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Research paper

Impact of socio-demographic characteristics and loyalty on the visitors' satisfaction

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Structured Abstract

Purpose: We intend to examine whether socio-demographic characteristics and loyalty determine the satisfaction of visitors of the “Essence of Wine”. In Portugal, the “Essence of Wine” is the leader in the organization and production of wine and food events. It is considered the most relevant event in the area of wine and food events.

Design/methodology/approach: A survey was conducted during the four days of the event. The results are based on the opinions of the 416 visitors of the 11th edition of the “Essence Wine - Porto”. The data was subjected to principal components analysis with varimax rotation to identify the main variables of the satisfaction with the event. Multiple regression analysis was used to identify the factors that influence two levels of satisfaction, taking into account the socio-demographic variables, the global satisfaction, the number of editions of the “Essence of Wine” previously visited and the intention to visit the event again.

Findings: We have identified two dimensions of satisfaction, namely *Core Business* and *Organization*, and we have found that six out of seven socio-demographic characteristics (age, marital status, education, employment, monthly income and nationality) have different impact on the two dimensions of the satisfaction. The results also indicate that the visitors who visited the event most and who expressed the intention of visiting the next edition are those who were more satisfied, thus presenting the loyalty as an antecedent of the satisfaction.

Practical implications: One of the main concerns of an event manager is to attract visitors and to ensure the customer's loyalty. Therefore, the importance of this study lies in the fact that its results can help define the strategies for promotion of the event “Essence Wine - Porto”.

Originality/value: It is the first time that this analysis is performed and applied to this event. If we consider that the “Essence of Wine” has been recognized as an important motivator of the tourism, the results of our study can also help us design specific tourism products.

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ABSTRACT:

We intended to evaluate the impact of socio-demographic characteristics and fidelity on the satisfaction of the visitors of the “Essence of Wine”. A survey was conducted during the four days of the event. The results, based on the opinions of the 416 visitors of the 11th edition of the “Essence Wine - Porto”, allowed us to identify two dimensions of visitors’ satisfaction, namely *Core Business* and *Organization*, and to find that six out of seven socio-demographic characteristics (age, marital status, education, employment, monthly income and nationality) have different impact on two dimensions of the satisfaction. The results also indicated that the visitors who most frequently visited the event and who expressed their intention to come back for the next edition are the ones who were more satisfied. This, in turn, suggests that the loyalty is an antecedent of the satisfaction (*Core Business* and *Organization*). Additionally, we evaluated the effect of overall satisfaction on both dimensions of satisfaction, and the results show a positive and significant relationship between the analysed variables.

As one of the main concerns of the event manager is to attract visitors and to ensure the customer’s loyalty, the importance of this study lies in the fact that its results will help define the strategies for promotion of the event the “Essence of Wine - Porto”.

Keywords: Wine events; Portugal; customer satisfaction; intention to return.

1. Introduction

Wine is recognized as a national wealth. Moreover, it is recognized worldwide as a symbol of Portugal (Correia, 2006). Internationally, the organizations participating in the wine sector have developed a series of events to promote the wine and the region. Hoffman, Beverland and Rasmussen (2001) suggest that these events, on the one hand, provide visitors with an opportunity to establish one-stop to all wines from a particular region, and in some cases, to participate in local wine and food tastings; on the other hand, these events are beneficial to the wineries. Furthermore, the regional events offer benefits that are based on providing an opportunity for customers to try new products and unknown ones without cost or at relatively low cost, building brand loyalty, providing an outlet alternative distribution (particularly significant for small wineries), providing a source of marketing intelligence for wineries, providing an educational opportunity in a pleasant environment to develop an appreciation of wines, creating awareness and improving knowledge of wines and the wine industry (Dodd, 1995).

Some businesses in the wine sector have focused on offering a range of different experiences, such as selling wine, organising wine tastings, visits to vineyards or wineries, and wine festivals, in order to increase wine sales in the short term, to inform consumers and to create a brand and a sense of loyalty towards the product in the long term (Hall & Mitchell, 2000). So, wine events and wine tourism represent a chance to generate future economic growth in the cities or rural areas where the wineries are situated.

In Portugal, the “Essence of Wine” is the leader in the organization and production of wine and food events. In other words, it is considered the most relevant event in the area. In 2014, the “Essence of Wine” celebrated its 11th edition and it offered visitors a

chance to taste all the wines from different regions. The 11th edition of the “Essence Wine – Porto” offered more than 3.000 wines from 350 producers, domestic and foreign ones. In 2014, over 23.200 people visited its events, with 22% of foreigners (the majority coming from Spain, the United Kingdom and Northern Europe). When it comes to virtual world, the “Essence of Wine” exceeded 2 million visits in one year, including more than 62.000 followers on social networks.³

This study, based on the opinion of visitors of the 11th edition of the “Essence Wine-Porto”, aims to analyse the relationship between socio-demographic characteristics, loyalty and satisfaction with the event. More precisely, we intend to examine whether socio-demographic characteristics and loyalty determine the satisfaction of visitors.

According to Tkaczynski and Rundle-Thiele (2011, p. 26), “the management and marketing of events has been acknowledged as an area of research of extreme importance to academic researchers and event practitioners”. Since the “Essence of Wine” is one of the major events in the area of wine and food events, the assessment of the factors that determine the satisfaction of visitors becomes an imperative. This kind of information can guide the event manager in defining promotion strategies and can be incorporated into the concept of wine tourism. According to Hall, Sharples, Cambourne and Macdonis (2000, p. 3), wine tourism is defined as “visitation to vineyards, wineries, wine festivals and wine shows for which grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivating factors for visitors”. In this sense, other stakeholders, external to the organization of the event, also could benefit from knowing the socio-demographic characteristics of the population and the motivation of visitors. It is possible to get synergy between wine, travel and the event (Yuan, Cai, Morrison & Linton, 2005). In this way, wine events create a good venue to tap into future target markets for wine tourism development (Yuan et al., 2005).

This paper will first provide the reader with main literature review, and then we will proceed to explain the applied methodology and the obtained results. Finally, we will discuss the implications of the results, the limitations of the study, and improvements that should be made in the future.

2. Literature review

We have witnessed a growing number of events worldwide (Park, Reisinger & Kang, 2008). The event is seen as a simple activity in which people gather (Nunes & Platt, 2012). Obeid and Rao (2010) argue that, in general, an event has time duration, involves at least one object or at least a change of state. They add that during the event different activities take place. Thus, the execution of an activity by an agent causes the occurrence of an event, which, in turn, may cause the occurrence of other events. In the perspective of the event the “Essence of Wine”, this occurs during four days, (from 27 February to 2 March 2014). The event’s main activity is the wine tasting but, at the same time, the visitor is given an opportunity to attend commented tasting, talks about wines, workshops and conferences. Therefore, Kruger, Rootenberg and Ellis (2013, p. 435) suggest that the realization of events is “the best way of providing the wine tourism experience”. The wine tourism experience provides visitors with opportunities for leisure, cultural and/or social experiences, interactivity and personal development (Axelsen and Swan, 2010, Kruger *et al.*, 2013). For Getz and Brown (2006), wine

³ All the information regarding the Essence of Wine can be consulted in the homepage: www.essenciadovinho.com.

tourism experience is based on three components: wine as the core product, essential destination characteristics, and cultural experience.

On one hand, the “Essence of Wine” offers visitors the possibility to enjoy the wine and, on the other hand, it is an opportunity to promote the community where the event occurs, attracting people from other communities (Turgay & Dikmen, 2013). This event benefits from the increase in tourism demand associated with Porto, but the event also motivates many visitors, especially professionals and opinion leaders (Ricca, 2014). Therefore, the “events have been recognized by various studies as a significant motivator of the tourism” (Turgay & Dikmen, 2013: 368), “and figure prominently in the development and marketing plans of most destinations” (Getz, 2008: 403).

Organizing events has become important to promote the wine and the region (Hoffman *et al.*, 2001). An event is an institutional and promotional tool whose goal is to create the concept and establish the image of organizations, products, services, ideas and people, through a pre-planned event (Meirelles, 2003). Therefore, Nunes and Platt (2012) argue that the event needs to be planned, designed and managed like any other marketing strategy. As events are mainly used to attract visitors or tourists to a destination and to offer experiences that are sometimes unique (Turgay & Dikmen, 2013), the managers should carefully delineate their marketing strategy that relies on the previous knowledge of the factors influencing visitors’ satisfaction.

Several studies examine the impact of demographic/socio-demographic characteristics on the satisfaction of visitors/customers (Dolinsky & Caputo, 1990; Seifert & Umbach, 2008). Consumer satisfaction is a concept that has been widely discussed in marketing literature. Rojas & Camarero (2006) underline that “a consumer is satisfied when reaching or overtaking his/her expectations on performance of the concrete consumption good or service that is being consumed, which is a feeling or a sensation coming either from cognitive and emotional aspects of the goods or services, as well as in accumulated assessment of a sum of several of their diverse features”. The crucial point of visitor’s satisfaction is to identify the important attributes, considered by visitors as their needs and expectations (Gundersen, Heide & Olsson, 1996). The key to visitors’ satisfaction lies in identifying and anticipating their needs and especially in being able to satisfy them. Crosby and Stevens (1987) understand satisfaction as a multi-dimensional construct with three distinct levels: (1) satisfactory interaction with the personnel; (2) Satisfaction with the core service; and (3) satisfaction with the organization. Managers who are able to rapidly understand and to satisfy visitors’ needs are more successful than those which fail to do so (Barsky & Nash, 2003; Dominici & Guzzo, 2010). In order to be successful, especially in the event management, managers must concentrate on retaining existing visitors by implementing effective strategies towards customer satisfaction (Dominici & Guzzo, 2010).

An event’s objective is to make visitors return which can be achieved by providing a satisfactory experience (Kruger *et al.*, 2012). Visitors’ return may indicate loyalty and this, according to Neal (1999), is behaviour. Consumer behaviours, according to Yuan, Morrison, Cai and Linton (2008), involve all the consumers’ actions to acquire, use and dispose of products and services. On the other hand, Chen and Tsai (2007, p 1116) define the behavioural intentions as “the visitor’s judgment about the likeliness to revisit the same destination or the willingness to recommend the destination to others”. The literature suggests that behavioural intentions are a construct that allows us to evaluate customer loyalty (Yang & Peterson, 2004). For example, a satisfied visitor will have intention of returning to the event. Customers frequently develop an attitude based

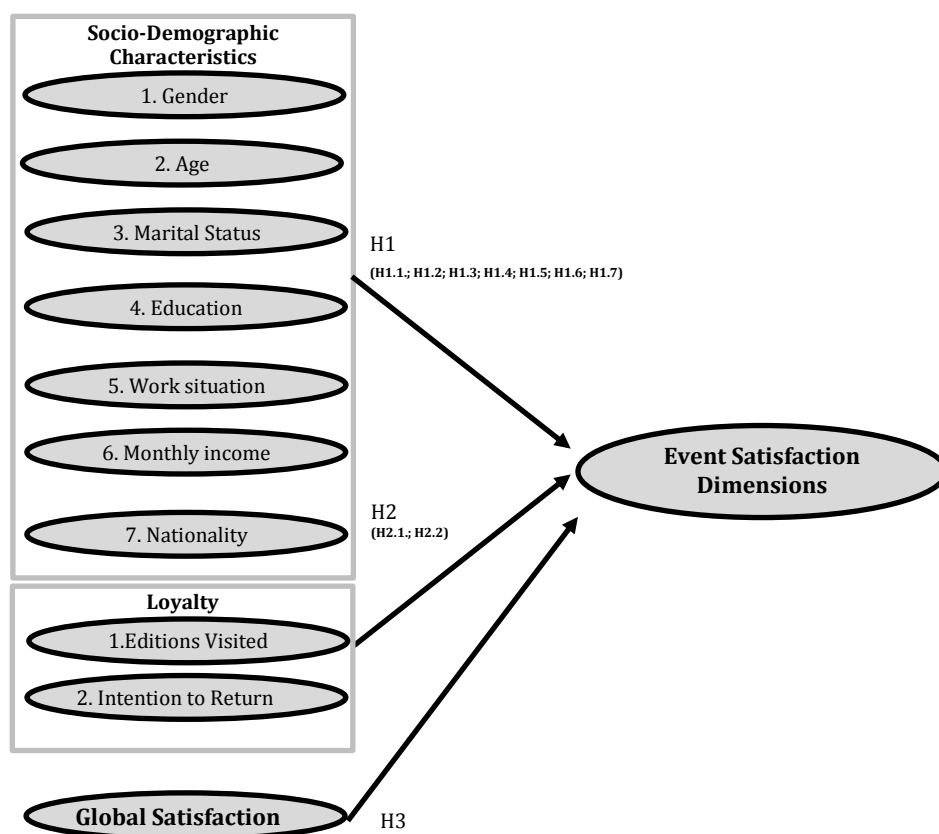
on a prior experience or on prior information, or by a word-of-mouth (WOM) recommendation (Ryu, Han & Kim, 2008).

3. Research Model and Hypothesis

This study aims to examine the impact of socio-demographic characteristics and loyalty on satisfaction. After factorial analysis that will identify the dimensions of visitor satisfaction, we intend to analyse the impact of different socio-demographic characteristics (gender, age, marital status, education, employment, monthly income and nationality) and loyalty on satisfaction of the visitor. Figure 1 represents the proposed research model and our hypotheses.

After factorial analysis that will identify the main dimensions of visitor satisfaction, we will analyze the impact of different socio-demographic characteristics (gender, age, marital status, education, employment, monthly income and nationality) and the loyalty on visitors' satisfaction.

Figure 1 – Research model and Hypotheses



Socio-demographic characteristics and event satisfaction

A good event planning and a good management perspective are factors that prove to be vital in determining the satisfaction of the visitor (Schofield & Thompson, 2007). However, there are other determinants of the satisfaction, such as the

demographic/socio-demographic characteristics (Dolinsky & Caputo, 1990). It is in this line that we formulated our first hypothesis:

H1 - The socio-demographic characteristics have different impact on visitors' satisfaction dimensions (Core Business and Organization)

Specifically, we intend to test the following sub-hypotheses:

H1.1 – Gender has different impact on satisfaction dimensions;

H1.2 – Age has different impact on satisfaction dimensions;

H1.3 – Marital Status has different impact on satisfaction dimensions;

H1.4 – Education has different impact on satisfaction dimensions;

H1.5 – Employment has different impact on satisfaction dimensions;

H1.6 – Monthly income different impact on satisfaction dimensions;

H1.7 – Nationality has different impact on satisfaction dimensions.

Loyalty and event satisfaction

Loyalty is a behavior that is reflected in visitor/consumer/consumer (Neal, 1999). This paper adopts the attitudinal approach to the concept of visitor's loyalty, which is reflected and measured through editions visited and intention to return to the event (Neal, 1999; Yang & Peterson, 2004). The literature suggests that loyalty and satisfaction variables are interrelated (Yuan et al., 2008). Moreover, Yuan, et al. (2008) analyze the past visits as an antecedent of satisfaction. On the basis of this literature, we have formulated the following hypothesis:

H2 - A visitor's loyalty has a significant impact on the dimensions of satisfaction

More precisely, we intend to test the following sub-hypotheses:

H2.1 – The number of visits to the event has a significant impact on the dimensions of event satisfaction;

H2.2 – The intention to return for the next edition has a significant impact on the dimensions of event satisfaction.

Global satisfaction and event satisfaction

With regard to this hypothesis, our main objective is to evaluate the general satisfaction, without considering the specific factors such as the place of the event, the activities, wine tastings, etc. More specifically, we aim to assess whether the overall satisfaction impacts the main dimensions highlighted by visitors. For example, sometimes the visitor can be dissatisfied with a particular item but he or she can be generally satisfied with the event.

4. Methodology

Data collection

A survey was conducted in the event the Essence of Wine, in the North of Portugal, in 2014. In collecting the data, we used sampling for convenience. The survey was conducted during the four days of the event (from 27 February to 2 March). The

respondents were contacted at the event through direct and personal interview by student interviewers prepared for this purpose and the respondents' anonymity was guaranteed. It should be noted that, in order to avoid biases related to questionnaire structure and wording, a pilot survey was performed to test the questionnaire before the conduction of the full survey. In order to encourage cooperative behaviour, respondents were informed that the research had scientific aims and the higher education institution was presented at the beginning of the survey. Thus, the impartiality in the data analysis was ensured.

A sample of visitors produced 416 useable questionnaires. Given the population of 23,200 visitors from the 11th edition of the "Essence of wine", the sample should be a minimum of 378 respondents, with a confidence level of 95% and a 5% confidence interval, so we can state that the collected sample is representative of the population study. As an example, with this sample size, it may be said that 50% of the sample filed a reply to a question from the questionnaire; the same answer would have been given by 45% to 55% of respondents, with 95% sure if it was addressed to all visitors, i.e. the population of 23,200 visitors.

Questionnaire design

The questionnaire was divided into several parts, taking into account the socio-demographic characteristics of the respondents, the main satisfaction factors of the event, the global satisfaction, the number of editions previously visited of the Essence of Wine and the intention to return. In the context of the satisfaction factors of the event, the subjects were asked to rate their level of satisfied/not satisfied with each statement on 5-point Likert-type scales ranging from 'not at all satisfied' (1) to 'very satisfied' (5) with a 'no response' option.

Data analysis technique

The data was subjected to a principal components analysis with varimax rotation to identify the main variables of the satisfaction with the event. Pre-tests included the determinant of the correlation matrix, Cronbach's alpha coefficient, a Kaiser-Meyer-Olkin (KMO) test of sampling adequacy and Bartlett's test of sphericity confirmed the factorability of the factorial analysis. Multiple regression analysis was used to identify the factors that influence the two levels of satisfaction, taking into account the socio-demographic variables, the global satisfaction, the number of editions previously visited of the Essence of Wine and the intention to return.

5. Results

After the presentation of the methodology matter, we proceed to (i) descriptive analyses, (ii) factorial analysis of visitors' satisfaction, and the (iii) analysis of the factors that determine the satisfaction.

5.1 Descriptive analyses

A convenience sample of visitors produced 416 useable questionnaires, including 58% males and 42% females, whose age ranged from: under 20 years old (2,4%), [20-30[years old (31,3%), [30-40[years old (31,0%), [40-50[years old (18,8%), and 50 years

old and over (16,6%). As to the marital status, 50,5% are single, 41,1% married, 7,0% divorced and 1,4% widowed. Regarding schooling and qualifications, 5,8% of the respondents have a basic level, 33,9% have a secondary education, and 60,3% have a higher level (Graduation, Masters or PhD). We also observe that 55,5% are employed, 23,3% are self-employed, 6,0% are unemployed, 2,6% are retired, and 12,5% stated “other” situation in labour market. Regarding the monthly income, it has been observed that it varies from: less or equal to 485€ (13,2%), 486€ - 1000€ (13,7%), 1001€ - 1500€ (34,9%), 1501€ - 2000€ (11,3%), and superior 2000€ (26,9%). Finally, our sample includes 92,8% of national visitors and 7,2% of international visitors.

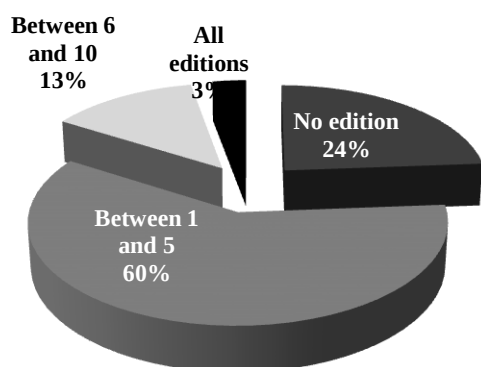
Table 1. Socio demographic characteristics of the visitor

Variables	Frequency (%)
Gender	
Male	242 (58,2%)
Female	174 (41,8%)
Age	
under 20 years old	10 (2,4%)
[20-30[years old	130 (31,3%)
[30-40[years old	129 (31,0%)
[40-50[years old	78 (18,8%)
50 years old and over	69 (16,6%)
Marital status	
Single	210 (50,5%)
Married	171 (41,1%)
Divorced	29 (7,0%)
Widowed	6 (1,4%)
Schooling and qualifications	
Basic level	24 (5,8%)
Secondary education	141 (33,9%)
Higher level	251 (60,3%)
Work situation	
Employed	231 (55,5%)
Self-employed	97 (23,3%)
Unemployed	25 (6,0%)
Retired	11 (2,6%)
Other	52 (12,5%)
Monthly income	
less or equal to 485€	55 (13,2%)
486€ - 1000€	57 (13,7%)
1001€ - 1500€	145 (34,9%)
1501€ - 2000€	47 (11,3%)
Superior 2000€	112 (26,9%)
Nationality	
Portugal	386 (92,8%)
Other country	30 (7,2%)

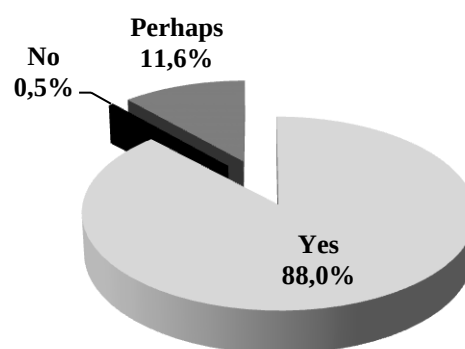
Source: Elaborated by the authors.

We evaluate the loyalty by taking into account the number of editions the Essence of Wine the visitors had previously visited, and their intention to return. In general, we observed that most of the visitors (60%) have visited at least one edition of the Essence of Wine, and 88% intends to return for the next edition.

Graphic 1 - Editions of Essence of Wine Visited



Graphic 2 - Intention to return



Source: Elaborated by the authors.

In spite of the satisfaction with the event, respondents were asked to rate their level of satisfaction (using a five-point Likert scale 1 = “not at all satisfied” and 5 = “very satisfied”). Regarding the location, an average of 4,65, the schedules 4,39, the activities available 3,97, the waiting time at the entrance 4,31, the wine tasting 4,43, the commented tasting 3,31, the harmonization and gastronomy 3,10, and the talks about wines 3,81.

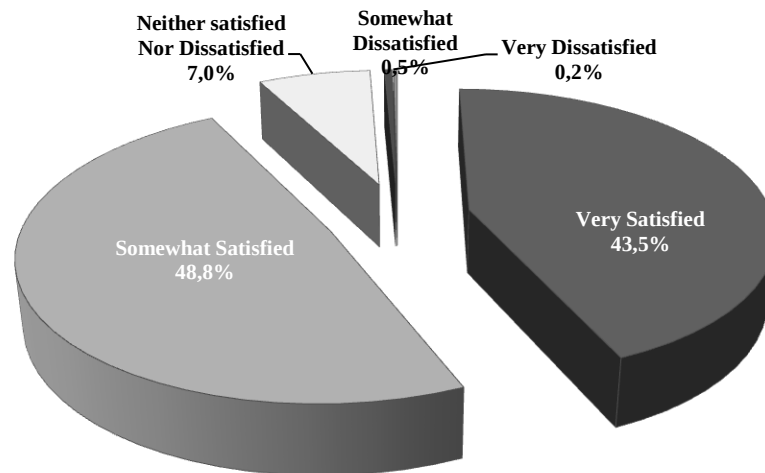
Table 2. The satisfaction factors of the event

Variables	Mean
Place (Palácio da Bolsa)	4,65
Schedules	4,39
Activities available	3,97
Waiting time at the entrance	4,31
Wine tasting	4,43
Commented tasting	3,31
Harmonization and gastronomy	3,10
Talks about wines	3,81

Source: Elaborated by the authors.

The visitors revealed a high degree of satisfaction with the event in general. We observe that 43,5% was very satisfied with the event, 48,8% somewhat satisfied, 7,0% neither satisfied nor Dissatisfied, 0,5% somewhat dissatisfied and 0,2% very dissatisfied.

Graphic 3 - Satisfaction with the event in general



Source: Elaborated by the authors.

5.2 Factorial analysis of visitor satisfaction

It was conducted by exploratory factor analysis in order to know the dimensions perceived by the satisfaction with the wine event. The first indicators of this type of analysis are the KMO (Kaiser-Meyer-Olkin Measure) and Bartlett's Test of Sphericity, giving an indication of how far the factor analysis should be performed with the data in question. The data obtained shows that the factor analysis should be performed (KMO = 0.763). The statistical value of $\chi^2 = 88,425$, Bartlett's test is significant ($p = 0,000$), and then the correlations between variables are suitable to make a factor analysis.

We conducted a factor analysis using varimax rotation for the items. With all of the items loaded highly on the factors, and no item loaded on more than one factor, supporting the independence of the dimensions. The criteria for acceptance of the results was the value of each eigenvalue being greater than 1.0; the factor loading after oblique rotation is greater than 0.3; the variance explained by all factors is greater than 40% and no variable has significant loading on more than one factor.

After obtaining the factors, we proceeded to the analysis of the reliability of the scale used to yield the Cronbach's alpha. The consistency of the external factors is defined as the proportion of the variability in the responses resulting from differences in the respondents. That is, the answers are different because respondents have different opinions and not because the questionnaire is confusing. An indicator measuring the internal consistency of the factors is the Cronbach's alpha coefficient. This indicator is defined as the correlation which is expected to be found between the scale and other scales used in the same hypothetical universe with an equal number of items that measure the same characteristic. It is an indicator that varies between zero and one, considering the reasonable internal consistency from values higher than 0.7 (Hair, Black, Babin & Anderson, 2010).

We observe that two distinct factors emerged in the sample, which explained 65,087% of the total variance for the data (table 3). Factor 1 ($\alpha = 0,71$) accounts for 39,720% of

the variance and loads mainly on items relating to *core business*. Factor 2 ($\alpha = 0,73$) accounts for 25,368% of the variance in the data and loads on items related to *organization*.

Table 3. Wine event visitor satisfaction dimensions

Satisfaction dimensions	Factor loading	Eigenvalue	Variance explained (%)	Reliability coefficient (α)
Factor 1: Core Business		1,589	39,720	0,71
Wine tasting	0,849			
Talks about wines	0,791			
Factor 2: Organization		1,015	25,368	0,73
Place (<i>Palácio da Bolsa</i>)	0,807			
Waiting time at the entrance	0,747			

Source: Elaborated by the authors.

Some motivation dimensions appear to be specific to the event, its setting or the nature of the attendees, while others occur repeatedly across the various studies (Schofield &Thompson, 2007). In our analysis, the specific characteristics of the event like the place, the organization, the conditions and the different kind of services available during the event were taken into account. The result of the factorial analysis show that the reasons for satisfaction are mainly related to the "core" of the service (wine tastings and conversations about wine) and organization (the place and the waiting time at the entrance), and the less satisfactory aspects are related to the extension of the service (commented tasting and harmonization and gastronomy).

5.3 The determinants of the satisfaction

Multiple regression analysis was used to identify the factors of significance of the satisfaction in two-levels, on *Core Business* (model 1) and *Organization* (model 2). The explicative variables incorporate the group of socio-demographic characteristics of the visitor, the global satisfaction, the number of editions of the Essence of Wine previously visited and the intention to return.

The results of the regression analysis that were found by using the method of least squares are given in table 4. The two models achieved satisfactory levels of goodness of fit in predicting their respective outcome variables. Durbin-Watson statistics show that the assumption of independent errors is tenable. We also observe absence of co-linearity in the data because the variance-inflation factor values are less than 3 (Kutner, Nachtsheim& Neter, 2004).

Table 4. The predictors of the satisfaction, multiple regression analysis

Independent Variables	Beta - Model 1 <i>Core Business</i>	Beta - Model 2 <i>Organization</i>
Constant	0,390	0,736
Gender	-0,022	-0,050

Age	0,006**	0,008*
Marital status	0,088*	-0,065*
Education	0,013**	0,079*
Work situation	-0,018**	-0,103*
Monthly income	0,059***	0,091*
Nationality	-0,142*	-0,035*
Editions Visited	0,037**	0,005*
Intention to return	-0,195*	-0,079**
Global Satisfaction	0,529***	0,398***

*Significant at the $p < 0.05$ level; ** significant at the $p < 0.01$; *** significant at the $p < 0.001$ level. Model 1: Dependent variable: *Core Business*; *Adjusted R*² = 0,444; *F* = 7,016; $p < 0,000$. Model 2: dependent variable: *Organization*; *Adjusted R*² = 0,580; *F* = 2,545; $p < 0,006$. Source: Elaborated by the authors.

Both models show significant predictor variables for the outcome of core business of the Essence of Wine. The model 1 accounts for 44,4% of the variability in the core business and the model 2 accounts for 58,0% of the variability in the organization.

When we compare the two models, we observe that gender is not a significant determinant of the satisfaction. On the other hand, the age has significance in both models, which means that when the age increases, the satisfaction with the core business and with the organization increase. Regarding the marital status, the positive effect in model 1 suggests that single people have a lower satisfaction with the core business, when compared to those with other marital status. When it comes to organization, single people have a higher satisfaction. In the case of education, we observe that the satisfaction increases with the persons with higher level studies. In relation to employment, we observe significant results in both models. The negative effect means that persons who are employed are more satisfied than the unemployed persons and those inactive in the labour market. The monthly income variable is coincides with the results obtained for the employment. In other words, the satisfaction increases with monthly income. In both models, we also prove that the national participants have greater satisfaction that the foreign ones.

Editions Visited (i.e. the number of visits to the event) positively influenced the satisfaction, which contradicts the results of the Yuan *et al.*, (2008). The intention to return has significance in both models. The respondent who intends to come back is the most satisfied. It has to be noted that in the analysis of the variable intention to return, we consider the following order of possibility of answers: yes, no and maybe. Thus, the results indicate that we support H2 (H2.1 and H2.2).

The global satisfaction also contributes positively to both dimensions of the satisfaction, allowing us to confirm the latter hypothesis (H3) proposed in the conceptual model.

In general, the target audience of the Essence of Wine is composed by people whose age varies from 30 to 40 years old, with high levels of education, active in the labour market, with medium/high monthly income, who are of Portuguese nationality and faithful to the event, i.e., repeaters and those who intend to return for the next edition.

6. Conclusion

At this point and to conclude, we present a synthesis of the results, the main contributions and limitations of the paper as well as recommendations for future research.

6.1 Summary of results

The demographic profile of a visitor of the 11th Essence of Wine is mainly a Portuguese male, aged between 30 and 40 years, with higher education, and with a monthly income above of 1.001€. In the case of predictors of the satisfaction, in the context of dimensions, we observe that the motives for satisfaction are mainly related to the "core" of the service (wine tasting and conversations about wine) and organization (the place and the waiting time at the entrance). Table 5 presents hypothesis testing results.

Table 5. Hypothesis testing results

Parameters	Hypotheses	Results
Socio demographics characteristics - Satisfaction	H1	
• Gender – Satisfaction	H1.1	Not supported
• Age – Satisfaction	H1.2	Supported
• Marital Status – Satisfaction	H1.3	Supported
• Education– Satisfaction	H1.4	Supported
• Employment – Satisfaction	H1.5	Supported
• Monthly income – Satisfaction	H1.6	Supported
• Nationality – Satisfaction	H1.7	Supported
Loyalty – satisfaction	H2	Supported
• Editions visited – Satisfaction	H2.1	Supported
• Intention of return – Satisfaction	H2.2	Supported
Global Satisfaction – Satisfaction	H3	Supported

The results of the hypothesis testing indicated that (i) six out of the seven socio-demographic characteristics have significant impact on satisfaction (*Core Business* and *Organization*), (ii) the loyalty of satisfied visitor makes the visitor both as *Core Business* with the *Organization* and, ii) overall satisfaction relates significantly to the *Core Business* and to the *Organization*.

6.2 Contribution of the study

This investigation yields important contributions to the theory and the practice. This research provides a theoretical basis and contributes to tourism research literature since

it can contribute to a better understanding of the determinants of the visitor satisfaction, especially because identical studies, national and international, have not been identified.

In terms of practical contributions, this research reveals an important framework for event managers and for politicians. Thus, the results of this study will be important for the promotion of the event "Essence of Wine - Porto" in the sense that they will enable the identification of socio-demographic characteristics that contribute to the satisfaction of visitors and how it is influenced by loyalty to the event. Consequently, this research may be of interest to politicians, since the event, if properly assessed and planned, can be used as important marketing strategy in cities where it occurs.

Moreover, this kind of event could, in the future, set basis for a tour itinerary tourism and for this reason its social, cultural and economic importance will have to be properly assessed.

6.3 Recommendations for future research

Future studies may consider including other independent variables of event satisfaction, for example, perceived service quality and perceived value, as well as dependent variables such as behavioral intention (Homburg & Giering, 2001; Cole & Illum, 2006; Qayyum, Khang & Krairit, 2013).

Wine events are special moments that allow visitors to take pleasure in something they are interested in and/or to participate in leisure activities (Yuan et al., 2005). In this sense, it would also be important to assess impact of the level of knowledge about wine / interest in wine on the event satisfaction.

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