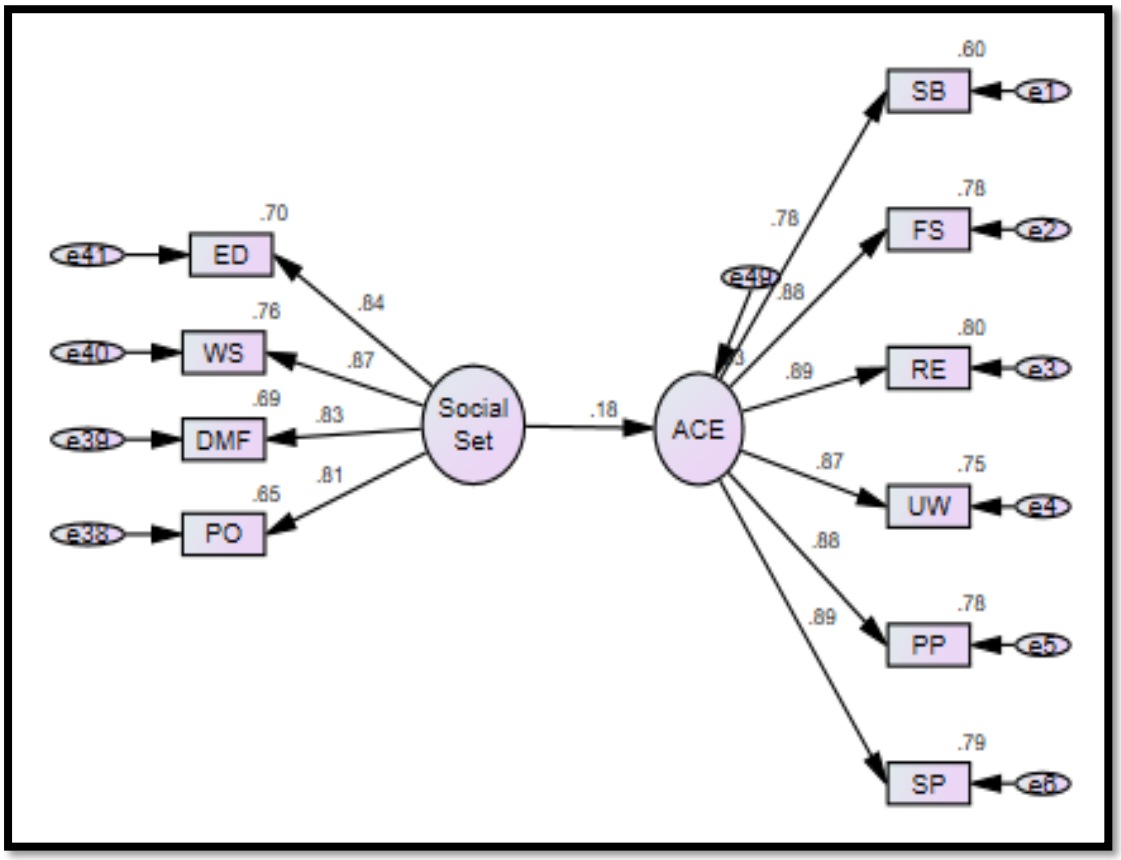


Figure 6. 6: Structural model for the impact of Social Setting on Alcohol Consumption Experience

6.6.2 Fit Indices for the structural model

Table 6.9: Fit Indices for the structural model for the impact of Social Setting on ACE

Fit Index	GFI	AGFI	RMR	CFI	TLI	RMSEA
Recommended value	≥ .8	≥ .8	≤ .08	≥ .9	≥ .8	≤ 0.08
Model fit scores	.980	.964	.013	.991	.987	.049

Source: Primary data

As observed from Table 6.9, the fit indices obtained are within the acceptable range, indicating that the model could be used to test the hypothesis.

Table 6.10: Structural Model Path Coefficients and its Significance

Path	Std. Estimate	Estimate	S.E.	C.R.	p	Significant/ Not Significant
SS ⟶ ACE	.177	.115	.023	5.091	***	Significant and Positive

Source: Primary data

5.6.3 Interpretation of results

As seen in Table 6.10, the probability of getting a critical ratio as large as 5.091 in absolute value is less than 0.001. In other words, the regression weight for the Social setting in the prediction of Alcohol Consumption Experience is significantly different from zero at the 0.001 level (two-tailed).

The effect of social setting on alcohol consumption experience is positive and significant at a 1% significance level. The strength of the relationship between the independent variable social setting and the dependent variable alcohol consumption experience is .177 and is positive. Thus we can conclude that the social setting has a positive influence on the alcohol consumption experience.

Hence we reject the null hypothesis and accept the alternative hypothesis H5.

6.7 TESTING OF HYPOTHESIS H6

6.7.1 Hypothesis 6

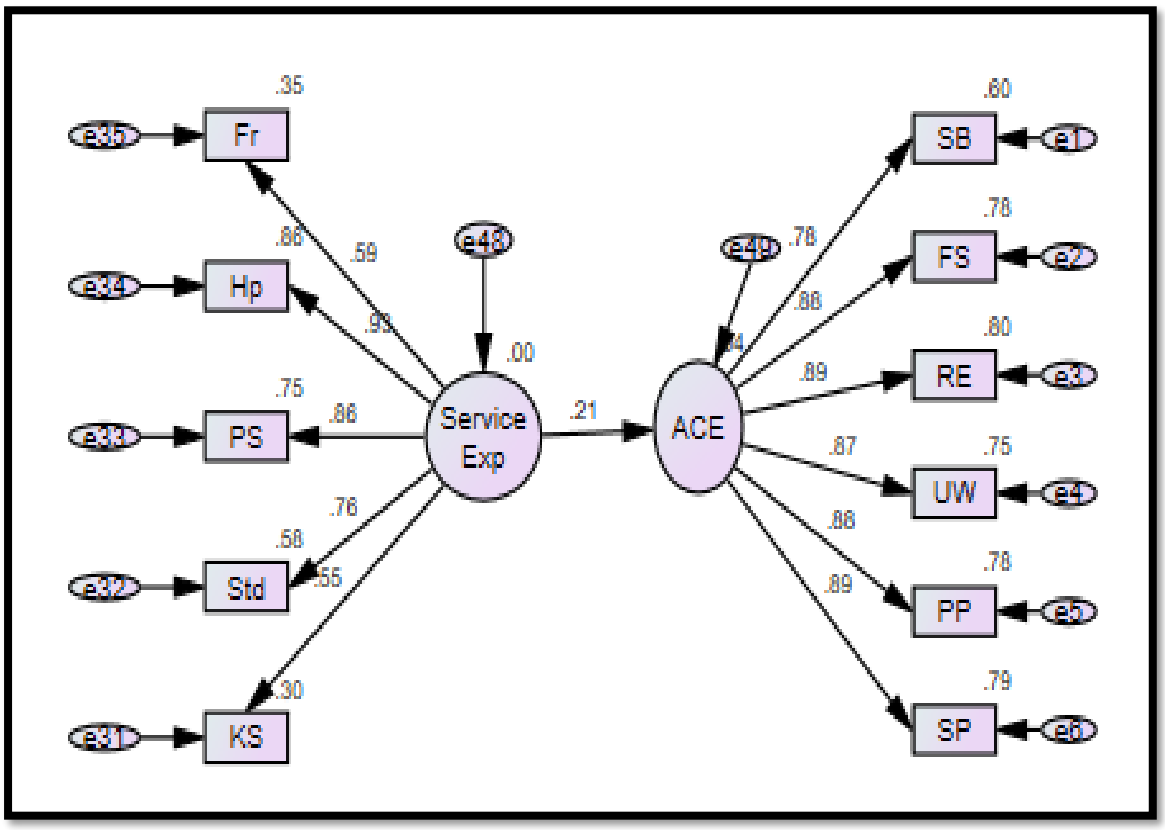
Null Hypothesis

H_0: There is no influence of service experience on the alcohol consumption experience.

Alternate Hypothesis

H6: The service experience has a positive influence on the alcohol consumption experience.

Figure 6.7: Structural model for the impact of Service Experience on Alcohol Consumption Experience



6.7.2 Fit Indices for the structural model

Table 6.11: Fit Indices for the structural model for the impact of Service Exp on ACE

Fit Index	GFI	AGFI	RMR	CFI	TLI	RMSEA
Recommended value	≥ .8	≥ .8	≤ .08	≥ .9	≥ .8	≤ 0.08
Model fit scores	.980	.964	.013	.991	.987	.049

Source: Primary data

As observed from Table 6.11, the obtained fit indices are within the acceptable range, indicating that the model could be used to test the hypothesis.

Table 6.12: Structural Model Path Coefficients and its Significance

Path	Std. Estimate	Estimate	S.E.	C.R.	p	Significant/ Not Significant
SE ⟶ ACE	.210	.279	.049	5.699	***	Significant and Positive

Source: Primary data

5.7.3 Interpretation of results

The regression weight estimate, 0 .279, has a standard error of about 0 .049. The probability of getting a critical ratio as large as 5.699 in absolute value is less than 0.001. In other words, the regression weight for Service Experience in the prediction of Alcohol Consumption Experience is significantly different from zero at the 0.001 level (two-tailed).

The impact of service experience on alcohol consumption experience is positive and significant at a 1% significance level as seen in Table 6.12. The strength of the relationship between the independent variable social setting and the dependent variable alcohol consumption experience is .210 and is positive. Thus we can conclude that the service experience has a positive influence on the alcohol consumption experience. Hence we reject the null hypothesis and accept the alternative hypothesis H6.

6.8 TESTING OF HYPOTHESIS H7

6.8.1 Hypothesis 7

Null Hypothesis

H_0: There is no influence of the choice of alcohol on the choice of drinkscape.

Alternate Hypothesis

H7: The choice of alcohol has a positive influence on the choice of drinkscape.

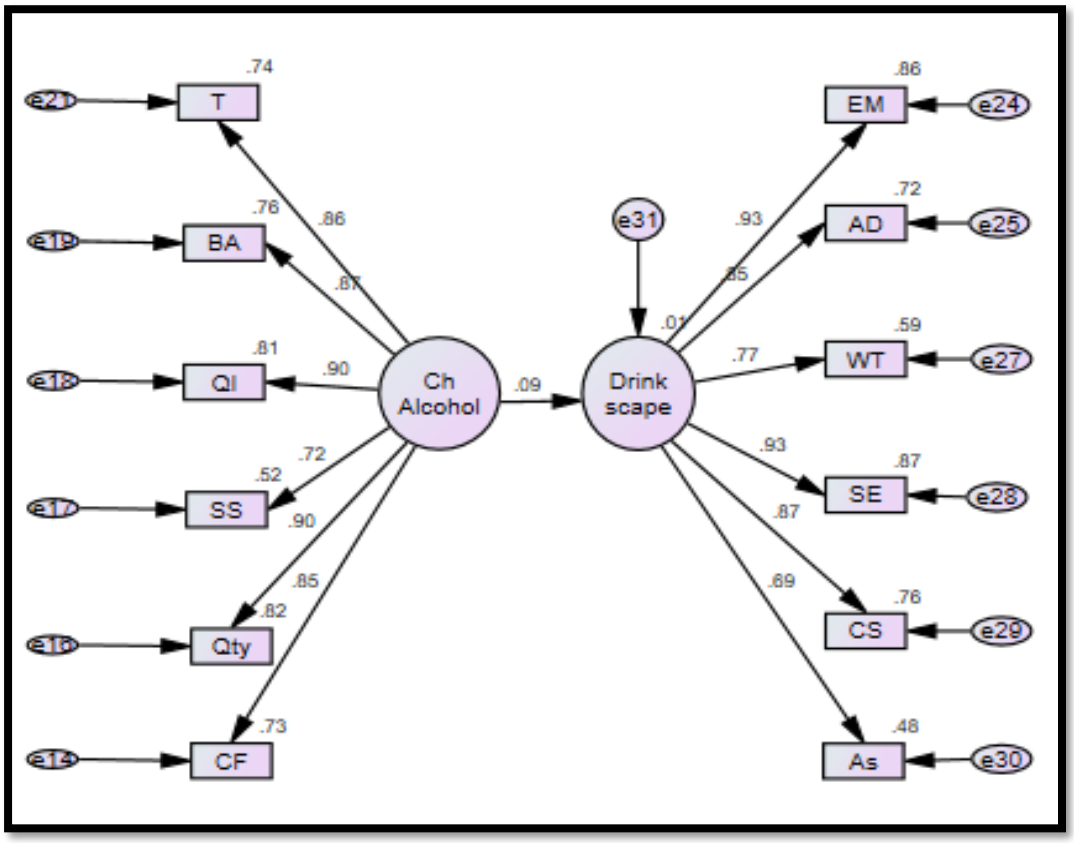


Figure 6.8 Structural model for the impact of the Choice of Alcohol on Choice of Drinkscape

6.8.2 Fit Indices for the structural model

Table 6.13: Fit Indices for the structural model for the impact of Choice of Alcohol on Choice of Drinkscape

Fit Index	GFI	AGFI	RMR	CFI	TLI	RMSEA
Recommended value	≥ .8	≥ .8	≤ .08	≥ .9	≥ .8	≤ 0.08
Model fit scores	.954	.923	.033	.979	.970	.071

Source: Primary data

As observed from Table 6.13, the obtained fit indices are within the acceptable range, indicating that the model could be used to test the hypothesis.

Table 6.14: Structural Model Path Coefficients and its Significance

Path	Std. Estimate	Estimate	S.E.	C.R.	p	Significant/ Not Significant
COA → COD	.087	.040	.016	2.518	.012	Positive and Significant

Source: Primary data

5.8.3 Interpretation of results

The probability of getting a critical ratio as large as 2.518 in absolute value is .012. The effect of choice of alcohol on the choice of drinkscape is positive and significant at a 5% level of significance. For a .05 level of significance (5% chance of error), the Critical Ratio must be at or higher than +1.65. The strength of the relationship between social setting and alcohol consumption experience is .087 and is positive as seen in Table 6.14.

Thus we can conclude that the choice of alcohol has a positive influence on the choice of drinkscape. Hence we reject the null hypothesis and accept the alternative hypothesis H7.

6.9 TESTING OF HYPOTHESIS H8

6.9.1 Hypothesis 8

Null Hypothesis

H_0: There is no influence of the choice of alcohol on the social setting.

Alternate Hypothesis

H8: The choice of alcohol has a positive influence on the social setting.

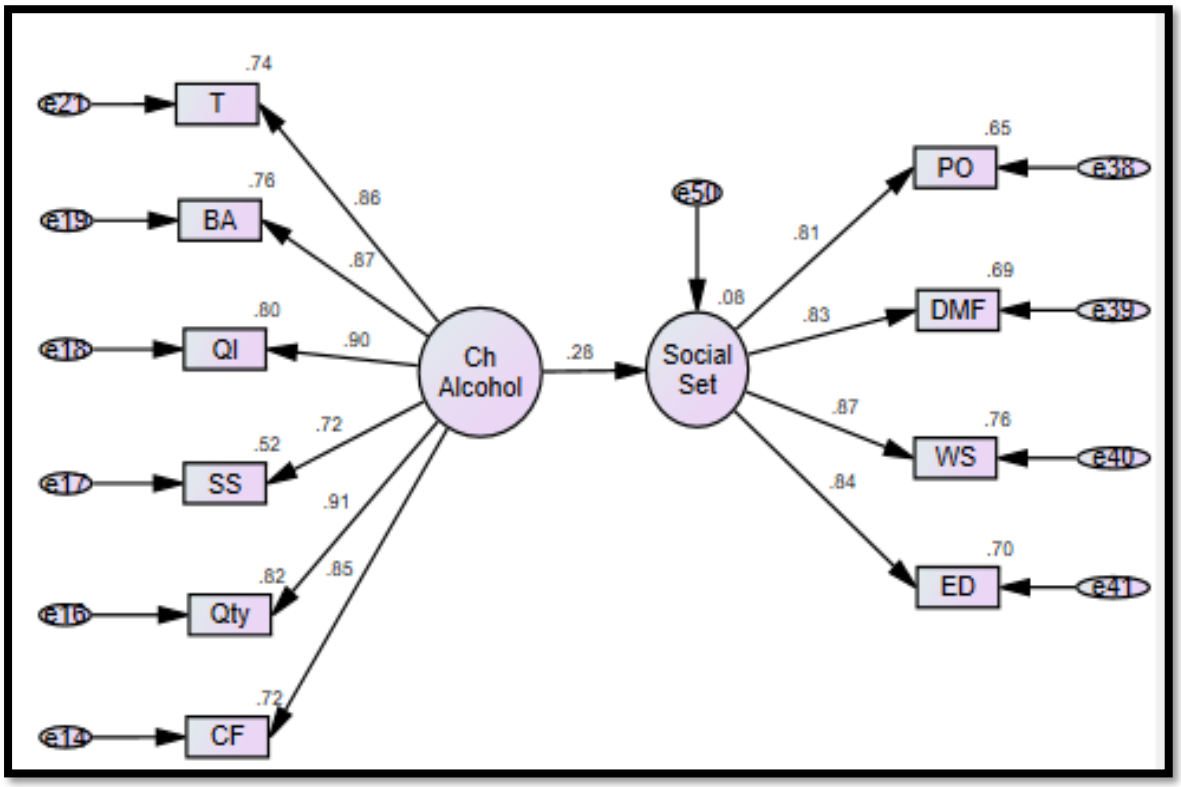


Figure 6.9: Structural model for the impact of Choice of Alcohol on Social Setting

6.9.2 Fit Indices for the structural model

Table 6.15: Fit Indices for the structural model for the impact of Choice of Alcohol on Social Setting

Fit Index	CMIN/DF	GFI	AGFI	RMR	CFI	TLI	RMSEA
Recommended value	≤ 3.00	≥ .8	≥ .8	≤ .08	≥ .9	≥ .8	≤ 0.08
Model fit scores	4.72	.974	.948	.039	.987	.980	.062

Source: Primary data

As observed from Table 6.15, the fit indices obtained are within the acceptable range, indicating that the model could be used to test the hypothesis.

Table 6.16: Structural Model Path Coefficients and its Significance

Path	Std. Estimate	Estimate	S.E.	C.R.	p	Significant/ Not Significant
COA ⟶ SS	.278	.199	.025	8.030	***	Positive and Significant

Source: Primary data

6.9.3 Interpretation of results

The probability of getting a critical ratio as large as 8.03 in absolute value is less than 0.001. In other words, the regression weight for Choice of Alcohol in the prediction of Social Setting is significantly different from zero at the 0.001 level (two-tailed).

As seen in Table 6.16, the effect of choice of alcohol on the social setting is positive and significant at a 1% level of significance. The strength of the relationship between choice of alcohol and social setting is .278 and is positive. Thus we can conclude that choice of alcohol has a positive influence on the social setting. Hence we reject the null hypothesis and accept the alternative hypothesis H8.

6.10 TESTING OF HYPOTHESIS H9

6.10.1 Hypothesis 9

Null Hypothesis

H_0: There is no influence of the choice of alcohol on the service experience.

Alternate Hypothesis

H9: The choice of alcohol has a positive influence on the service experience.

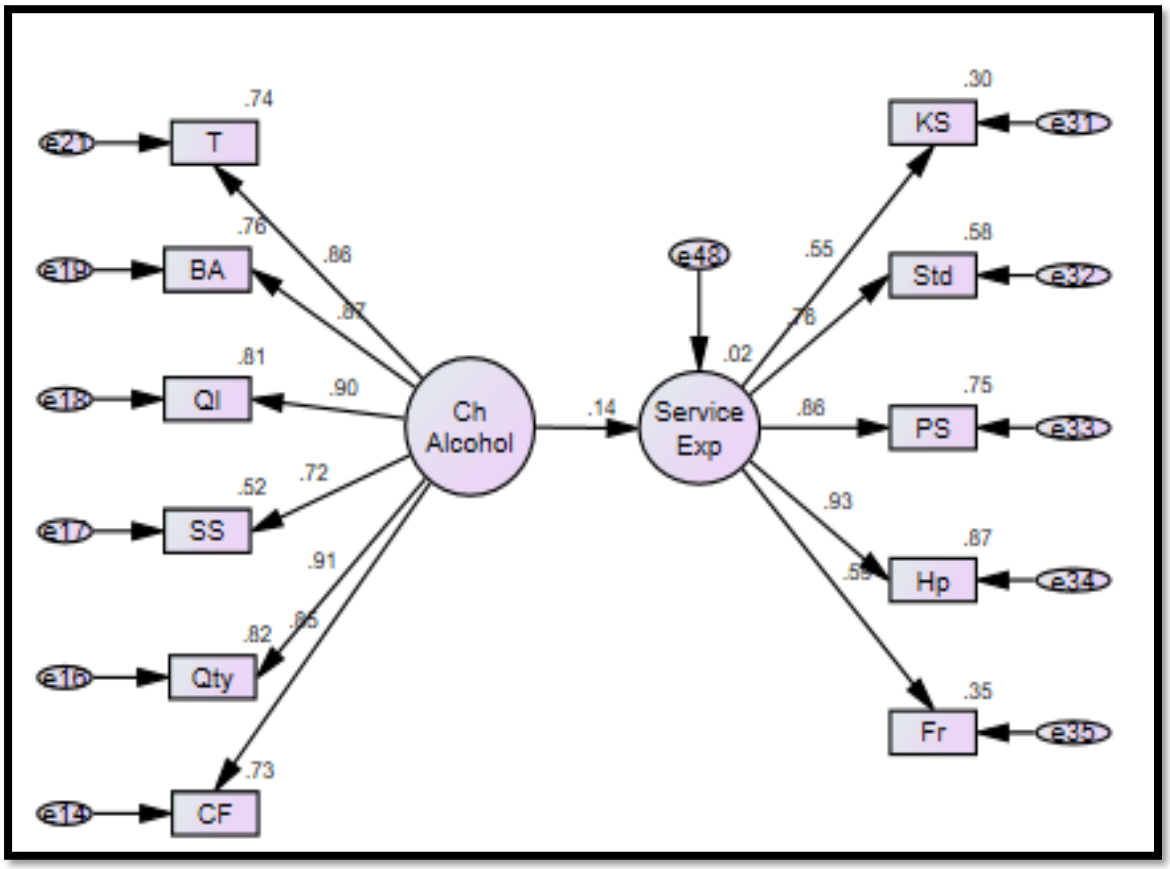


Figure 6.10: Structural model for the impact of Choice of Alcohol on Service Experience

6.10.2 Fit Indices for the structural model

Table 6.17: Fit Indices for the structural model for the impact of Choice of alcohol on Service experience

Fit Index	GFI	AGFI	RMR	CFI	TLI	RMSEA
Recommended value	≥ .8	≥ .8	≤ .08	≥ .9	≥ .8	≤ 0.08
Model fit scores	.978	.958	.024	.990	.984	.051

Source: Primary data

As observed from Table 6.17, the obtained fit indices are within the acceptable range, indicating that the model could be used to test the hypothesis.

Table 6.18: Structural Model Path Coefficients and its Significance

Path	Std. Estimate	Estimate	S.E.	C.R.	p	Significant/ Not Significant
COA → SE	.139	.053	.014	3.839	***	Positive and Significant

Source: Primary data

6.10.3 Interpretation of results

The probability of getting a critical ratio as large as 3.839 in absolute value is less than 0.001. In other words, the regression weight for Choice of Alcohol in the prediction of Service Experience is significantly different from zero at the 0.001 level (two-tailed).

As observed in Table 6.18, the impact of the choice of alcohol on the social setting is positive and significant at a 1% level of significance. The strength of the relationship between the choice of alcohol and service experience is .139 and is positive. Thus we can conclude that choice of alcohol has a positive influence on the service experience.
Hence we reject the null hypothesis and accept the alternative hypothesis H9.

6.11 TESTING OF HYPOTHESIS H10

6.11.1 Hypothesis 10

Null Hypothesis

H_0: There is no influence of the alcohol consumption experience on the revisit intention and willingness to recommend the alcohol consumption.

Alternate Hypothesis

H10: Alcohol consumption experience positively influences the revisit intention and willingness to recommend the alcohol consumption.

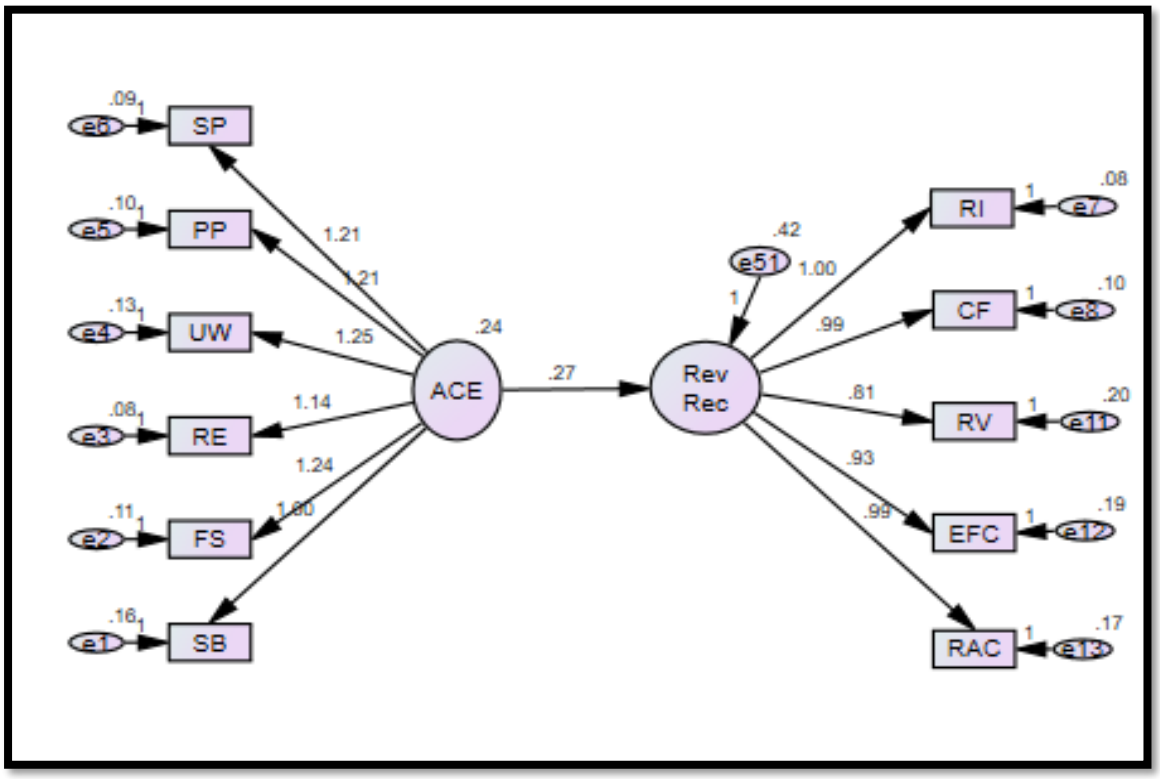


Figure 6.11: Structural model for the impact of ACE on RI and WR

6.11.2 Fit Indices for the structural model

Table 6.19: Fit Indices for the structural model for the impact of ACE on RI and WR

Fit Index	GFI	AGFI	RMR	CFI	TLI	RMSEA
Recommended value	≥ .8	≥ .8	≤ .08	≥ .9	≥ .8	≤ 0.08
Model fit scores	.968	.944	.009	.985	.979	.062

Source: Primary data

As observed from Table 6.19, the obtained fit indices are within the acceptable range, indicating that the model could be used to test the hypothesis.

Table 6. 20: Structural Model Path Coefficients and its Significance

Path	Std. Estimate	Estimate	S.E.	C.R.	p	Significant/ Not Significant
ACE ⟶ RI and WR	.204	.275	.046	6.004	***	Positive and Significant

Source: Primary data

6.11.3 Interpretation of results

The probability of getting a critical ratio as large as 6.004 in absolute value is less than 0.001. In other words, the regression weight for Alcohol Consumption Experience in the prediction of the Revisit Intention and Willingness to recommend the Alcohol Consumption Experience is significantly different from zero at the 0.001 level (two-tailed).

As seen in Table 6.20, the impact of alcohol consumption experience on the revisit intention and willingness to recommend the alcohol consumption is positive and significant at a 1% level of significance.

The strength of the relationship between alcohol consumption experience and the dependent variable Revisit Intention and Willingness to recommend the Alcohol Consumption Experience is .204 and is positive. Thus we can conclude that alcohol consumption experience positively influences the revisit intention and willingness to recommend the alcohol consumption. Hence we reject the null hypothesis and accept the alternative hypothesis H10.

6.12 Mediation

According to Edward and Lambert (2007), ―mediation indicates that the effect of an Independent Variable on a Dependent Variable is transmitted through a third variable called a mediator variable. The mediating effect of the factors was assessed using the Preacher and Hayes (2008) approach. Thereafter MyIndirectEffects Amos Estimands was used to check the significance of the mediation (Gaskin Stat Wiki plugins). If 0 does not exist between the lower and upper estimates, the p-value is significant for the indirect effect is significant. Since the Choice of drinscapes, the Social settings and the Service experience had a positive and significant impact on the choice of alcohol as well as on the alcohol consumption experience, these variables were used to check the indirect impact on the relationship between Choice of alcohol and Alcohol Consumption Experience

6.12.1 Hypothesis 11

Hypothesis researching the mediated relationship between Choice of Alcohol and Alcohol Consumption Experience

H 11a: Choice of Drinkscape mediates the relationship between Choice of Alcohol and Alcohol Consumption Experience

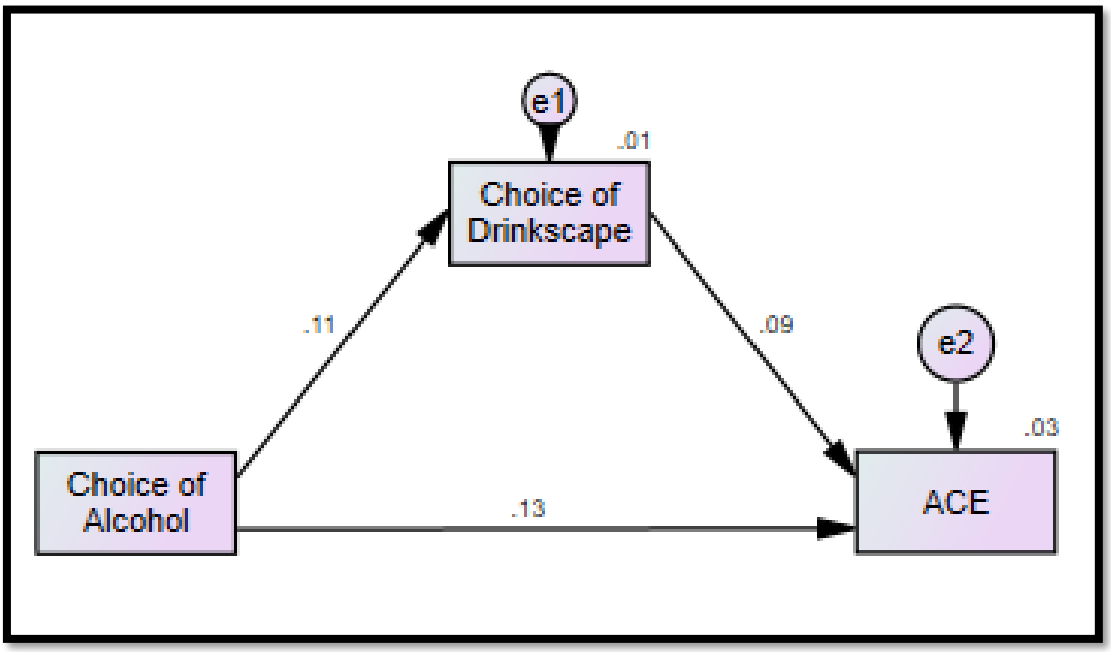


Figure 6.12: Structural model to test the Mediating effect of Choice of Drinkscape between Choice of Alcohol and Alcohol Consumption Experience

Table 6.21: MyIndirectEffects.AmosEstimandVB: COA-COD-ACE

Parameter	Estimate	Lower	Upper	P
A x B	.001	.000	.006	.207

As observed in Table 6.21, the P-value (.207) for the indirect effect is statistically insignificant. Thus we can conclude that Choice of Drinkscape does not mediate the relationship between Choice of alcohol and Alcohol Consumption Experience. Hence H11a is NOT SUPPORTED.

H11b: Social Setting mediates the relationship between Choice of Alcohol and Alcohol Consumption Experience

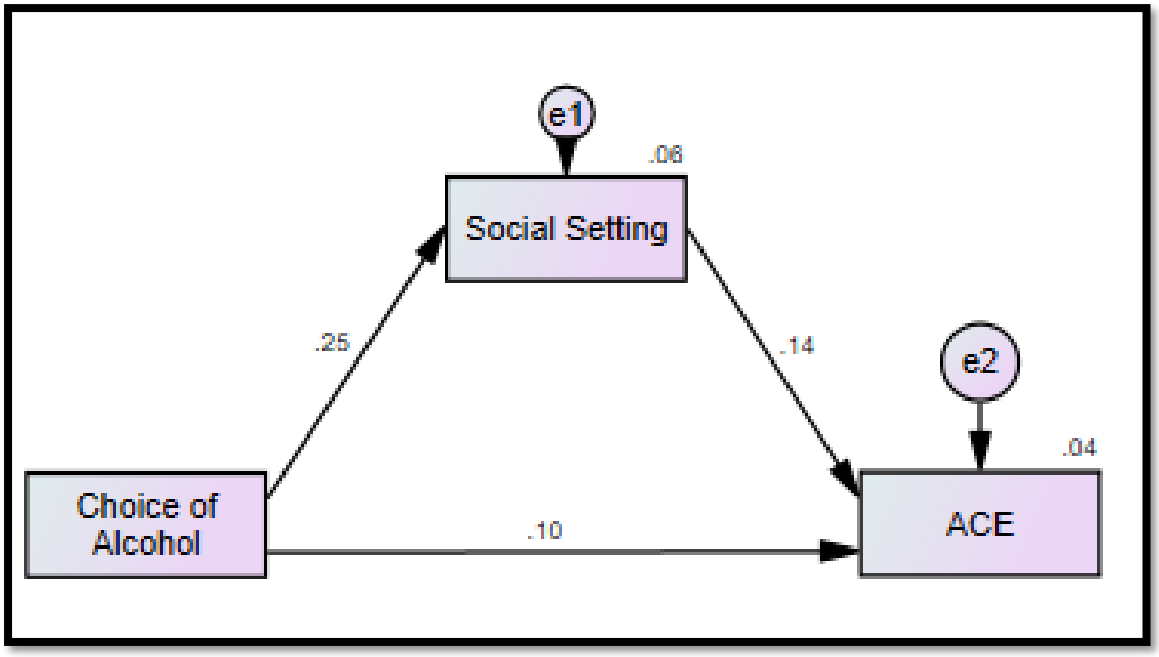


Figure 6.13: Structural model for the mediating relationship of SS on COA and ACE

The Structural model for the mediating relationship of Social settings on the Choice of alcohol and the Alcohol consumption experience is shown in Figure 6.13

Table 6.22: MyIndirectEffects.AmosEstimandVB: COA-SS-ACE

Parameter	Estimate	Lower	Upper	P
A x B	.013	.003	.024	.010

As observed in Table 6.22, 0 does not exist between upper and lower estimates. The p-value is also significant (.010) for the indirect effect. Thus we can conclude that Social Setting mediates the relationship between Choice of alcohol and Alcohol Consumption Experience. Hence H11b is SUPPORTED.

H11c: Service Experience mediates the relationship between Choice of Alcohol and Alcohol Consumption Experience

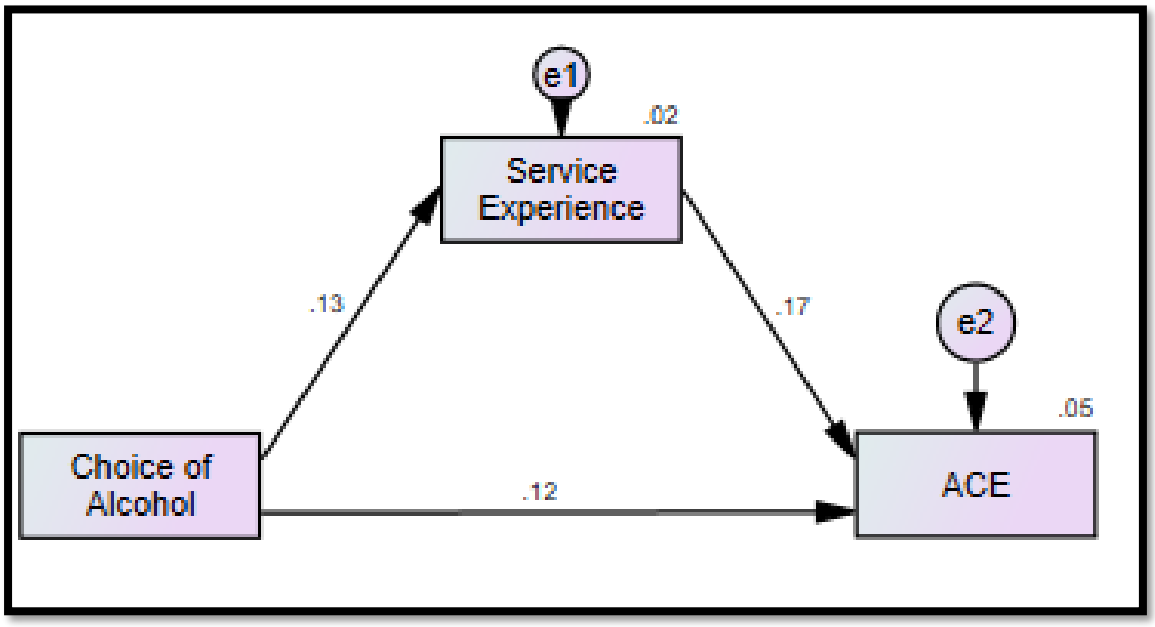


Figure 6.14: Structural model for the mediating relationship of SE on COA and ACE

The Structural model for the mediating relationship of Service experience on the Choice of alcohol and the Alcohol consumption experience is shown in Figure 6.14

Table 6.23: MyIndirectEffects.AmosEstimandVB: COA-SE-ACE

Parameter	Estimate	Lower	Upper	P
A x B	.006	.002	.012	.010

As observed in Table 6.23, 0 does not exist between upper and lower estimates. The p-value is also significant (.010) for the indirect effect. Thus we can conclude that Service Experience mediates the relationship between Choice of alcohol and Alcohol Consumption Experience. Hence H11c is SUPPORTED.

6.13 Conclusions for Hypotheses Testing.

Table 6.24: Hypotheses, Significance and Interpretation

Number	Hypothesis	p-value, significance @ 1%	Interpretation
H1	Tourists Knowledge of alcohol and past experience of alcohol consumption has a positive influence on Choice of Alcohol	0.000	Significant, Hypothesis Supported
H2	Tourists Knowledge of alcohol and past experience of alcohol consumption has a positive influence on Choice of Drinkscape	0.000	Significant, Hypothesis Supported
H3	Choice of Alcohol has a positive influence on Alcohol Consumption Experience	0.000	Significant, Hypothesis Supported
H4	Choice of Drinkscape has a positive influence on Alcohol Consumption Experience	0.003	Significant, Hypothesis Supported
H5	Social Setting has a positive influence on Alcohol Consumption Experience	0.000	Significant, Hypothesis Supported
H6	Service Experience has a positive influence on Alcohol Consumption Experience.	0.000	Significant, Hypothesis Supported
H7	The Choice of Alcohol has a positive influence on the Choice of Drinkscape	0.012	Significant, Hypothesis Supported
H8	The Choice of Alcohol has a positive influence on the Social Setting.	0.000	Significant, Hypothesis Supported
H9	The Choice of Alcohol has a positive influence on the Service Experience.	0.000	Significant, Hypothesis

			Supported
H10	Alcohol Consumption Experience has a positive influence on Revisit Intention and Willingness to recommend alcohol consumption.	0.000	Significant, Hypothesis Supported
H11a	Choice of Drinkscape mediates the relationship between Choice of Alcohol and Alcohol Consumption Experience	0.207	Not Significant, Hypothesis not Supported
H11b	Social setting mediates the relationship between Choice of Alcohol and Alcohol Consumption Experience	0.010	Significant, Hypothesis Supported
H11c	Service Experience mediates the relationship between Choice of Alcohol and ACE	0.010	Significant, Hypothesis Supported

6.14 Moderation Analysis of Demographic Variables

According to Fairchild and MacKinnon (2009), the moderation model tests whether the relationship between the Independent variable and the Dependent variable differs across levels of a third variable (moderator variable). Moderator variables affect the strength and direction of the relation between an Independent variable and a dependent variable. Moderation analysis was conducted using PROCESS matrix (Hayes, 2018) to check the moderating effect of Income, Age, Gender and Education on the relationship between Alcohol consumption Experience and the tourist's revisit intention and willingness to recommend the consumption.

6.14.1. Moderation effect of Age on the relationship between Alcohol consumption Experience and the tourist's revisit intention and willingness to recommend the consumption.

Table 6.25: Moderation effect of age on the relationship between ACE and the RIandWR

```
Model Summary
R       R-sq        MSE          F        df1        df2          p
.2549  .0650      .9380    22.1868     3.0000   958.0000      .0000

Model
        coeff         se          t          p       LLCI       ULCI
constant 0814      .0387     2.1058      .0355      .0055      .1573
ACE     .2893      .0426     6.7872      .0000      .2057      .3730
Age    -.2628      .0659    -3.9855      .0001     -.3922     -.1334
Int    -.2338      .0629    -3.7171      .0002     -.3573     -.1104

Test(s) of highest order unconditional interaction(s):
       R2-chng          F        df1        df2          p
X*W      .0135    13.8165     1.0000   958.0000      .0002

Conditional effects of the focal predictor at values of the
moderator(s):

AgeCat   Effect       se          t          p       LLCI       ULCI
<40 yrs   2893      .0426     6.7872      .0000      .2057      .3730
>40 yrs  .0555      .0463     1.1991      .2308     -.0353      .1463
```

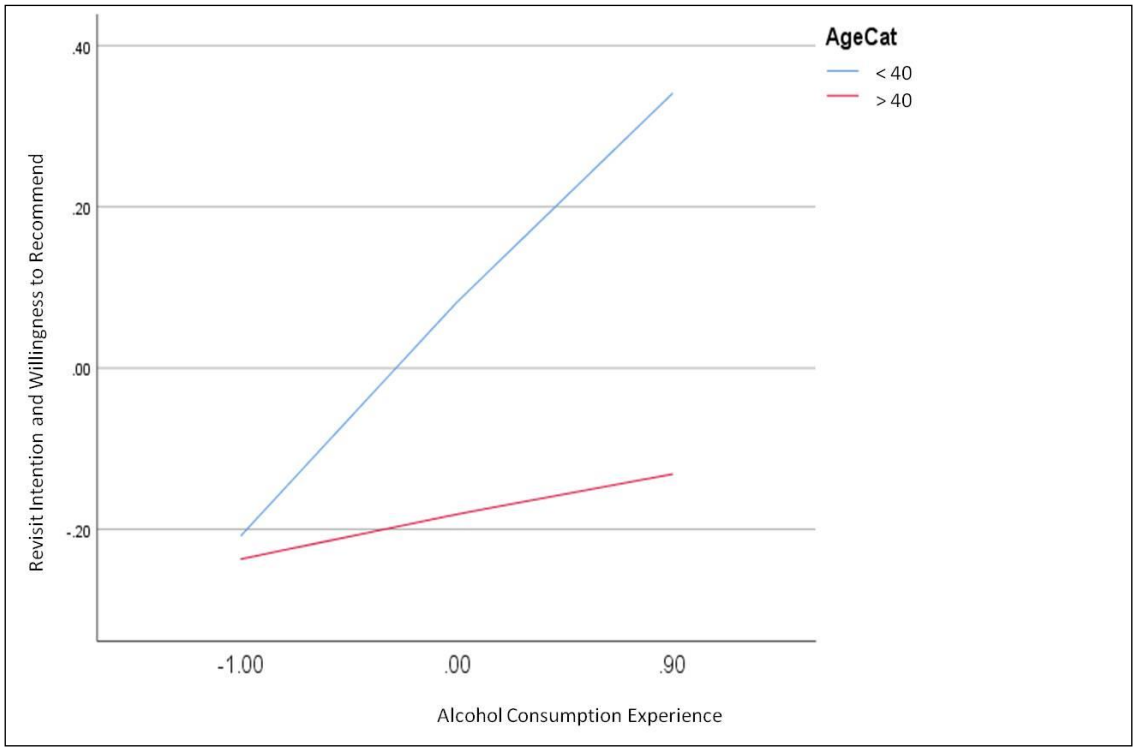


Figure 6.15: Graph representing the conditional effect

Interpretation:

The Model summary in Table 6.25 shows that it is a significant model (p=.000)

The Interaction effect of age and alcohol consumption experience is statistically significant (p=.002) in our model, indicating that Age was a significant moderator of the effect of Alcoholic consumption experience on Revisit intention and willingness to recommend.

The R2 change as a result of adding in the interaction term was .0135

For Lower age groups (<40 yrs), the relation between Alcoholic consumption experience and Revisit intention and willingness to recommend was positive and significant (b=.2893, s.e.=.0426, p=.0000). Whereas for Higher age groups (>40 yrs), the interaction effect was positive but not significant (b=.0555, s.e.=.0463, p=.2308)

For visualizing the conditional effect of the predictors, see Figure 6.15. The graph shows that the standard deviation for lower age groups is significantly higher than for lower age groups.

6.14.2. Moderation effect of Income on the relationship between Alcohol consumption Experience and the tourist's revisit intention and willingness to recommend the consumption.

Table 6.26: Moderation effect of Income on the relationship between ACE and the RIandWR

```
Model
         coeff         se          t          p       LLCI       ULCI
constant-.0009      .0316     -.0282      .9775     -.0630      .0612
ZACE     .1982      .0318     6.2276      .0000      .1357      .2606
IncCat   .0025      .0712      .0353      .9718     -.1373      .1423
Int_1    .1265      .0679     1.8623      .0629     -.0068      .2598

Product terms key:
 Int_1    :        ZACE     x        IncCat

Test(s) of highest order unconditional interaction(s):
       R2-chng          F        df1        df2          p
X*W      .0035     3.4683     1.0000   958.0000      .0629
----------
    Focal predict: ZACE     (X)
          Mod var: IncCat   (W)

Conditional effects of the focal predictor at values of the
moderator(s):

IncCat     Effect      se          t          p       LLCI       ULCI
Low income  .1059      .0561     1.8875     .0594     -.0042      .2159
High income .2324      .0383     6.0601     .0000      .1571      .3076
```

Interpretation

As seen in Table 6.26, the interaction term was statistically insignificant (b=.1265, s.e.=.0679, p=.0629) in our model, indicating that Income was not a significant moderator on the effect of Alcoholic consumption experience on Revisit intention and willingness to recommend.

The R-square change from model 1 to model 2 (adding in the interactive term) was .0035 and insignificant.

For lower-income groups, the relation between Alcoholic consumption experience and Revisit intention and willingness to recommend was positive but not statistically significant (b=.1059, s.e.=.0561, p=.0594). Whereas for Higher-income groups, the interaction effect was positive and significant (b=.2324, s.e.=.0383, p=.0000)

6.14.3. Moderation effect of Education level on the relationship between Alcohol consumption Experience and the tourist's revisit intention and willingness to recommend the consumption.

Table 6.27: Moderation effect of Education level on the relationship between ACE and the RI&WR

Model Summary

R	R-sq	MSE	F	df1	df2	p
.2081	.0433	.9597	14.4481	3.0000	958.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.0000	.0316	-.0001	1.0000	-.0620	.0620
ZACE	.1937	.0318	6.0851	.0000	.1312	.2561
EduCat	-.2368	.0949	-2.4950	.0128	-.4231	-.0505
Int_1	.0351	.0837	.4196	.6749	-.1291	.1994

Product terms key:

Int_1 : ZACE x EduCat

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.0002	.1761	1.0000	958.0000	.6749

Conditional effects of the focal predictor at values of the moderator(s):

EduCat	Effect	se	t	p	LLCI	ULCI
UG	1186	.0499	2.3789	.0176	.0208	.2164
PG	.1032	.0564	1.8309	.0674	-.0074	.2139

Interpretation

The interaction term was not statistically significant (b=.0351, s.e.=.0837, p=.6749), as seen in Table 6.27, suggesting that the effect of Alcoholic consumption experience on Revisit intention and willingness to recommend is not conditional on the educational level of the respondents.

The R-square change from model 1 to model 2 (adding the interactive term) was .0002 and insignificant.

For undergraduates, the relation between Alcoholic consumption experience and Revisit intention and willingness to recommend was positive and significant (b=.1186, s.e.=.0499, p=.0176). Whereas for postgraduates, the interaction effect was positive but not significant (b=.1032, s.e.=.0564, p=.0674)

6.14.4. Moderation effect of Gender on the relationship between Alcohol consumption Experience and the tourist's revisit intention and willingness to recommend the consumption.

Table 6.28: Moderation effect of gender on the relationship between ACE and the RI&WR

```
Model Summary
R       R-sq        MSE          F        df1        df2          p
.1933  .0374      .9657    12.3932     3.0000   958.0000      .0000

Model
         coeff         se          t          p       LLCI       ULCI
constant .0004      .0317      .0133      .9894     -.0618      .0626
ZACE     .1916      .0318     6.0293      .0000      .1293      .2540
Gender  -.0325      .0637     -.5103      .6099     -.1575      .0925
Int_1   -.0287      .0642     -.4475      .6546     -.1548      .0973

Product terms key:
 Int_1    :        ZACE     x        Gender

Test(s) of highest order unconditional interaction(s):
       R2-chng          F        df1        df2          p
X*W      .0002      .2003     1.0000   958.0000      .6546

Conditional effects of the focal predictor at values of the
moderator(s):

Gen     Effect         se       t          p         LLCI       ULCI
Male     .1072      .0547     1.9624      .0500      .0000     .2145

Female   .0725      .0704     1.0298      .3034     -.0657     .2108
```

Interpretation

The interaction term was not statistically significant (b=.0287, s.e.=.0642, p=.6546), as seen in Table 6.28, suggesting that the effect of Alcoholic consumption experience on Revisit intention and willingness to recommend is not conditional on the gender of the respondents.

The R-square change from model 1 to model 2 (adding in the interactive term) was .0002 and insignificant.

For males, the relation between Alcoholic consumption experience and Revisit intention and willingness to recommend was positive and significant (b=.1072, s.e.=.0547, p=.0500). Whereas for females, the interaction effect was positive but not significant (b=.0725, s.e.=.0704, p=.3034).

6.14.5 Conclusion

Results revealed that the interaction effect of age and alcohol consumption experience is statistically significant at a 5% level in our model, indicating that age was a significant moderator of the effect of alcoholic consumption experience on revisit intention and willingness to recommend. For lower age groups (<40 yrs), the relation between alcohol consumption experience and revisit intention and willingness to recommend was positive and significant. Whereas for higher age groups (>40 yrs), the interaction effect was positive but insignificant.

Results also indicated that the interaction effect of the other demographic variables (income, education level and gender) and alcoholic consumption experience was not statistically significant in our model, indicating that income, level of education and gender did not moderate the effect of alcoholic consumption experience on revisit intention and willingness to recommend.

6.15 Moderated Mediation of Demographic Variables

The moderated mediation model tests whether the mediated relationship between the Independent variable and the Dependent variable differs across levels of a moderator variable. To check for moderated mediation in AMOS, the data is split into groups of the moderator variable (age, income and education), and mediation is tested across the two groups. If the mediation relationship changes across groups and if the change is significant, then the moderated mediation occurs. To check if the difference in effect size is statistically significant, we use the Heterogeneity Test, a Statistical test to check if the indirect effects are moderated (Gaskin, 2011). If the z-score value is greater than 1.96 and the p-value is significant, it means that the moderation effect is present (Afthanorhan, Ahmad, and Safee, 2014). The independent variables used as mediators were Social Settings and Service Experience as Choice of Drinkscape does not mediate the relationship between Choice of Alcohol and Alcohol Consumption Experience as seen in Table 6.24.

6.15.1 Moderation effect of age on the relationship between Choice of Alcohol and Alcohol Consumption Experience using Social Settings and Service Experience as Mediators.

Table 6.29: Moderating effects of age (below 40 yrs/above 40 yrs) on COA and ACE

Relations	Below 40 yrs		Above 40 yrs		Z-Score		
SE as mediator	Std. effect	p	Std. effect	p	z	2-tailed p	1-tailed p
COA to ACE (without mediating variable direct effect)	0.104	0.007	0.165	0.003			
COA to ACE (indirect effect)	0.026	0.001	0.01	0.087	0.287	0.774	0.387
COA to ACE (with mediating variable direct effect)	0.078	0.043	0.155	0.021			
SS as mediator	Std. effect	p	Std. effect	p	z	2-tailed p	1-tailed p
COA to ACE (without mediating variable direct effect)	0.104	0.007	0.165	0.003			
COA to ACE (indirect effect)	0.048	0.001	0.016	0.085	0.376	0.707	0.353
COA to ACE (with mediating variable direct effect)	0.057	0.187	0.15	0.024			

6.15.2 Interpretation of results

From Table 6.29, it can be seen that for tourists of age <40, the direct effect between the choice of alcohol and alcohol consumption experience becomes less significant at a 5% significance level after introducing service experience as the mediating variable. This indicates that the relationship between choice of alcohol and alcohol consumption experience is not fully explained by service experience. The indirect effect is significant at a 1% level of significance. Therefore, service experience partially mediates the relationship between choice of alcohol and alcohol consumption experience for tourists of age <40. However, after introducing social setting, the direct relation between the choice of alcohol and alcohol consumption experience becomes insignificant. The indirect relation becomes significant between the choice of alcohol and alcohol consumption experience. This means that social setting fully mediates the relationship between choice of alcohol and alcohol consumption experience for tourists of age <40.

For tourists of age>40, it can be observed that the indirect effect between the choice of alcohol and alcohol consumption experience is insignificant for both variables. Therefore, social settings and service experience do not mediate the relationship between the choice of alcohol and alcohol consumption experience for tourists of age>40.

The z-score of both mediators indicates that the difference between the indirect effect size of tourists of age>40 and tourists of age < 40 is statistically insignificant at a 5% level of significance. This shows that age does not moderate the mediating effect of social settings or service experience on the relationship between choice of alcohol and alcohol consumption experience.

6.15.3 Moderation effect of income on the relationship between Choice of Alcohol and Alcohol Consumption Experience using Social Settings and Service Experience as Mediators.

Table 6.30: Moderating effects of income (low/high) on Choice of alcohol and ACE

Relations	Income < 50K		Income > 50K		Z-Score		
Service Experience as a mediator	Std. effect	p	Std. effect	p	z	2-tailed p	1-tailed p
COA to ACE (without mediating variable direct effect)	0.127	0.002	0.142	0.005			
COA to ACE (indirect effect)	0.026	0.001	0.012	0.06	0.356	0.722	0.361
COA to ACE (with mediating variable direct effect)	0.101	0.19	0.13	0.036			
Social Settings as a mediator	Std. effect	p	Std. effect	p	z	2-tailed p	1-tailed p
COA to ACE (without mediating variable direct effect)	0.127	0.002	0.142	0.005			
COA to ACE (indirect effect)	0.041	0.003	0.022	0.067	0.283	0.777	0.388
COA to ACE (with mediating variable direct effect)	0.086	0.071	0.121	0.057			

5.15.4 Interpretation of results

From Table 6.30, it can be seen that for lower-income tourists, the direct effect does not remain significant if social settings or service settings is introduced as a mediating variable. The indirect effect is significant for both social settings (0.001) and service settings (0.003). Therefore, it can be concluded that social setting and service experience mediates the relationship between choice of alcohol and alcohol consumption experience for lower-income group tourists.

For tourists of the higher-income group, it can be observed that the indirect effect between the choice of alcohol and alcohol consumption experience is insignificant for both variables. Therefore, it can be concluded that social settings and service experience do not mediate the relationship between the choice of alcohol and alcohol consumption experience for higher-income group tourists.

The z-score of both mediators indicates that the difference between the indirect effect size of tourists below 50k and above 50k is statistically insignificant at a 5% level of

significance. This shows that income does not moderate the mediating effect of social settings or service experience on the relationship between choice of alcohol and alcohol consumption experience.

6.15.5 Moderation effect of education on the relationship between Choice of Alcohol and Alcohol Consumption Experience using Social Settings and Service Experience as Mediators.

Table 6.31: Moderating effects of education (under graduation /post-graduation) on Choice of alcohol and Alcohol consumption experience

Relations	Undergraduates		Postgraduates		Z-Score		
SE as mediator	Std. effect	p	Std. effect	p	z	2-tailed p	1-tailed p
COA to ACE (without mediating variable direct effect)	0.161	***	0.116	0.017			
COA to ACE (indirect effect)	0.024	0.007	0.012	0.03	0.454	0.649	0.325
COA to ACE (with mediating variable direct effect)	0.137	0.005	0.104	0.063			
SS as mediator	Std. effect	p	Std. effect	p	z	2-tailed p	1-tailed p
COA to ACE (without mediating variable direct effect)	0.161	***	0.116	0.017			
COA to ACE (indirect effect)	0.021	0.112	0.046	***	0.223	0.823	0.412
COA to ACE (with mediating variable direct effect)	0.14	0.007	0.07	0.256			

6.15.6 Interpretation of results

From Table 6.31, it can be seen that for tourists having education of graduation and below, the direct effect between the choice of alcohol and alcohol consumption experience is still significant at a 1% significance level, after introducing social settings or service experience as the mediating variable. This indicates that these variables do not fully explain the relationship between the choice of alcohol and alcohol consumption experience. The indirect effect is significant at a 1% significance level for service experience. Therefore, service experiences partially mediate the relationship between the choice of alcohol and

alcohol consumption experience for undergraduate tourists. However, since the indirect effect between the choice of alcohol and alcohol consumption experience is not significant when social settings are added as a mediator, social settings do not mediate the relationship between choice of alcohol and alcohol consumption experience for undergraduate tourists. For postgraduates, it can be observed that after introducing social setting and service experience, the direct relation between the choice of alcohol and alcohol consumption experience becomes insignificant. The indirect relation becomes significant between the choice of alcohol and alcohol consumption experience. This means that social setting and service experience fully mediate the relationship between the choice of alcohol and alcohol consumption experience for postgraduate tourists.

To check if the difference in effect size is statistically significant, we use the heterogeneity test, a statistical test to check if the indirect effects are being moderated (gaskin, 2011). The z-score of 0.058 indicates that the difference between the indirect effect size of tourists of both variables is statistically insignificant at a 5% significance level. This shows that the education level does not moderate the mediating effect of social settings or service experience on the relationship between choice of alcohol and alcohol consumption experience.

6.15.7 Conclusion

Moderated mediation results indicated that social settings and service experience mediate the relationship between choice of alcohol and alcohol consumption experience within certain demographic groups. The heterogeneity test was used to check if the indirect effects are significant by checking the difference in the effect size. The statistical test indicated that although it was observed that the mediation relationship changes across groups, moderated mediation did not occur as the changes were not significant. This shows that demographic variables such as age, income and education level do not moderate the mediating effect of social settings or service experience on the relationship between choice of alcohol and alcohol consumption experience.

Chapter 7

Findings, Contribution, Managerial Implications and Future Research Areas

7.1 Findings

This research has developed a conceptual model to test the influences for a tourist on the alcohol consumption experience and its impact on revisit intentions or willingness to recommend the consumption. This research also contributes a measurement instrument (questionnaire) for measuring the alcohol consumption experience. The items used to measure alcohol consumption experience were tourists' knowledge and past experience, choice of alcoholic beverages, choice of drinkscape, social setting, and service experience. These items have been tested by factor analysis to reveal interesting findings related to the alcohol consumption experience and its impact on the revisit intentions or willingness to recommend the consumption. The findings of the research are summarized below:

SUMMARY OF FINDINGS

7.1.1 Findings pertaining to factor analyses and instrument development.

Although theory suggests that choice of drinkscape, social settings and service experience could be characterized under experiencescape (Chen et al. 2020; Kirk and Blodgett, 2016; Dell 2005), the factor analysis indicated that choice of drinkscape, social settings and service experience were individual constructs and loaded as three separate factors. Hence these were tested separately as three different constructs. Revisit intention and willingness to recommend were considered separately in our initial proposed model since willingness to recommend is categorized under attitudinal loyalty (Cheng, 2011). In contrast, revisit intentions are categorized under behavioural loyalty (Kumar and Shah, 2006; Lam et al., 2004; Fullerton, 2005). However, they loaded together as one factor during the factor

analysis. This could be because they both are associated with loyalty intentions (Di-Clement, 2019; Girish and Chen, 2017). Hence these two were tested together as one construct. The findings related to the hypotheses testing are summarized below.

7.1.2 Findings related to hypotheses testing

The hypotheses testing reveals that tourists' knowledge of alcohol and tourists' past experience of alcohol consumption impacts the choice of alcohol and the choice of drinkscape. While studying the impact of the choice of alcohol on the other influencing factors, the results showed a significant positive influence of the choice of alcohol on all the three factors influencing alcohol consumption experience, i.e. choice of drinkscape, social setting and service experience. All the hypothesized independent variables, i.e. choice of alcohol, choice of drinkscape, social setting and service experience, showed a positive and significant influence on alcohol consumption experience. Likewise, the alcohol consumption experience positively influenced the tourist's revisit intention and willingness to recommend alcohol consumption.

7.1.3 Findings related to the mediating role of choice of drinkscape, social settings and service experience on the impact of the choice of alcohol on alcohol consumption experience

Mediation analysis tests whether a third intermediate variable explains the relationship between two variables. We sought to analyze whether the relationship between choice of alcohol and alcohol consumption experience was explained by choice of drinkscape, social settings or service experience. Results indicated that while social settings and service experience mediate the relationship between choice of alcohol and alcohol consumption experience, choice of drinkscape did not show a significant mediation relationship between choice of alcohol and alcohol consumption experience.

7.1.4 Findings related to the Moderating effect of Tourists demographics on the relationship between alcohol consumption experience and the tourist's revisit intention and willingness to recommend the consumption.

Moderation analysis was conducted to check the moderating effect of income, age, gender and education on the relationship between alcohol consumption experience and the tourist's revisit intention and willingness to recommend the consumption.

Age was a significant moderator of the effect of alcoholic consumption experience on revisit intention and willingness to recommend. For lower age groups (<40 yrs), the relation between alcohol consumption experience and revisit intention and willingness to recommend was positive and significant. Whereas for higher age groups (>40 yrs), the interaction effect was positive but insignificant.

Results also indicated that income, level of education and gender did not moderate the effect of alcoholic consumption experience on revisit intention and willingness to recommend.

7.1.5 Findings related to Moderated mediation of Demographic variables.

The moderated mediation model tests whether the mediated relationship between the independent and dependent variables differs across levels of a moderator variable. Tests to check if the demographics of a tourist moderate the mediating role of choice of social settings or service experience on the influence of the choice of alcohol on alcohol consumption experience of tourists were conducted.

For lower age groups (<40 yrs), the relation between alcohol consumption experience and revisit intention and willingness to recommend was positive and significant. Whereas for higher age groups (>40 yrs), the interaction effect was positive but insignificant. This means that social settings and service experience do not mediate the impact of the choice of alcohol on the alcohol consumption experience for tourists of age >40.

For lower-income group tourists, it was observed that social setting and service experience fully mediate the relationship between choice of alcohol and alcohol consumption experience. On the other hand, social settings and service experience do not mediate the relationship between the choice of alcohol and alcohol consumption experience for tourists of higher-income groups.

Results also indicated that service experience partially mediates the influence of the choice of alcohol on alcohol consumption experience for undergraduate tourists. In contrast, social settings do not mediate the relationship between the choice of alcohol and alcohol consumption experience for undergraduate tourists. For postgraduate tourists, social setting and service experience fully mediates the influence of the choice of alcohol on the alcohol consumption experience.

The statistical test indicated that although it was observed that the mediation relationship changes across groups, moderated mediation did not occur as the changes were not significant. This shows that the impact of social settings or service experience on the relationship between choice of alcohol and alcohol consumption experience is the same for all types of tourists irrespective of their age, income or education levels.

7.2 Discussion and Theoretical Contributions

Beyond earlier research, this study adds significant theoretical contributions to the gastronomic tourism literature, with an emphasis on alcotourism. Although there are some parallels between this study and other research (Andersson and Mossberg, 2004; Hansen et al. 2005, Gustafsson et al. 2006, Stone et al., 2018; Kühn and Bothma, 2018), it is vital to understand how this study differs from past research. For example, in the study by Andersson and Mossberg (2004), the primary aim was to analyze dining as a multimodal experience. Customers were asked to evaluate their willingness to pay for six aspects of the dining experience to measure the relative value of various components of restaurant services: food, service, cuisine, restaurant interior, company, and other customers. In addition, Hansen et al. (2005) study's principal outcome was creating a conceptual model incorporating the essential dining experience categories. The core product, the restaurant interior, the personal social meeting, the company, and the restaurant environment were the five primary categories proposed in the study. Likewise, Gustaffson et al. (2006) proposed the Five Aspects Meal Model (FAMM), which comprised the room, the product, the meeting, the atmosphere, and the management control system. These earlier studies, like this one, recorded the essential dimensions of hospitality experiences. Their proposed models helped investigate the impact of food service quality on consumer responses, such as customer satisfaction and behavioural intentions in the restaurant business. Among the studies related to service settings, Kuhn and Bothma (2018) proposed a model for fostering loyalty intentions of coffee shop customers based on the stimulus-organism-response (S-O-R) framework. Their study suggested that the dining experience directly influences the consumption experience and that guest satisfaction mediates the relationship between the coffee shop guest's dining experience and their loyalty intentions. **The ACE (Alcohol Consumption Experience) model proposed in this study helps investigate the impact of the choice of alcohol on the three significant elements of choice of drinkscape, service experience, and social setting and understand the comprehensive evaluation of alcohol consumption experience on behavioural intentions.**

There are, however, some differences between the current study and the prior investigations. **The present research examines alcoholic beverage consumption experience in various settings (upscale bars, beach shacks, restaurants, discotheques, hotels, tasting rooms, drink festivals) compared to a meal experience in a restaurant as in earlier studies.**

While we have not come across studies that have considered the tourist's demographic influence in determining alcohol consumption experiences, this study has investigated the influence of tourists demographics, past alcohol consumption experiences and knowledge of alcohol on the choice of alcohol and the choice of drinkscape and its impact on alcohol consumption experience.

Stone et al. (2018) identified elements leading to memorable food, drink, or culinary experiences while travelling. A qualitative investigation discovered five broad aspects contributing to memorable culinary travel experiences: the food or drink consumed, the location/setting, companions, the occasion, and touristic features (e.g., novelty, authenticity). However, the primary focus of their study was on culinary experiences. Memorable experiences could be connected to satisfaction and repeat visitation that had not been considered in their study. They had suggested that quantitative research could be used to expand the scope of this study. **The current study** addressed this gap and **advocated a comprehensive model incorporating the factors influencing alcohol consumption experience and connected it to repeat visitation or willingness to recommend using quantitative analysis.** As a result, the current study has contributed to the existing literature by differing from past research.

Therefore **this research has contributed by developing a measurement scale to measure alcohol consumption experience, asserting the relationships between the choice of alcohol, choice of drinkscape, social settings, and service experience with alcohol consumption experience and its significant impact of alcohol consumption experience on tourist revisit intention and willingness to recommend the alcohol consumption**. The implications of the study have been discussed in this chapter below.

7.2.1 Tourists Demographics, Knowledge and Past Experience

The traveller's knowledge of the area and their previous consumption experience influence their interpretations of a quality experience (Ryan, 2010). If expectations are not met,

tourists will be less likely to say that quality consumption experiences occurred (Nickerson, 2006). Consistent with previous studies in tourism (Klyenhans, 2003), this study found that tourists knowledge and past experience of alcohol consumption significantly influenced the choice of alcohol. Results also indicated that the choice of drinkscape is positively related to tourists knowledge of alcohol and tourists past experience of alcohol consumption. The tourist also influences the consumption experience depending on demographics (age, gender, income and education) besides previous experiences and knowledge regarding the product and establishment (Kleynhans, 2003; Mhlanga et al., 2015; Salanta et al., 2016). These associations were, however, not tested in previous studies related to food and beverage consumption experiences. Mhlanga et al. (2015) studied the influence of demographic variables on service quality in formal full-service restaurants in Port Elizabeth, South Africa. They indicated that service experience is influenced by gender, age, monthly income and level of education. **The findings indicate a strong relationship between age, gender and income with the choice of alcohol and the choice of drinkscape**. Moderation analysis was conducted to check the influence of demographic variables on the impact of alcohol consumption experience on revisit intention and willingness to recommend. Results revealed that **age was a significant moderator of the effect of alcoholic consumption experience on revisit intention and willingness to recommend, especially with the lower age groups (<40).**

7.2.2 Choice of Alcohol

The product is seen as the core element for studying the consumption experience. While meal experience has been studied in an al la carte restaurant setting (Hansen et al. 2005; Björk and Räisänen 2017, Stone et al. 2018), the objective here was to study alcohol consumption as a single component, studied in different drinkscape to reveal new aspects of consumption experiences from the tourist's viewpoint. The product's price, the brand, the taste sensations during consumption, the presentation form, and the choice of dishes in the menu have an impact on the meal experience. (Hansen et al., 2006; Gregoire, 2013; Forneniro et al., 2008; Pedraja and Guillen, 2004). Similarly, the findings of this study suggest that the choice of alcohol influenced the consumption experience of alcohol. Choice of alcohol in our study was measured by the quantity to be consumed, the food it was being paired with, the quality of alcohol, the taste, the brand of the alcohol and suggestions by the server or those accompanying the drinker. Items that did not load were the alcohol's place /country of origin, price, and discounts offered. In the context of meal

experience, the price was an influencing factor; however, price and discounts on drinks did not load in our model. This means that it did not matter whether the alcohol was Indian or foreign, for example, or whether it was cheap or expensive, the respondent's consumption experience was influenced more by the quality, brand, how much they wished to consume and also depending on the type of food they were consuming along with the alcohol. Another reason why the price is not an important factor for the tourists is that Goa state's excise structure on liquor is lower than most other tourist destinations in India.

We have not come across studies that studied the impact of the choice of alcohol on the choice of drinkscape, social setting and service experience. **This study determined that the choice of alcohol had a positive and significant effect on alcohol consumption experience. Results further revealed a significant impact of the choice of alcohol on the choice of drinkscape, social setting and service experience.** This means that the choice of alcohol had a significant relationship with the place where the alcohol would be consumed, the people with whom they were or the occasion, and the service of alcohol.

According to the descriptive analysis of the alcoholic beverages favoured by tourists, beer was the most preferred alcoholic beverage, followed by whiskey. Wine, vodka, and rum were other popular beverages. Chi-square tests showed an association of choice of alcohol with gender. The findings indicated that whisky was the most preferred alcohol among males, followed by beer, whereas the females preferred beer followed by wine. Likewise, the choice of alcohol was associated with age. According to the findings, beer was found to be the most preferred alcohol among the age group 18-30 years, followed by vodka; among the age group 31-40 years, beer was the preferred alcohol, followed by whisky; however, as the age group increased, whisky was found to be the most preferred alcohol, followed by beer.

7.2.3 Choice of Drinkscape

While the core product and the service must be of acceptable quality, pleasing physical surroundings, such as décor, artefacts, layout, and music, may determine, to no small degree, the extent of customer satisfaction and consequent customer behaviour (Wakefield and Blodgett, 2016). In our study, the choice of drinkscape was measured by the safe and clean environment for drinking, the entertainment and ambience, proper washroom and toilet facilities and accessibility. Loud music, comfortable seating and a comfortable temperature at the outlet were not significant and did not load in factor analysis.

Pine and Gilmore (1998) state that the place of consumption is the 'takeaways' of the experience. Therefore, if the consumer was satisfied with the consumption experience, particularly the atmosphere, it might result in repeat or recommended business. Booms and Bitner (1982) documented that the servicescape of a hospitality firm had a significant impact on customer revisit intention and a restaurant's brand image. **The direct relationship between choice of drinkscape and alcohol consumption experience showed a positive and significant effect.** This means that the place of consumption has an impact on the alcohol consumption experience.

Wakefield and Blodgett (1994) had suggested that the primary foodservice offerings must be of acceptable quality, but a pleasing service environment or ambience (for example, the building, décor, layout) may determine to a large extent the degree of overall satisfaction and patronage. However, **the choice of drinkscape does not mediate the positive impact of the choice of alcohol on the alcohol consumption experience in this study.** This indicates that the building, decor, or layout does not influence the indirect relationship between the choice of alcohol and the overall alcohol consumption experience. The other factors, such as the social setting or service experience, play a significant role in the consumption experience.

Descriptive analysis to check the preferred choice of drinkscape revealed that Restaurants were the most popular drinkscape for visitors to consume alcohol, followed by pubs or taverns and beach shacks. Discotheques and karaoke bars, lounges, hotels, upscale bars, drink festivals, and tasting rooms were other popular drinkscape. Chi-square tests showed an association of choice of drinkscape with gender, and it was observed that Males prefer to consume alcohol at restaurants, followed by pubs/taverns. Females, on the other hand, prefer to drink at restaurants, followed by beach shacks.

When the relationship between the choice of alcohol and the choice of drinkscape was examined, it was discovered that while respondents who preferred whisky, gin, brandy, rum, and wines chose restaurants as their favourite drinkscape, those who preferred vodka and tequila chose discotheques/karaoke bars as their favourite drinkscape, feni drinkers preferred to drink in a pub/tavern. In contrast, those who consumed liqueurs preferred to visit a lounge.

7.2.4 Social Setting

Wen et al. (2020) integrated dining company into their framework to explain the moderating role of dining companions between perceived authenticity, customer satisfaction and other behavioural intentions. This research studies the role of social settings in influencing the alcohol consumption experience of the tourist. Tests to check the statistical significance of the impact of social settings on the alcohol consumption experience confirmed that **social settings have a positive influence on alcohol consumption experience. It was also observed that there was a significant impact of the choice of alcohol on social settings. Mediation analysis indicated that the social setting mediates or influences the relationship between choice of alcohol and alcohol consumption experience.** This means that the people with whom you are, their relationship with the drinker and the occasion influence the relationship between the choice of alcohol and the overall alcohol consumption experience.

These results support the concerns whether the drinking experience facilitates social connections between the travellers and locals and between the travellers and those they are travelling with (Chandralal et al., 2015).

7.2.5 Service Experience

Kim (2014) proposes that the quality of service is dependent on the degree to which the travellers interpret the service staff to be friendly, polite, courteous, helpful, and willing to exceed expectations. When guests observe that service staff are friendly and caring, they can positively evaluate their experience and co-create memorable experiences (Barkat and Demontrond, 2019). This was evident in our study in the servicescape (drinkscape) of alcoholic beverages. Service experience in our study was measured by friendly staff, good standard of service, helpful staff and prompt service. Items such as knowledgeable staff did not load, as drinkers preferred a type or brand of alcohol that would not change irrespective of the social setting or place of consumption as suggested in earlier results. Also since the tourists have the knowledge and past experience of alcohol consumption, the knowledge of the staff didn't matter much in the selection of alcohol.

Tests to check the statistical significance of the impact of service experience on the alcohol consumption experience confirmed that **service experience positively influences alcohol consumption experience. Service experience also mediates the impact of the Choice of**

alcohol on Alcohol consumption experience. This means that friendly, courteous, helpful staff, prompt service and good service standards influence the relationship between the choice of alcohol and the overall alcohol consumption experience.

7.2.6 Alcohol consumption experience and behavioural intentions

Consumers want more than just the delivery and consumption of a product or service. They seek unique, memorable consumption experiences to complement the products and services (Walls et al., 2011). The essence of offering enjoyable and memorable experiences in the form of desires to revisit the drinkscape or a destination will influence future travel intentions. Consumers seek meaningful and memorable experiences for which they are willing to pay (Morgan 2006; Björk and Räisänen 2017). In this study, memorable, pleasurable and meaningful drinking experiences (Kwortnik and Ross, 2007) have been connected to repeat visitation or willingness to recommend the experience or alcohol consumption that has not been considered in earlier studies (Stone et al., 2018). The results revealed that the respondents could easily remember alcohol consumption experiences in different settings (Memorable). Alcohol Consumption provided them with a sense of freedom from the stresses of life (Meaningful). It was also confirmed that Alcohol consumption enhances physical and social pleasures (Pleasurable). Tests to check the statistical significance of the impact of the alcohol consumption experience on the revisit intention and willingness to recommend confirmed that **alcohol consumption experience has a positive and significant influence on the revisit intention and willingness to recommend the alcohol consumption.** This means that if the tourist has had a memorable, meaningful and pleasurable alcohol consumption experience, they intend to revisit the alcohol consumption or the drinkscape in the near future, they would recommend the alcohol or drinkscape to others or share their alcohol consumption experience with others through social media and other platforms.

7.3 Managerial Implications

Since all the factors (choice of alcohol, choice of drinkscape, service experience, and social setting) influence guests' perceptions of a quality consumption experience, the drinkscape manager must grasp the relative relevance of each of these factors to comprehend the consumer's consumption experience better.

7.3.1 Implications related to Service Experience and Social Setting

An interesting finding was that Service Experience and Social Setting mediates the relationship between the choice of alcohol and alcohol consumption experience. However, the same was not the case with the choice of drinkscape. The findings indicate that the drinkscape managers should pay attention to entertainment and pleasant physical surroundings and more towards good service and an atmosphere that facilitates social connections. Today, an exotic experience based just on the drinkscape amenities may not be enough to attract and retain customers. The findings of this study reinforced that both social settings and good service positively influence customers' consumption experience and behavioural intentions. Good service is an internal factor and directly under the control of the manger, however it may be easy to dismiss aspects such as drinking companions and other bar visitors because these aspects are beyond the manager's control. It is more than likely those drinkscape managers may significantly impact these dimensions by providing spaces for socializing in groups.

7.3.2 Implications related to Choice of Alcohol

The present study's findings suggest that the managers need to pay the most attention to the choice of alcohol on offer since it is the most vital component affecting customer consumption experience and, consequently, customer behavioural intentions. To meet or exceed the demanding standards of alcohol consumers, the drinkscape should provide guests with an exceptional mixture of a variety of menu, maintain the quality and taste by having standard recipes in place for cocktails and mixed drinks, train staff to suggest drinks by pairing it with the foods in restaurants or where meals are offered and suggest appropriate mixers with the alcoholic beverages.

7.3. Implications related to the Drinkscape

In light of the literature review based on the physical environment and findings related to the association of choice of drinkscape with alcohol consumption experience, managers must differentiate drinkscape through the physical environment to create a memorable experience in a casual and relaxed atmosphere. The drinkscape emphasis should be on safety, cleanliness, entertainment, ambience, washroom, toilet facilities, and accessibility.

Drinkscape emphasize the choice of drinks available and sell the service delivery of the service staff as well. Training to enhance employee professional conduct, such as competency and abilities to present a polite, helpful and friendly attitude during service delivery, is considered crucial. Adequate training based on the standard operating procedures to ensure prompt service and ensure quality in the standard of service should be given to the staff.

Thus, the relationship between the choice of alcohol, service experience and social setting is something that managers should be eager to intensify to increase customer loyalty behaviour (i.e. intention to revisit, willingness to recommend). In this regard, the study's findings imply important implications for drinkscape seeking to balance or emphasize these components of service excellence. The findings may help allocate limited business resources to improve customers' drinking experiences, boosting satisfaction and positive behavioural intentions.

7.4 Limitations

The methodological choices adopted for this study have resulted in a few limitations that must be acknowledged. Firstly, the localization of the research being solely in Goa implies a possible geographical bias in the data collected for this research. Secondly, despite concerns about its validity, self-reports continue to be the most prevalent method of measuring alcohol consumption (Davis et al., 2010). As a result, social desirability bias threatens the validity of self-reported alcohol consumption measurements and experiences in this study.

7.5 Recommendation for future research

Due to Covid-19 travel limitations, we could not get a representative sample of international tourists, raising the risk of generalisation. Although efforts have been made to interview visitors of various backgrounds in various drinkscape, it must be acknowledged that the sample is not typical of India's entire tourism population. Future studies may study group-wise tourists perceptions based on foreign tourists vs local tourists once the travel restrictions have been eased out and with the influx of foreign tourists.

Further research is recommended to study the nature and types of consumption experiences in various drinkscape in Goa in relation to other destinations in India or abroad.

It is also recommended that more extensive studies be conducted in other regions and countries to prove better the correlations and the impact of alcohol consumption experience in different settings on behavioural intentions. Future studies should employ inductive mixed-method research designs, which may be implemented using various research instruments such as focus groups, surveys, depth interviews and observations from tourists who recount memorable drinking experiences. These mixed-method research designs will be necessary to prove any significant validity of new ideas of alcohol consumption experience based on consumers' experience, rather than what it is assumed they experience. Such research might result in a sounder and more comprehensive understanding of the relationship between alcohol consumption experience and customer loyalty.

Further research will undoubtedly allow for further improvement of the ACE scale developed and validated in this study. While this study is based on alcohol consumption experience, the proposed ACE model could be tested for local beverages or non-alcoholic beverages. Future research could also analyze the effect of local beverages on the consumption experience of tourists. Furthermore, such studies and revisions may involve the addition or deletion of items, as well as a change in the factor structure if indicated.

It is also recommended to explore the possibility of finding if external environment (PESTAL) factors impact the tourist’s choice of alcohol or alcohol consumption experience. Also, how extraneous variables such as weather of a destination and accessibility to the destination can impact the choice of alcohol and consumption experience.

7.6 Conclusion

In the beverage service industry, customers generally use drinks, physical environment, social setting and employee services as critical components in evaluating the consumption experience. Customers' opinions of beverage service quality should improve due to a proper combination of these essential attributes, enhancing the experience and loyalty. The criteria for creating a favourable environment for visitors appear to depend on the choice of alcohol, the choice of drinkscape, the social setting, the service experience, for which the management control system can act as a regulating and logistical instrument. The Alcohol Consumption Experience (ACE) model may be a helpful tool for generating an overall drinking experience that will assist their guests in feeling satisfied. This study adds to researchers' knowledge of the ACE framework's implementation in various settings. It proposes how drinkscape owners and managers should prioritize their resources to provide a memorable drinking experience and ensure guest loyalty. To improve alcohol consumption experience, drinkscape managers can find directions from this research to improve their drinkscape, enhance their guest's service experience, and facilitate necessary strategies to enhance the social settings that may lead to revisit intentions. The findings of this study contribute to the growing body of knowledge in services management and, in particular, that pertaining to customer loyalty in the beverage service industry.

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Annexure 1

Questionnaire

Thank you for agreeing to take part in this survey as part of my doctoral study. This study attempts to contribute to the field of Alcotourism by focusing on the alcoholic beverage consumption experience as an antecedent and uncovering the effects of such an experience on revisit intention.

Please note that there are no right or wrong answers; a quick response is generally the most useful.

All responses will be treated in strict confidentiality and are used only for academic research. Your individual opinion is highly valued; therefore, if possible, do not confer with others during the completion of the questionnaire.

Thank you very much for your participation and assistance

Edgar D'Souza, Research Scholar, Goa Business School, Goa University

Contact: 7776992119

1.1. **Do you consume alcohol?**

Yes

No

(If no……proceed to Thank you)

1.2. How often do you consume alcoholic beverages

Short answer

THE TOURISTS KNOWLEDGE OF ALCOHOL PRODUCTS

1.3. Given below are some statements regarding alcoholic beverages. You are requested to state your degree of agreement/disagreement on each of the statements below on a 5-point scale

Statement	Strongly Disagree 1	Disagree 2	Indifferent 3	Agree 4	Completely agree 5
1. I can distinguish between different types of alcoholic beverages (Wines, Beers, Spirits, Liqueurs, Cocktails)					
2. I am aware of the temperatures of the alcoholic beverages at which they should be served					
3. I am not aware of the appropriate mixers for alcoholic beverages					

PRIOR ALCOHOL CONSUMPTION EXPERIENCE

Statement	Strongly Disagree 1	Disagree 2	Indifferent 3	Agree 4	Completely agree 5
1. I have had satisfying alcohol consumption experiences in the past					
2. I can relate to my earlier alcohol consumption experience					
3. My alcohol consumption is not based upon my past experiences					

CHOICE OF ALCOHOLIC BEVERAGE

The product in my study is the alcoholic beverage, and will be seen as the core element for studying the consumption experience

2.1 Choice of Alcohol you generally prefer to consume

1. Whisky
2. Gin
3. Brandy
4. Vodka
5. Rum
6. Tequila
7. Feni
8. Grappa
9. Sake
10. Wines
11. Beers
12. Liqueurs
13. Cocktails

2.3. Given below are some statements regarding the alcoholic beverages. You are requested to state your degree of agreement/disagreement on each of the statements below on a 5-point scale

Statement	**Strongly Disagree 1**	**Disagree 2**	**Indifferent 3**	**Agree 4**	**Completely agree 5**
1. I choose a drink based on its place of origin					
2. Price of the drink does not matter					
3. I usually order a drink that's on offers/discount					
4. The most important thing about the drink is its taste					
5. I wouldn't consider the brand of alcohol while ordering a drink.					
6. I choose a drink based on its quality					
7. I usually order a drink based on suggestion by server or friends					
8. I choose a drink based on the quantity I wish to consume					
9. I drink because I want to get intoxicated					
10. The alcohol I drink should complement the type of food being consumed					

2.4. Any other factors related to the alcoholic beverage that can influence your choice? (Please specify)

Long-answer text

EXPERIENSCAPE

Experienscapes are defined as the material base upon which experiences are anchored and include the Drinkscape (place of consumption), Social setting (The people who accompany you) and Service experience (Service staff, Service quality)

THE DRINKSCAPE

3.1 Please rank the choice of place for your alcohol consumption according to your order of preference, 1 being the highest preferred.

1. Upscale Bar
2. Pub/Tavern
3. Discotheque
4. Restaurant
5. Lounge
6. Beach shack
7. Hotel
8. Tasting Room
9. Drink Festival
10. Public areas
11. Others

3.2. If marked as "Others" Please specify the type of venue where you like to consume alcohol (Short-answer text)

3.3. **In the following statements, we are interested in your feelings about the physical surroundings at the drinkscape. For each statement, please use the following scale: 1 = Completely Disagree, 2 = disagree, 3 Indifferent, 4 = Agree, 5 = Completely agree**

Statement	**Strongly Disagree 1**	**Disagree 2**	**Indifferent 3**	**Agree 4**	**Completely agree 5**
7. The entertainment adds value to my drinking experience					
8. The Ambiance (Architecture, Color, lighting, Interior design, Décor) should be appealing					
9. Comfort of seating arrangements does not matter					
10.Noise level should be loud					
11.Temperature should be comfortable					
12.Washroom, toilet facilities need to be adequate					
13.The environment should be safe					
14.The area should be thoroughly clean					
15.The venue should be easily accessible					

3.4. Please specify any other factors at the location that you find important for your alcohol consumption experience?

SOCIAL SETTING

3.5. **Given below are some statements regarding your social setting. You are requested to state your degree of agreement/disagreement on each of the statements below on a 5-point scale**

	Statement	Completely Disagree 1	Disagree 2	Indifferent 3	Agree 4	Completely agree 5
1	I drink more when I am in a group rather than when I am alone					
2	I drink more at a Party					
3	I drink more while socializing with friends					
4	I drink more at family get togethers					
5	**I consume less alcoholic beverages with work/business colleagues**					
6	**The presence of other people does not influence my individual level of satisfaction**					
7	It is enjoyable to join in drinking with people who are enjoying alcohol consumption					
8	**Drinking does not add warmth to social occasions**					

3.6. Type of alcohol that you generally consume in different social settings

	Alone	With family	With friends	With business colleagues
Spirits (Whisky, Brandy, Gin, Vodka, Tequila, Rum)				
Beers				
Wines				
Cocktails				
Liqueurs				

SERVICE EXPERIENCE

3.7. Given below are some statements regarding the service quality at the venue. You are requested to state your degree of agreement/disagreement on each of the statements below on a 5-point scale

	Statement	**Completely Disagree 1**	**Disagree 2**	**No opinion 3**	**Agree 4**	**Completely agree 5**
1	Employees should be friendly					
2	Employees should be willing to help					
3	Employees should provide prompt service					
4	**The standard of service does not matter while consuming alcohol**					
5	**Employees need not be knowledgeable about the drinks offered**					

ALCOHOL CONSUMPTION EXPERIENCE

4. Given below are some statements regarding your experience. You are requested to state your degree of agreement/disagreement on each of the statements below on a 5-point scale

	Statement	**Completely Disagree 1**	**Disagree 2**	**No opinion 3**	**Agree 4**	**Completely agree 5**
1	Alcohol consumption enhances social pleasure.					
2	Alcohol consumption enhances physical pleasure.					
3	**An alcohol consumption experience does not help me unwind and enjoy.**					
4	I can easily remember alcohol consumption experiences in different settings					
5	I have wonderful memories of my drinking experiences					
6	Alcohol consumption provides a sense of freedom from the stresses on life.					
7	This experience is a wonderful way to strengthen existing bonds of relationships.					

REVISIT INTENTION OR WILLINGNESS TO RECOMMEND THE ALCOHOL CONSUMPTION

5. How likely are you to (on a scale of 5, where 1 –Very likely and 5-Very unlikely)

	Statement	Very Likely	Likely	No response	Unlikely	Very Unlikely
1	I intend to revisit the venues I had a alcohol consumption experience in the near future					
2	I will share my alcohol consumption experience at a venue with others through social media and other platforms					
3	**I will not say positive things about my Alcohol Consumption Experience to other people**					
4	I intend to consume the same alcohol in the near future					
5	My Alcohol consumption experience helps me to recommend a venue to others					
6	I would encourage friends and relatives to experience Alcohol Consumption at a venue I enjoyed					
7	**I wont recommend the alcohol that I consume, to others**					

THE SOCIO-DEMOGRAPHICS

6.1. Gender

Female

Male

Other…

6.2. Marital Status

Unmarried

Married

Divorced

Widow/Widower

6.3. Age group you belong to

18-30 years

31-40 years

41-50 years

51-60 years

61 years and above

6.4. State your Country/State of India

Short-answer text

6.5. Your monthly household income

Upto 20000

20001-50000

50001-80000

80001 and above

6.6. Occupation

Student

Service

Business

Unemployed

Annexure 2

Inter-Rater Reliability Form

Dear Sir/Madam

I would like to introduce myself as a research scholar at Goa University, studying the factors influencing the alcohol consumption experience for my PhD thesis. This study attempts to contribute to the field of Alcotourism by focusing on the alcoholic beverage consumption experience as an antecedent and uncovering the effects of such an experience on revisit intention.

After your review, the revised questionnaire will be used for further testing.

The table in the attachment contains questions that need to be assigned to one of the constructs in the questionnaire. **Please indicate whether you feel that the statements belong to any one construct, by typing "Y" in any one box.**

The operational definitions of the constructs used in this study are as follows:

1. **THE TOURISTS PROFILE (TP):** The aspects such as the traveler's socio demographics, knowledge of the product (alcoholic beverage) and their previous alcohol consumption experience that influence their interpretations of a quality experience.
    - **Socio Demographics:** Socio-demographics are the characteristics of a population. Characteristics such as age, gender, nationality, marital status, occupation etc. are being considered as socio-demographics.
    - **Product knowledge** has been defined as what people perceive they know about a product.
    - **Prior alcohol consumption experience :** An earlier experience of drinking alcohol that we can bring up from memory.
2. **CHOICE OF ALCOHOLIC BEVERAGE (CAB):** Choice of Alcoholic beverages include preference based on place of origin, price, offers/discounts offered, taste, brand, presentation of the drink, quality, suggestions by the waiter, or friends, variety of menu, quantity to be consumed, level of intoxication desired and type of food being consumed with the drink.
3. **EXPERIENSCAPES (ES):** Experienscapes are defined as the material base upon which experiences are anchored (O'Dell and Billing, 2005). In reviewing the literature, the elements that influence alcohol drinking experiences are made up of Drinkscape, Social settings and Service experience

- **Drinkscape:** are the spaces for drinking (Bell, 2009). Alcohol can be consumed in an Food and Beverage outlet such as a bar, a pub, a restaurant, a lounge, a beach shack, etc. Besides retail outlets, alcohol can be consumed at a hotel, at home, a tasting room, in public spaces, wine or *beer* festival. The atmosphere in these drinkscape facilitates the immersion into the food/drink experience through the use of music, design, architecture, colour, and smell.
- **The social setting:** The social setting consists of the people who accompany the individual and their interpersonal relationship during the consumption experience. This experience is influenced if the people were gathered for a business-related meeting or a privately organised party that might be a fellowship with friends or family**.**
- **The Service experience:** Service experiences apply to any interaction with the service organisation that the guest may have throughout his or her entire experience at the outlet (Fitzsimmons and Fitzsimmons, 2008).

4. **ALCOHOL CONSUMPTION EXPERIENCE (ACE)**: An interaction of the consumer with an alcoholic beverage that is at once 'pleasurable, memorable and meaningful'
5. **REVISIT INTENTIONS (RI):** A deeply held commitment to rebuy or revisit a preferred product, place, service consistently in the future (JS Cheng, 2016). In this study, revisit intention means the likelihood that visitors are coming back to experience the alcohol consumption.
6. **WILLINGNESS TO RECOMMEND (WR):** An indicator of satisfaction that causes a readiness to suggest the alcohol consumption experience to someone else.

Thanking you in anticipation,

Edgar D’souza
Research scholar
Goa University.

[A] Please mark **"Y"** in any one box, indicating your choice of the construct for the items (Statements) given below after referring to the definitions of the 6 constructs.

THE TOURISTS PROFILE (TP)

CHOICE OF ALCOHOLIC BEVERAGE (CAB)

EXPERIENSCAPES (ES)

ALCOHOL CONSUMPTION EXPERIENCE (ACE)

REVISIT INTENTIONS (RI)

WILLINGNESS TO RECOMMEND (WR)

Sr. No	Items	TP	CAB	ES	ACE	RI	WR
1	I can distinguish between different types of alcoholic beverages (Wines, Beers, Spirits, Liqueurs, Cocktails)						
2	I am aware of the temperatures of the alcoholic beverages at which they should be served.						
3	I am not aware of the appropriate mixers for alcoholic beverages.						
4	I have had a satisfying alcohol consumption experience in the past.						
5	I can relate to my earlier alcohol consumption experience.						
6	My alcohol consumption is not based upon my past experiences.						
7	**Choice of Alcohol you generally prefer to consume** 1. Whisky 2. Gin 3. Brandy 4. Vodka 5. Rum 6. Tequila 7. Feni 8. Grappa 9. Sake 10. Wines						

	11. Beers 12. Liqueurs 13. Cocktails						
Sr. No	**Items**	**TP**	**CAB**	**ES**	**ACE**	**RI**	**WR**
8	I choose a drink based on its place of origin						
9	**Price of the drink does not matter**						
10	I usually order a drink that's on offers/discount						
11	The most important thing about the drink is its taste						
12	**I wouldn't consider the brand of alcohol while ordering a drink.**						
13	I choose a drink based on its quality						
14	I usually order a drink based on suggestion by server or friends						
15	I choose a drink based on the quantity I wish to consume						
16	I drink because I want to get intoxicated						
17	The alcohol I drink should complement the type of food being consumed						
18	**Please rank the choice of place for your alcohol consumption according to your order of preference, 1 being the highest preferred.** 2. Upscale Bar 3. Pub/Tavern 4. Discotheque 5. Restaurant 6. Lounge 7. Beach shack 8. Hotel 9. Tasting Room 10. Drink Festival 11. Public areas 12. Others						
19	If marked as "Others" Please specify the type of venue where you like to consume alcohol (Short-answer text)						
20	The entertainment adds value to my drinking experience						

21	The Ambiance (Architecture, Color, lighting, Interior design, Décor) should be appealing						
	Items	**TP**	**CAB**	**ES**	**ACE**	**RI**	**WR**
22	**Comfort of seating arrangements does not matter**						
23	**Noise level should be loud**						
24	Temperature should be comfortable						
25	Washroom, toilet facilities need to be adequate						
26	The environment should be safe						
27	The area should be thoroughly clean						
28	The venue should be easily accessible						
29	The Social setting I am in (Party, business meeting, socializing with friends, family get-together) influences my drinking experience						
30	I drink more when I am in a group rather than when I am alone						
31	My personal relationship with the person I am consuming the alcohol with (friends, family, relative, business colleague) influences the quantity that I consume						
32	**The presence of other people does not influence my individual level of satisfaction**						
33	It is enjoyable to join in drinking with people who are enjoying alcohol consumption						
34	**Drinking does not add warmth to social occasions**						
35	**Type of alcohol that you generally consume in different social settings**						
36	Employees should be friendly						
37	Employees should be willing to help						
38	Employees should provide prompt service						
39	**The standard of service does not matter while consuming alcohol**						
40	**Employees need not be knowledgeable about the drinks offered**						
	Items	**TP**	**CAB**	**ES**	**ACE**	**RI**	**WR**

41	Alcohol consumption enhances social pleasure.						
42	Alcohol consumption enhances physical pleasure.						
43	**An alcohol consumption experience does not help me unwind and enjoy.**						
44	I can easily remember alcohol consumption experiences in different settings						
45	I have wonderful memories of my drinking experiences						
46	Alcohol consumption provides a sense of freedom from the stresses on life.						
47	This experience is a wonderful way to strengthen existing bonds of relationships.						
48	I intend to revisit the venues I had a alcohol consumption experience in the near future						
49	I will share my alcohol consumption experience at a venue with others through social media and other platforms						
50	**I will not say positive things about my Alcohol Consumption Experience to other people**						
51	I intend to consume the same alcohol in the near future						
52	My Alcohol consumption experience helps me to recommend a venue to others						
53	I would encourage friends and relatives to experience Alcohol Consumption at a venue I enjoyed						
54	**I won't recommend the alcohol that I consume, to others**						

Please save the completed questionnaire and email it to edgar@unigoa.ac.in

Thank you.

Annexure 3

Form for Content Validity

Dear _____,

Kindly refer to the description of the scale items and give your score/rating based on the details given below. Kindly refer to the instructions given.

Thanking you for your co-operation,

Edgar D'souza,

Constructs and operational definitions for study:

- **Tourists Profile:** The aspects such as the traveler's socio demographics, knowledge of the product (alcoholic beverage) and their previous alcohol consumption experience that influence their interpretations of a quality experience.
- **Socio Demographics:** Socio-demographics are the characteristics of a population. Characteristics such as age, gender, nationality, marital status, occupation etc. are being considered as socio-demographics.
- **Product knowledge** has been defined as what people perceive they know about a product.
- **Prior alcohol consumption experience:** An earlier experience of drinking alcohol that we can bring up from memory.
- **Choice of an alcoholic beverage:** Choice of Alcoholic beverages include preference based on place of origin, price, offers/discounts offered, taste, brand, presentation of the drink, quality, suggestions by the waiter, or friends, variety of menu, quantity to be consumed, level of intoxication desired and type of food being consumed with the drink. Alcoholic beverages are divided into three general classes: beers, wines and spirits.
- **Experienscapes:** Experienscapes are defined as the material base upon which experiences are anchored (O'Dell and Billing, 2005). The elements that influence alcohol drinking experiences are made up of Drinkscape, Social settings and Service experience
- **Drinkscape:** are the spaces for drinking (Bell, 2009). Alcohol can be consumed in an FandB outlet such as a bar, a pub, a restaurant, a lounge, a beach shack, etc. Besides retail outlets, alcohol can be consumed at a hotel, at home, a tasting room, in public spaces, wine or beer festival. The atmosphere in these drinkscape facilitates the immersion into the food/drink experience through the use of music, design, architecture, colour, and smell

- **The social setting:** The social setting consists of the people who accompany the individual and their interpersonal relationship during the consumption experience. This experience is influenced if the people were gathered for a business-related meeting or a privately organised party that might be a fellowship with friends or family.
- **The Service experience:** Service experiences apply to any interaction with the service organisation that the guest may have throughout his or her entire experience at the outlet (Fitzsimmons and Fitzsimmons, 2008).
- **Alcohol Consumption experience**: An interaction of the consumer with an alcoholic beverage that is at once 'pleasurable, memorable and meaningful' (adapted from Kwortnik and Ross, 2007).
- **Revisit Intentions:** A deeply held commitment to rebuy or revisit a preferred product, place, service consistently in the future (JS Cheng, 2016). In this study, revisit intention means the likelihood that visitors are coming back to experience the alcohol consumption.
- **Willingness to recommend:** An indicator of satisfaction that causes a readiness to suggest the alcohol consumption experience to someone else.

Rating Guidelines:

The rater is required to review the statements (test items) based on Relevance, Clarity and Simplicity of the content in each of the dimensions. In the rating sheet the rater is required to indicate the following for all the scale dimensions.

1. Relevance:

Indicate on a scale of 1-4 whether the specified item is relevant as a measure for which it is intended. The ratings are given as follows:

1- not relevant, 2- item needs some revision, 3- relevant but needs minor revision, 4- very relevant

2. Clarity:

Indicate on a scale of 1-4 whether the specified item has clarity in understanding. The ratings are given as follows:

1- not clear, 2- item needs some revision, 3- clear but needs minor revision, 4- very clear.

3. Simplicity:

Indicate on a scale of 1-4 whether the specified item is simple to understand. The ratings are given as follows:

1- not simple, 2- item needs some revision, 3- simple but needs minor revision, 4- very simple.

[A] The Tourists Profile: The aspects such as the traveller's socio demographics, knowledge of the product (alcoholic beverage) and their previous alcohol consumption experience that influence their interpretations of a quality experience.

- **Socio Demographics:** Socio-demographics are the characteristics of a population. Characteristics such as age, gender, nationality, marital status, occupation etc. are being considered as socio-demographics.
- **Product knowledge** has been defined as what people perceive they know about a product.
- **Prior alcohol consumption experience:** An earlier experience of drinking alcohol that we can bring up from memory.

Expert: Kindly rate the following statements/ items for the construct "**Tourists Profile"** with the score of 1- 4 for Relevance, Clarity and Simplicity based on the following.

Please read the following statements and tick the boxes most appropriate to you:	**Strongly Disagree 1**	**Disagree 2**	**Indifferent 3**	**Agree 4**	**Completely agree 5**
Expert Rating for statements	**Relevance (1-4)**	**Clarity (1-4)**	**Simplicity (1-4)**		
1. I can distinguish between different types of alcoholic beverages (Wines, Beers, Spirits, Liqueurs, Cocktails) (*Product Knowledge)*					
2. I am aware of the temperatures of the alcoholic beverages at which they should be served. (*Product Knowledge)*					
3. I am not aware of the appropriate mixers for alcoholic beverages. (*Product Knowledge)*					
4. I have had a satisfying alcohol consumption experience in the past. (*Prior alcohol consumption experience)*					
5. I can relate to my earlier alcohol consumption experience. (*Prior alcohol consumption experience)*					
6. My alcohol consumption is not based upon my past experiences. (*Prior alcohol consumption experience)*					

(Socio Demographics)	**Relevance (1-4)**	**Clarity (1-4)**	**Simplicity (1-4)**
Gender Female Male Other…			
Marital Status Unmarried Married Divorced Widow/Widower			
Age group you belong to 18-30 years 31-40 years 41-50 years 51-60 years 61 years and above			
State your Country/State of India Short-answer text			
Your monthly household income Upto 20000 20001-50000 50001-80000 80001 and above			
Occupation Student Service Business Unemployed			

(B) CHOICE OF AN ALCOHOLIC BEVERAGE: Choice of Alcoholic beverages include preference based on place of origin, price, offers/discounts offered, taste, brand, presentation of the drink, quality, suggestions by the waiter, or friends, variety of menu, quantity to be consumed, level of intoxication desired and type of food being consumed with the drink.

Expert: Kindly rate the following statements/ items for the Choice of alcoholic beverage with the score of 1- 4 for Relevance, Clarity and Simplicity based on the following.

Expert Rating for statements	**Relevance (1-4)**	**Clarity (1-4)**	**Simplicity (1-4)**
Choice of Alcohol you generally prefer to consume 1. Whisky 2. Gin 3. Brandy 4. Vodka 5. Rum 6. Tequila 7. Feni 8. Grappa 9. Sake 10. Wines 11. Beers 12. Liqueurs 13. Cocktails			

Statements regarding choice of alcoholic beverage	**Strongly Disagree 1**	**Disagree 2**	**Indifferent 3**	**Agree 4**	**Completely agree 5**
Expert Rating for statements	**Relevance (1-4)**	**Clarity (1-4)**	**Simplicity (1-4)**		
1. I choose a drink based on its place of origin					
2. Price of the drink does not matter					
3. I usually order a drink that's on offers/discount					
4. The most important thing about the drink is its taste					
5. I wouldn't consider the brand of alcohol while ordering a drink.					
6. I choose a drink based on its quality					
7. I usually order a drink based on suggestion by server or friends					

8.	I choose a drink based on the quantity I wish to consume					
9.	I drink because I want to get intoxicated					
10.	The alcohol I drink should complement the type of food being consumed					

(C) EXPERIENCESCAPE

Experiencescapes are defined as the material base upon which experiences are anchored and include the Drinkscape (place of consumption), Social setting (The people who accompany you) and Service experience (Service staff, Service quality)

Expert: Kindly rate the following statements/ items for the construct "Choice of Experiencescape" with the score of 1- 4 for Relevance, Clarity and Simplicity based on the following.

1. **Drinkscape:** are the spaces for drinking

Expert Rating for statements	**Relevance (1-4)**	**Clarity (1-4)**	**Simplicity (1-4)**
Please rank the choice of place for your alcohol consumption according to your order of preference, 1 being the highest preferred. Upscale Bar Pub/Tavern Discotheque Restaurant Lounge Beach shack Hotel Tasting Room Drink Festival Public areas Others **If marked as "Others" Please specify the type of venue where you like to consume alcohol (**Short-answer text)			

Statement	**Strongly Disagree 1**	**Disagree 2**	**Indifferent 3**	**Agree 4**	**Completely agree 5**
Expert Rating for statements	**Relevance (1-4)**	**Clarity (1-4)**	**Simplicity (1-4)**		
The entertainment adds value to my drinking experience					
The Ambiance (Architecture, Color,					

lighting, Interior design, Décor) should be appealing					
Comfort of seating arrangements does not matter					
Noise level should be loud					
Temperature should be comfortable					
Washroom, toilet facilities need to be adequate					
The environment should be safe					
The area should be thoroughly clean					
The venue should be easily accessible					

2. **The social setting:** The social setting consists of the people who accompany the individual and their interpersonal relationship during the consumption experience. This experience is influenced if the people were gathered for a business-related meeting or a privately organised party that might be a fellowship with friends or family.

Statement regarding social setting	**Completely Disagree 1**	**Disagree 2**	**No opinion 3**	**Agree 4**	**Completely agree 5**
Expert Rating for statements	**Relevance (1-4)**	**Clarity (1-4)**	**Simplicity (1-4)**		
The Social setting I am in (Party, business meeting, socializing with friends, family get-together) influences my drinking experience					
I drink more when I am in a group rather than when I am alone					
My personal relationship with the person I am consuming the alcohol with (friends, family, relative, business colleague) influences the quantity that I consume					
The presence of other people does not influence my individual level of satisfaction					
It is enjoyable to join in drinking with people who are enjoying alcohol consumption					
Drinking does not add warmth to social occasions					

Type of alcohol that you generally consume in different social settings	Alone	With family	With friends	With business colleagues
Expert Rating for statements	**Relevance (1-4)**	**Clarity (1-4)**	**Simplicity (1-4)**	
1. Spirits				
2. Beers				
3. Wines				
4. Cocktails				
5. Liqueurs				

3. **The Service experience:** Service experiences apply to any interaction with the service organisation that the guest may have throughout his or her entire experience at the outlet (Fitzsimmons and Fitzsimmons, 2008).

Statement	**Completely Disagree 1**	**Disagree 2**	**No opinion 3**	**Agree 4**	**Completely agree 5**
Expert Rating for statements	**Relevance (1-4)**	**Clarity (1-4)**	**Simplicity (1-4)**		
Employees should be friendly					
Employees should be willing to help					
Employees should provide prompt service					
The standard of service does not matter while consuming alcohol					
Employees need not be knowledgeable about the drinks offered					

(D) ALCOHOL CONSUMPTION EXPERIENCE: An interaction of the consumer with an alcoholic beverage that is at once 'pleasurable, memorable and meaningful' (adapted from Kwortnik and Ross, 2007).

Expert: Kindly rate the following statements/ items for the construct "**Alcohol consumption experience"** with the score of 1- 4 for Relevance, Clarity and Simplicity based on the following.

Statement	**Completely Disagree 1**	**Disagree 2**	**No opinion 3**	**Agree 4**	**Completely agree 5**
Expert Rating for statements	**Relevance (1-4)**	**Clarity (1-4)**	**Simplicity (1-4)**		
Alcohol consumption enhances social pleasure. *(Pleasurable)*					
Alcohol consumption enhances physical pleasure. *(Pleasurable)*					
An alcohol consumption experience does not help me unwind and enjoy. *(Pleasurable)*					
I can easily remember alcohol consumption experiences in different settings *(Memorable)*					
I have wonderful memories of my drinking experiences *(Memorable)*					
Alcohol consumption provides a sense of freedom from the stresses on life. *(Meaningful)*					
This experience is a wonderful way to strengthen existing bonds of relationships. *(Meaningful)*					

(E) REVISIT INTENTION OR WILLINGNESS TO RECOMMEND THE ALCOHOL CONSUMPTION

Revisit Intentions: A deeply held commitment to rebuy or revisit a preferred product, place, service consistently in the future (JS Cheng, 2016). In this study, revisit intention means the likelihood that visitors are coming back to experience the alcohol consumption.

Willingness To Recommend: An indicator of satisfaction that causes a readiness to suggest the alcohol consumption experience to someone else.

How likely are you to (on a scale of 5, where 1 –Very likely and 5-Very unlikely)

Statement	**Very Likely**	**Likely**	**No response**	**Unlikely**	**Very Unlikely**
Expert Rating for statements	**Relevance (1-4)**	**Clarity (1-4)**	**Simplicity (1-4)**		
1. I intend to revisit the venues I had a alcohol consumption experience in the near future					
2. I will share my alcohol consumption experience at a venue with others through social media and other platforms					
3. I will not say positive things about my Alcohol Consumption Experience to other people					
4. I intend to consume the same alcohol in the near future					
5. My Alcohol consumption experience helps me to recommend a venue to others					
6. I would encourage friends and relatives to experience Alcohol Consumption at a venue I enjoyed					
7. I won't recommend the alcohol that I consume, to others					

Annexure 4

Research paper published

Sr. No	Title of Paper	Name of the Journal	ISSN/ISBN No.	Volume, Issue and Pg No.	Year
1	The impact of tourist's socio-demographics on the choice of alcohol and choice of drinkscape	Revista De Turism - Studii Si Cercetari In Turism**,** North America (UGC Care listed)	1844-2994	31	2021

Papers accepted for publication

1. "**Tourists' Alcohol Beverage Consumption and Re-visit Intention: A Conceptual Paper**," Edgar D'Souza, Dr Dayanand M.S, Dr Nilesh Borde, Journal- International Scientific Journal Turizam, Publisher, Institute of Geography, Tourism and Hotel Management University of Novi Sad. ISSN 1450-6661 (UGC Care Listed).

Annexure 5

Paper Presentation at International / National Seminars/Conferences

1. "**Consumption of local food and beverages and their relation to tourist satisfaction and their future behaviour: a conceptual study**" at the Virtual International Conference on Global Business, Economics, Finance and Social Sciences (ICGBEFSS), Event Date: April 27, 2021.

2. "**Development of a scale to measure alcohol consumption experience**" at International Conference on Research and Practices in Humanities, Social Sciences, Education, Commerce, and Business Management, (ICHSECM-VIRTUAL 2021) Event Date: April 30, 2021