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Personality, mood, or emotion? Influence of customer trait and state during the cellar door experience on sales and word-of-mouth intention: A Bayesian approach

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Abstract. Direct-to-customer sales provide higher returns, maximising the profitability of wine businesses. While recent research has expanded the understanding of the sales relationship developed during a cellar door experience, individual influences on this relationship remain under-researched. The current study examines the direct-to-customer sales relationship co-created with staff during a cellar door experience. The influence of a participant's personality, mood, and emotion on onsite sales and intention to recommend the experience was captured through an online questionnaire completed by 136 customers during their cellar door experience. A Bayesian Network was produced to determine the influence of states and traits on purchase and loyalty behaviours. Results showed all outcome variables were sensitive to wine-evoked emotions, aroused mood, and neuroticism. Additionally, results show that cellar door staff make an invaluable contribution to maximising profitability. The developed framework provides cellar door managers and staff with a valuable guide to create engaging cellar door experiences which are essential to maximising overall winery profitability.

Keywords: cellar door experience, personality, mood, emotion, word-of-mouth, consumer behaviour, Bayesian, trait and state.

1. INTRODUCTION

Wine industry research is vast and multidisciplinary. Research relevant to the cellar door experience (CDE) aligns with four main disciplines: tourism, economics, marketing, and consumer neuroscience [1-3], each reporting the importance of customer service however, few examine the co-created experience *during* the experience, relying instead on post-experience surveys and interviews. This study was designed to capture participant interactions with staff while actively co-creating the experience. Results will provide

insights for developing a CDE framework to assist management and staff in developing enjoyable CDEs that maximise wine business profitability.

The impact of lockdowns on direct-to-customer (DtC) sales at cellar doors during COVID-19 highlighted the value of the CDE to a winery's profitability. CEO of the Margaret River Wine Association Amanda White-land [4] stated "...the loss of the cellar door DtC sales and operations for the 10 weeks was substantial. It not only affected their cash flow but also affected their staff, their stock turnover, exposure, wine club sign-ups and overall experience." Wine businesses relying upon cellar door sales struggled to remain viable during the pandemic, as their operations were decimated during travel restrictions. However, sales increased by up to 270% for cellar doors with viable online sales avenues (i.e., an established wine club database), and once travel restrictions eased in some regions [5,6].

Pre-pandemic research on DtC sales via the cellar door, online, and through wine club memberships reports Australian wineries sell 40-90% via DtC, the most significant contribution being onsite cellar door sales with wine club memberships and post-visit sales due to CDEs increasing these contributions [7]. These figures support the importance of CDEs, but as Ball and Stolle [8] ask, what constitutes an excellent CDE? The efficacy of DtC sales and increasing cellar door foot traffic is recognised. However, on-site restaurants and cafes tend to reduce profitability and picturesque locations perfect for Instagram may result in busloads of tourists taking photos rather than buying wine [9]. Tourism research has prompted wineries to develop activities to entice less wine-involved tourists; however, such an approach risks losing sight of why wineries make wine. Most wineries make wine to sell for consumption, and tourist entertainment may be a by-product but not *the* product.

Despite early wine tourism research declaring "*any form of segmentation of wine tourists other than the broadest has little meaning, beyond assisting wine-tourism operators in a specific region*" [10] visitors to cellar doors continued to be segmented with recommendations for targeted preferences [11] and the needs of Millennials [12]. Yet unless visitors to cellar doors arrive with a case file or advise staff upon arrival that they are wine-involved or uninvolved, the research is of little use to cellar door staff [13]. The need for a positive CDE has been established, regardless of the market segment into which the customer falls [14].

Consistently delivering enjoyable CDEs is important for creating not only sales but also generating positive word-of-mouth (WOM) marketing [15]. Consumers have

been shown to trust WOM as it is created independently of the winery [16] and influences consumer behaviour concerning brand image and attitude [17]. Research from the McLaren Vale wine region supports WOM as an essential marketing tool for convincing people to visit wineries and wine regions, created by each visitor at every point of contact with the winery, its wine, and its staff. However, while positive WOM encourages visitation, negative WOM has a more significant influence, warning people to stay away [18]. Negative WOM resulting from poor CDEs risks reducing cellar door foot traffic and weakening brand image, reinforcing the need to understand the sales relationship developed between staff and customers during the CDE.

Exploration of psychological phenomena in cellar door research has been scarce, with researchers voicing frustration at the lack of depth [19] and the adoption of predominantly behavioural paradigms in the experience literature [20]. Therefore, understanding the importance of the interactions of individual traits (e.g., personality), and states (e.g., mood and emotion) during CDEs is essential.

2. STUDY BACKGROUND

2.1. Personality

Personality is a reliable predictor of future behaviour as it moderates attention and processing of our environment and affective states (i.e., mood and emotion), influenced by current experience, against schemas developed from past experiences. Personality types have different needs [21]. For example, extroverts seek stimulating environments, whereas introverts seek calmer, quieter environments with fewer stimuli. Therefore, understanding the personality of cellar door visitors should improve the ability to meet their expectations. Bruwer and Alant [22] found wine tourists exhibit a range of personality traits, with consumer behaviour influenced by an infinite mix of extrinsic (i.e., region, CDE) and intrinsic (i.e., state, trait) motivators. Thus, understanding the personality of cellar door visitors should improve the ability to meet their expectations.

Various personality theories and associated inventories have been developed for multidisciplinary use. Eysenck proposed three factors extroversion-introversion, neuroticism-stability, and psychoticism-superego [23]. Jung theorised that when evolving toward selfhood, individuals adopt different ways of relating to experience, resulting in a kaleidoscope of personality facets. Costa and McCrae [24] provide five higher-order traits including extroversion, neuroticism, agreeableness, con-

scientiousness, and openness, with their inventory often used by social science researchers [25].

Such research found extroversion positively correlates to wine tourists' spending on wine, frequent winery visits, engagement with winery activities, and venturing beyond wine tourism trails [26-28]. Neuroticism and openness to experience positively correlate with alcohol consumption, and wine drinkers tend toward openness to experience and agreeableness [29]. Openness to experience can indicate high cultural capital and seeking new experiences aligning with wine tourist demographics of university educated with higher than average income [28]. These results show the nuanced influence of personality on individual components of a CDE.

Predisposition to certain mood states can occur, with neurotics prone to negative mood. However, extroverts, predisposed to positive moods, activate mood repair to recall positive memories and relieve a negative state [30,31]. A recent study examining how personality moderates positive emotions elicited by CDEs showed low neuroticism scores (high scores indicating stress, worry, and pessimistic worldview) enhanced positive emotional responses to the wine and experiences [32]. While providing validity of Costa and McCrae's measure in applied research, the study did not provide insight into the interaction of individual traits and states while creating a sales relationship during a CDE.

2.2. Mood

Moods are consciously accessible affective states on a positive (e.g., elation) to negative (e.g., desolation) continuum occurring without a focused reference, forming slowly through cognitive appraisal of experiences, and generated internally, independent of an event or external stimuli [33]. Mood can be mediated by personality, is contagious within groups [34], and can influence the valence and intensity of an evoked emotion. Events provoking a positive emotion can create a positive mood, resulting in a dynamic mood/experience relationship where moods influence the perception of environmental stimuli while forming judgements [35]. Further, as neural circuits of the olfactory system and neural regions associated with emotion and mood overlap, odours associate with emotions, influencing mood [33]. However, previous association and preference for odours affect this influence, and the olfactory habituates background odour. So, while organic rural or fermentation scents may overwhelm a new cellar door visitor, they will soon be habituated and replaced with the aromas of wine.

Mood management theory and the hedonic contingency model posit that consumers are driven toward the

positive end of the continuum, activating mood repair by eliminating or reducing the intensity to avoid despair [36]. Affect theory maintains that pleasant atmospheric cues assist mood repair, moving consumers toward a more positive mood, further supporting the importance of winescape and cellar door design [37]. Additionally, positive moods release dopamine, creating stronger memories and strengthening brand attachment [38] and purchase intention [39]. Importantly, a participant's mood before tasting the wines has been found to affect the product-evoked emotion significantly, and the absence of negative emotion was required to increase a willingness to spend [40]. Therefore, a consumer's mood before the CDE could moderate enjoyment, associated memories, liking of the wine, purchase, and revisit intentions.

2.3. Emotion

Emotions are neocortical appraisals of perceptions, including cognitive, motivational, affective, and expressive components, described through valence (positive/negative) and arousal (strong/weak) dimensions [33,41]. Generally intense, brief, specific to a stimulus, and affected by subjective perception, emotive responses can influence the purchase intentions of consumers [40,42], and increase consumer loyalty through enjoyable CDE [43]. Enjoyable CDEs increase the release of dopamine, which strengthens memories [44], leading to revisitation and an enduring loyal customer [20].

An infinite number of emotions exist [45], and componential emotion theory holds emotions as more than 'labels' to explain facial expressions communicating social judgements among a group [41]. Emotions are cognitive actions of processing and appraisal influencing behaviour, stimulating a response (i.e., approach), or inhibiting a response (i.e., retreat). Componential emotion theory was used to understand the influence of wine-evoked and experience-evoked emotion on the purchase intention or actual purchase of an exclusive wine [42], finding a significant influence of wine-evoked positive emotion on the intention to purchase. However, the study did not assess the emotional influence of an experience with wine as part of the experience. Participants were given an exclusive wine post-tour, creating two experiences: the tour and an exclusive wine. Therefore, this study may have only confirmed that a positive emotional response to exclusivity influences the intention to purchase.

The context of consumption can influence product-evoked emotions. A study of consumers of Australian shiraz in three different locations (laboratory, home, and

restaurant) showed stronger positive emotions, in the complete absence of negative emotions, increased willingness to pay higher prices for the exact wine in the restaurant context, regardless of the subjective value of liking [40]. A more recent study found that although tasting context did not influence on the liking of a cabernet sauvignon wine, emotional responses were influenced by context [46].

2.3. Hypotheses

Acknowledging the importance of understanding individual influences which contribute to the co-created CDE, the current study examined the influence of individual traits on actual purchases and WOM using data collected via a questionnaire completed during the CDE, testing the following hypotheses:

H1: State measures will have a greater influence than trait measures over outcome variables.

H2: Personality traits of neuroticism and openness to experience, and positive mood but negative emotion, will influence total spending.

H3: Personality traits of neuroticism and openness to experience, and negative emotion will influence the number of bottles purchased.

H4: Personality traits of agreeableness and extroversion and positive mood state will influence intention to recommend.

H5: Personality traits of extroversion, openness to experience, agreeableness, and a positive mood state will influence the judgement of CDE quality.

3. MATERIAL, METHODS AND DATA

3.1. Ethics

Based on the guidelines in the National Statement on Ethical Conduct in Human Research (Source: National Health and Medical Research Council), a university Human Research Ethics Committee granted ethics approval for the project on 2nd December 2020 (protocol number H20350).

3.2. Participants and method

The cellar door survey was completed during the participant's cellar door experience. Surveys were accessed via a QR code in a laminated poster supplied to each cellar door. The survey contained the participant

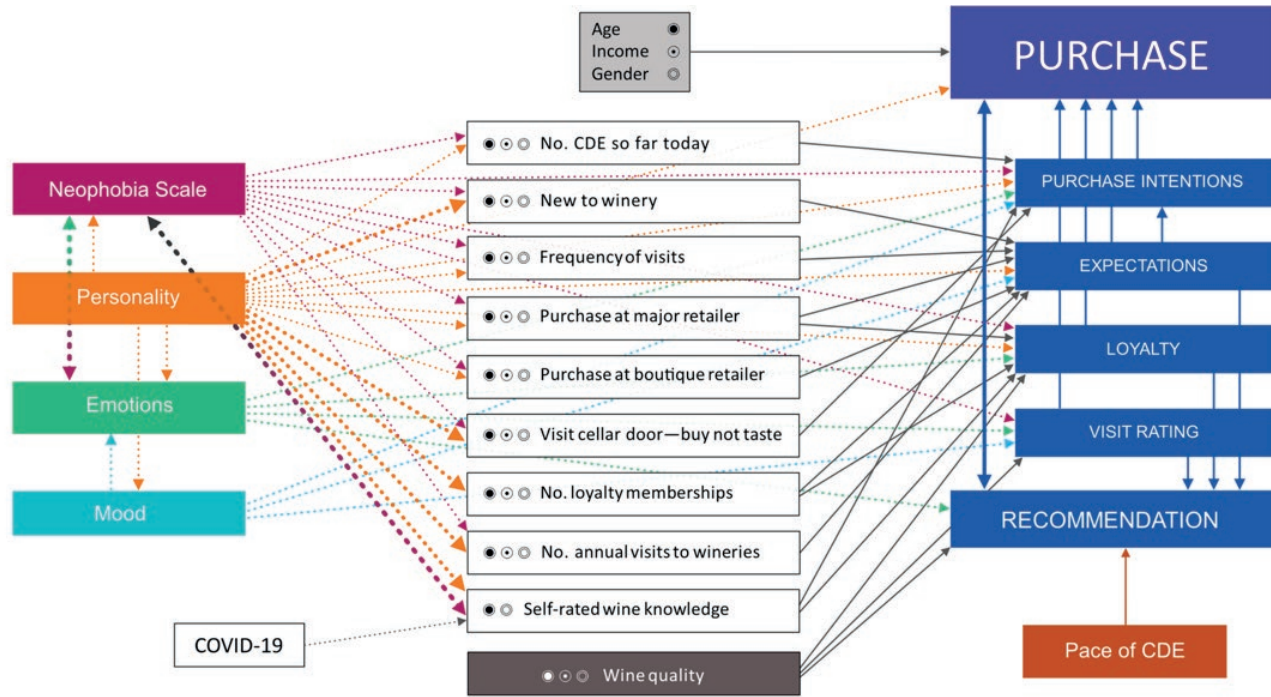
information statement, and the agreement to continue the survey was considered informed consent. Data was collected between May 2021 and November 2022 with 136 surveys for analysis. Participants included customers enjoying CDEs in various wine regions of Australia, including Canberra District, Hunter Valley, Shoalhaven, Coal River Valley, Tamar Valley, Clare Valley, Barossa Valley, and Coonawarra. Customers were approached by the researcher when on-site, invited to participate by the staff member conducting the tasting, or by self-selecting via the QR code on the display poster. Participation was voluntary, with an entry in a draw to win wine provided as a participation incentive.

3.3. Measures

The survey contained questions on demographics, wine purchasing habits, frequency of visiting cellar doors, wine neophobia (openness to experience new wine; [48]), expectations and evaluations of wine quality and experience, intentions to recommend, revisit, and purchase, as well as measures of personality [49]), mood [50] and emotions evoked by the wine tasted for customers [40].

4. DATA ANALYSIS

A Bayesian Network (BN) is a graphical representation of the joint probability distribution for all variables. Each is represented by a node with a dependency relationship between associated variables represented by a link [51,52]. This graphical representation is the qualitative component, which specifies the network structure and relies on dependence and independence statements among a set of random variables, their informational precedence, and their preference relationships. Relationships for the current study are outlined in a concept model developed by the lead researcher (see Figure 1), with dependent and independent variables connected by the expected direction of influence on and between variables based on prior knowledge. For example, as Danner et al. [40] found that the absence of negative emotion increases a willingness to pay for wine, emotion is expected to influence purchase intentions. Bayes' Theorem allows for mathematical assessments of the effects of different variables to be made in both directions. BNs compute both likely effects given specific values and likely causes of observed events. This quantitative component determines the conditional probability or evaluates the parameters of the BN and quantifies the strength of dependence relationships by applying probability and preference relations using utility theory [52]. Utility



Note. Dotted lines indicate *expected* influence of trait and state variables, based on prior knowledge, and solid lines expected influence of behaviour and outcome variables—line weight indicates expected strength of influence. Expected influence of age, income, and gender on input variables is indicated by the symbols ●, ○, and ○, respectively. Outcome variables are represented in UPPER CASE.

Figure 1. Concept model for lines of influence of the customer cellar door experience survey.

theory maintains individuals consistently rank choices dependent on preferences. Therefore decision outcomes rely on the value or utility to the individual. As such, BNs quantify local dependency relationships between a variable and its parent variables through links; then, all local dependency relationships are integrated based on the probability chain rule so that joint distribution of interrelationships of all variables can be determined [52].

Netica (Norsys Software Corp., 2021a) was used to create the BN in Figure 2. Clean datasets were denoted parent or child nodes with links depending on the relationship determined by the lead researcher as per the concept map in Figure 1. One of the benefits of creating a BN is being able to determine the influence of specific nodes on outcome variables [53, 54], allowing a deeper examination of influences on purchase and loyalty behaviour in the current study.

5. RESULTS

A total of 136 complete questionnaires were analysed. The joint distribution calculations for all varia-

bles contained within the network (see Figure 2) means any variable may be appointed an outcome variable, allowing inferential analysis to be completed for each level (i.e., 3 to 6 bottles, 100 to 200AUD, very likely) of different outcomes (i.e., bottles purchase, total spend, recommendation respectively) for each category (e.g., score range 22 to 30) of independent variables (e.g., Arousal-Calm). Please note the current study is part of a bigger study, with all variables from the cellar door survey included in the Bayesian Network. As such, only part of the whole network is discussed in the current article. One advantage of adopting Bayesian analysis is the ability to make specific observations of isolated nodes within the network [53,54]. As this article focuses on customer trait and state influences on the CDE, only the results for those variables are reported here. The strength of influence expressed as a percentage for each outcome variable is referred to as the ‘Sensitivity to findings’ in the Netica software. These percentage influences for each outcome variable decided for the current article are shown in Table 1 and then addressed individually.

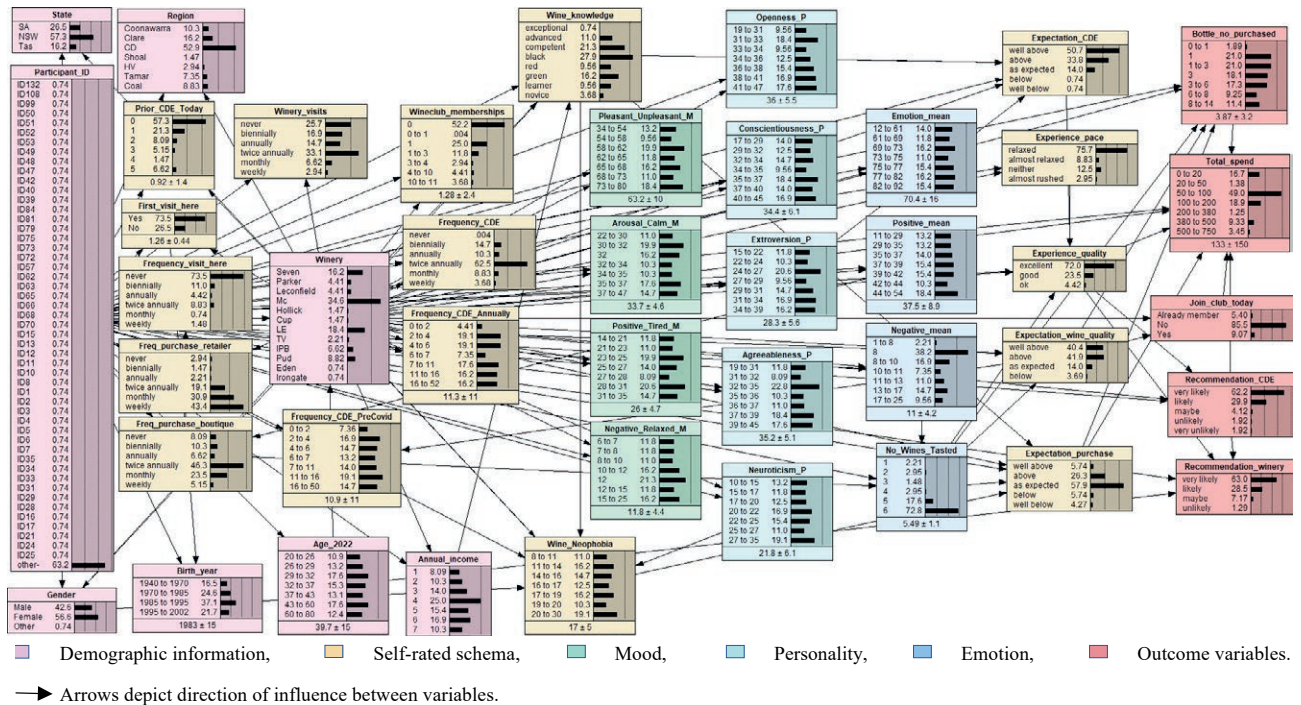


Figure 2. Cellular door experience customer survey Bayesian Network diagram.

Table 1. Sensitivity to findings for outcome variables of trait and state measures.

Variable	Total spend	Bottle no. purchased	CDE quality	Recommend CDE	Recommend Winery
<i>Personality</i>					
Openness to experience	1.70	4.00	6.46	10.30	8.24
Conscientiousness	0.54	1.41	6.34	9.79	9.71
Extroversion	2.00	4.34	4.76	7.58	5.29
Agreeableness	3.84	7.07	6.56	7.68	5.73
Neuroticism	4.12	8.24	7.11	12.90	13.50
<i>Mood</i>					
Arousal-Calm	8.49	12.20	8.94	8.73	7.44
Negative-Relaxed	2.56	1.59	4.54	9.66	12.90
Pleasant-Unpleasant	1.61	3.09	3.51	9.17	7.75
Positive-Tired	2.65	5.20	7.11	8.16	6.20
<i>Wine evoked emotion</i>					
Emotion - mean	2.82	5.59	17.00	13.50	10.30
Negative - mean	4.61	8.92	8.70	12.40	9.84
Positive - mean	3.76	8.21	12.80	12.50	9.23

5.1. Total spend

This outcome variable was most sensitive to the arousal-calm mood state, followed by a negative mood state, personality traits of neuroticism and agreeableness, and a positive mood state.

Higher average scores of arousal-calm mood state were associated with increased spending, meaning that participants who were feeling energetic and engaged with the CDE spent more on their purchases (see Table 2).

Whilst the next four variables are included in the inferential analysis of variables to which total spend

Table 2. Sensitivity of findings for ‘Total spend’ outcome variable.

Total spend AUD <i>M</i> 133 ± 150	Arousal-Calm Mood (8.49%) Range (22-47) <i>M</i> 33.7 ± 4.6	Negative Emotion (4.61%) Range (1-25) <i>M</i> 11 ± 4.2	Neuroticism (4.12%) Range (10-35) <i>M</i> 21.8 ± 6.1	Agreeableness (3.84%) Range (19-45) <i>M</i> 35.2 ± 5.1	Positive Emotion (3.76%) Range (11-54) <i>M</i> 37.5 ± 8.9
0-20	33.1	11.6	22.2	36.4	36.5
20-50	35.4	10.1	23.0	34.8	39.2
50-100	33.0	10.7	22.6	35.0	36.8
100-200	34.2	10.6	20.1	35.0	38.6
200-380	35.5	10.0	23.1	34.8	39.5
380-500	35.6	12.1	21.7	35.4	38.4
500-750	36.8	12.2	18.4	32.8	41.4

shows sensitivity, their sensitivity is half that of arousal-calm. Higher than mean scores for negative and positive emotion were associated with increased spending, meaning participants able to associate an emotional response to the wine were more likely to purchase more. However, a lack of negative wine evoked emotion (i.e., lowest negative scores and highest positive scores, which resulted in a lower than mean emotion score) did not indicate the highest total spend, as the highest total spend category was associated with higher than mean scores for both negative and positive emotion scores. Therefore, participants spend more when a range of emotions, both positive and negative, are aroused by the wine being tasted.

Regarding personality trait measures, scores in the lowest (10-15) and highest (25-35) categories of neuroticism were associated with lower-than-average total spend. Scores in the lowest (19-31) category of agreeableness were associated with the highest total spend of all agreeableness categories. Meaning participants who had the highest total spend were not necessarily displaying behavioural cues we usually associate with enjoyment (i.e., smiling).

5.2. Bottle number purchased

The number of bottles purchased was most sensitive to the arousal-calm mood measure, showing greater sensitivity to arousal-calm than the total spend variable. Of note is that bottles purchased has greater sensitivity to negative and positive wine evoked emotion than total spend (see Table 1).

Wine evoked emotions, and neuroticism showed similar sensitivity (see Table 3). Higher-than-mean scores of positive emotion were associated with higher-than-mean bottle number purchases but lower-than-mean for negative emotion, except for the highest number of bottles purchased. Therefore, the lower levels of

negative wine evoked emotions result in higher-than-mean bottle number purchases.

Regarding neuroticism, the highest means were associated with lower-than-mean bottle purchases, but the lowest mean was associated with zero bottle purchases.

5.3. Cellar door experience quality

Ratings of experience quality, (measured on a 5-point Likert scale where 1 was awful and 5 was excellent) ranged from ok to excellent. CDE quality was most sensitive to wine evoked emotions. Meaning, emotional responses to the wines tasted had greater influence over the self-rated experience quality than mood or personality. Also, positive wine evoked emotions had a greater influence than negative emotions, meaning wines that evoked happiness for example had a greater influence over participants' rating of their experience than wines that evoked loneliness.

Arousal-calm was the most influential of the mood measures with higher-than-mean scores associated with an excellent rating. Neuroticism was the most influential personality trait with higher-than-mean scores associated with the lowest evaluation given by participants.

5.4. Intention to recommend experience

Intention to recommend (WOM) the CDE was most sensitive to wine-evoked emotions and the personality traits of Neuroticism and Openness. Higher-than-mean wine evoked emotions were associated with strong positive WOM. Lower-than-mean scores for neuroticism were associated with strong positive WOM. Higher-than-mean scores for positive but lower-than-mean scores for negative emotions were associated with strong positive WOM.

Table 3. Sensitivity of findings for 'Bottle no purchased' outcome variable.

Number of bottles purchased <i>M</i> 3.87 ± 3.2	Arousal-Calm Mood (12.2%) Range (22-47) <i>M</i> 33.7 ± 4.6	Negative Emotion (8.92%) Range (1-25) <i>M</i> 11 ± 4.2	Neuroticism (8.24%) Range (10-35) <i>M</i> 21.8 ± 6.1	Positive Emotion (8.21%) Range (11-54) <i>M</i> 37.5 ± 8.9
0	31.0	11.3	11.9	33.4
1	33.1	10.7	21.9	36.6
2	32.0	11.2	22.7	37.8
3	33.6	10.7	23.3	38.0
3-6	34.0	10.7	22.1	34.8
6-8	35.9	10.0	18.9	40.9
8-14	35.9	12.7	19.5	39.5

Table 4. Sensitivity of findings for 'Experience quality' outcome variable.

Experience Quality	Emotion Mean (17%) Range (12-92) <i>M</i> 70.4 ± 16	Positive Emotion (12.8%) Range (11-54) <i>M</i> 37.5 ± 8.9	Arousal-Calm Mood (8.94%) Range (22-47) <i>M</i> 33.7 ± 4.6	Negative Emotion (8.7%) Range (1-25) <i>M</i> 11 ± 4.2	Neuroticism (7.11%) Range (10-35) <i>M</i> 21.8 ± 6.1
Excellent (72.0%)	72.5	39.1	34.2	10.9	22.0
Good (23.5%)	67.5	34.4	32.3	11.5	21.2
OK (4.42%)	52.6	27.0	32.6	9.59	22.7

Table 5. Sensitivity of findings for 'Recommend CDE' outcome variable.

Intention to recommend cellar door experience	Emotion Mean (13.5%) Range (12-92) <i>M</i> 70.4 ± 16	Neuroticism (12.9%) Range (10-35) <i>M</i> 21.8 6.1	Positive Emotion (12.5%) Range (11-54) <i>M</i> 37.5 ± 8.9	Negative Emotion (12.4%) Range (1-25) <i>M</i> 11 ± 4.2	Openness (10.3%) Range (19-47) <i>M</i> 36 ± 5.5
Very likely (62.2%)	73.4	21.7	39.1	10.3	36.1
Likely (29.9%)	68.7	21.4	35.8	12.1	36.3
Maybe (4.12%)	52.9	24.7	32.2	14.8	35.0
Unlikely (1.29%)	62.0	25.0	32.4	11.7	31.8
Very unlikely (1.29%)	47.6	22.7	26.3	8.1	36.6

Higher-than-mean scores for openness to experience were associated with strong positive and strong negative WOM. Meaning while strong positively valenced emotional responses to the wine were associated with positive WOM, participants who were open to new experiences with a thirst for knowledge were sensitive to poor experiences increasing the possibility of negative WOM.

5.5. Intention to recommend winery

Intention to recommend (WOM) the winery as a whole was most sensitive to the personality trait of neuroticism, negative-relaxed mood, and wine evoked emotion (see Table 6).

This means participants who scored higher on the neuroticism trait, were in a more negative mood state and had lower emotional responses to the wine tasted were least likely to engage in positive WOM for the winery as a whole.

Of special note is that the personality trait of conscientiousness imparts greater influence on intention to recommend both the CDE (9.79%) and the winery as a whole (9.71%) than on total spend (0.54%).

6. CONCLUSIONS

Adopting a Bayesian network (BN) model the current study explored the complex cellar door sales rela-

Table 6. Sensitivity of findings for 'Recommend winery' outcome variable.

Intention to recommend winery as a whole	Neuroticism (13.5%) Range (10-35) <i>M</i> 21.8 6.1	Negative-Relaxed Mood (12.9%) Range (19-47) <i>M</i> 36 ± 5.5	Emotion Mean (10.3%) Range (12-92) <i>M</i> 70.4 ± 16
Very likely (63.0%)	21.3	36.4	72.6
Likely (28.5%)	21.8	35.1	70.4
Maybe (7.17%)	25.0	36.2	53.7
Unlikely (1.29%)	28.8	37.4	57.1

Table 7. Summary of findings for each hypothesis.

Hypothesis	Finding
State measures will have a greater influence than trait measures over outcome variables.	Supported for all outcome variables except the intention to recommend the winery as a whole.
Personality traits of neuroticism and openness to experience, positive mood but negative emotion will influence total spend.	Minimal influence of openness to experience, however, neuroticism was the most influential trait. An absence of negative wine evoked emotion associated with higher bottle number purchases. While higher neuroticism means associated with lower bottle purchases, lowest mean associated with zero bottle purchase.
Personality traits of neuroticism and openness to experience and negative emotion will influence number of bottles purchased.	Support only found for positive mood state. Neuroticism and openness to experience held greater influence than other traits.
Personality traits of agreeableness and extroversion and positive mood state will influence intention to recommend.	Support only found for positive mood state.
Personality traits of extroversion, openness to experience, and agreeableness and a positive mood state will influence the judgement of CDE quality.	Support only found for positive mood state.

relationship co-created by staff and customers. The BN provided a mathematically coherent chart of influence and association for all independent and outcome variables. Thus answering hypotheses and informing the framework developed for CDEs (see Figure 3). Support for each hypothesis is outlined in Table 7.

Answering the call for research to explore psychological and consumer behaviour elements of the CDE, and these valuable findings regarding psychological traits and state inform the development of a framework (see Figure 3) for the interaction of customers and staff during a CDE, which when implemented will improve CDEs for all visitors regardless of wine involvement or which market segment they occupy.

Results show that customer state, rather than trait, is more influential, which is encouraging for staff as while traits tend to be constant across the lifespan, states are transient and can be changed [33]. Mood management theory and the hedonic contingency model maintain customers want to be at the positive end of the mood continuum [36]. Therefore, staff can use a CDE to move a customer's mood toward arousal through positive engagement with a happy smile and friendly gesture inviting any new arrivals to join them in the cellar door, creating a positive environment, moving the customer's

mood state toward aroused and engaged which is more conducive to purchasing. Recent research has shown that staff hold customers' visual attention throughout the CDE [55], providing opportunities to utilise this focus beyond the greeting upon arrival.

Wine-evoked emotion was the most influential state or trait variable on experience quality rating and intention to recommend the experience. Further, the influence of wine-evoked emotion on all outcome variables emphasises the importance of wine being the focus of the cellar door. Staff should be able to provide more information than that which has been written for the tasting notes if required, emphasising the importance of increased investment in training and education for cellar door staff.

There are a few critical ways in which personality traits *do* influence the profitability of a CDE. Neuroticism has been associated with wine consumption [29]. The current study has shown neuroticism to be the more influential trait during a CDE, adding credence to wine being the focus for customers. Although slightly lower-than-mean levels were associated with higher total spending, the lowest levels were associated with no purchases. Customers with a higher neuroticism trait tend to overthink a situation and are prone to stress. Therefore, staff should provide a person-focused welcome

and tailor an experience to their customers. Openness to experience, also associated with wine consumption, was shown to be influential in the recommendation of the CDE and should be considered when developing a CDE seizing the opportunity to create positive WOM. Openness is often associated with creativity, intelligence, curiosity, and information-seeking behaviour. It is therefore essential to utilise the CDEs as an opportunity to educate both customers and staff. Invite customers to engage with the wine and winery, not through gimmicks, tea towels, or branded champagne stoppers, but through knowledge communicated by educated and engaging staff. Therefore, training and education become essential investments that create staff who can provide engaging CDEs [13]. Such education takes many forms and moves past purely technical aspects of wine production; for example, Rebecca Duffy is establishing a sensory garden at Holm Oak in Tasmania [56] allowing customers to experience the aromas found in their wines.

Importantly extroversion, a personality trait associated with wine tourists [26], has very little influence on purchases or intentions to recommend. Therefore, a more detailed understanding of CDE sales relationships co-created by staff with customers should be developed, with wine firmly centred as the product, rather than relying too heavily on tourism research. The CDE is the opportunity to develop a sales relationship [15], creating brand attachment resulting in enduring customers rather than an arena to conduct a tourism experience. Additionally, while the quality of the experience is paramount, the wine must be the focus. Participants who were more engaged and wine-focused were shown to spend more. Hence, an inference can be made from

these results that wine-focused customers visit cellar doors to engage with cellar door staff. Whilst they enjoy the experience, their focus is wine, not entertainment.

The current study focused on a small section of a larger project as it allows a depth of understanding missed when addressing every complexity of the cellar door experience contained in the BN. Therefore, this discussion and the developed model are limited to providing a detailed understanding of the nuanced influence of these variables. While research has rightly called for a deeper understanding of the influence of personality, this study has only found a weak influence of customer traits on purchase and loyalty behaviours. It is, however, still important to consider the influence of traits and recognise their impact on delivering compelling cellar door experiences.

6.1. Managerial contributions

The framework in Figure 3 shows the CDE created with wine at its centre and recognises the importance of education and training flowing through all levels, including wine tourism.

Management should ensure two components of the cellar door experience: First, train and educate staff so they can provide wine-focused information relevant to their wines and their winery. A global knowledge of wine is only useful if staff can apply their knowledge to the winery and wine they are selling. Therefore, cellar door staff need not be sommeliers but open to learning and talking about the wines they sell. Education provides staff with the confidence required to engage customers in

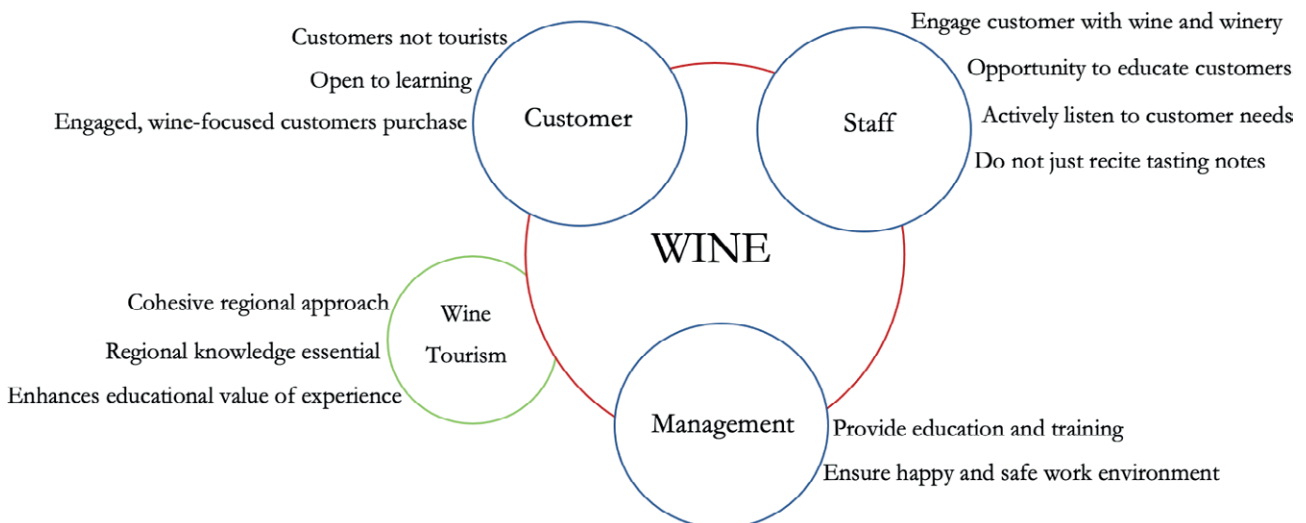


Figure 3. Cellar door experience framework.

conversation about the wines they are pouring and selling, but they also to actively listen to the customer [13] to determine customer needs. Enabling the staff to pitch the conversation to the customer's level of wine involvement, providing relevant wine knowledge, as an engaged and wine-focused customer spends more. Customers are open to learning and more likely to provide positive WOM where these needs are met. Taking the opportunity to engage novice wine consumers increases their wine knowledge and ignites in them the passion that powers the wine industry [5], transforming the novice into engaged wine-focused, enduring customers [15].

Second, management needs to provide a pleasant and safe working environment to provide the best opportunity for staff to be friendly and engaging so they can move a customer toward a positive and engaged mood. Keeping the customer happy and engaged is the objective. It is important to acknowledge that cellar door customers are not tourists. Wineries make wine to sell, not to entertain tourists. An engaging, educational, wine-focused CDE will provide sales and positive word-of-mouth while entertaining the odd tourist, all of which further contribute to the profitability of the cellar door and winery. Still, customers are there to buy wine rather than observe.

These findings do not diminish the importance of wine tourism, which is essential to promote at a regional level, and regional knowledge is essential for improving the educational value of a CDE. Therefore, wine tourism is included in the framework but deliberately placed behind the CDE. Wine tourism provides the means to refer to other wineries, recommend accommodation and restaurants and incorporate the surprise and delight of divulging local preferences. Such regional knowledge is important to keep the customer engaged and happy. However, a cohesive approach to wine tourism at a regional level is essential, working in tandem with all tourism providers to establish an ever-improving offering for all visitors. Each winery's CDE however must remain first and foremost about their own wine, and visitors to their winery approached as customers, there to be engaged, learn, and buy wine rather than simply spectate.

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