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Influential Factors in Wine Reviews and their Impact on Wine Tourism: A Comprehensive Analysis

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Abstract

The growing fascination with high-quality wines has significantly enhanced the appeal of wine regions as tourist destinations and influenced the operational strategies of wine producers. The current research aims to analyse the range of wine evaluations that shape purchase intentions toward wines that lead to wine tourism. Employing a quantitative correlation design, the study used a non-probable sampling to gather participant data via an online standardised questionnaire. Respondents' perspectives on wine quality, packaging, awareness, and social conventions were assessed on a 5-point Likert scale. The data has been analysed for validity, reliability, and structural equation modelling. The findings reveal that wine quality, brand awareness, social customs, and the physical attributes of wine bottles and packaging significantly influence wine reviews. The current research contributes to understanding nuanced factors influencing millennials' wine purchasing intentions and impact on wine reviews. The insights gained could enhance economic outcomes and the socio-economic impact of the wine industry. The current study presents a more sophisticated model than previously suggested, offering valuable implications for the entire wine industry's ecosystem.

Keywords: Wine quality, brand awareness, social customs, packaging, millennials, structural equation model

1. Introduction to Wine Reviews

The growing interest in wines has increased the popularity of wine regions as tourist destinations but has also impacted the business models of wine producers (Guedes *et al*., 2022). Wine tourism has become a critical element

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in shaping the strategies of wine producers, enabling direct-to-consumer sales and enhancing brand visibility. The influence of wine reviews on wine consumer perceptions and buying patterns is crucial in the wine industry. Whether from professional critics or user-generated content on social media, these reviews significantly influence consumer decisions, fostering interest and engagement with wine destinations, wineries, and specific brands (Marlowe *et al*., 2017).

Wine tourism provides wineries with tangible benefits, including increased wine-related product sales (Nemethy *et al*., 2016). While the quality of wine and the reputation of a winery play a crucial role in driving consumer interest and sales (Alamanos *et al*., 2014)), wine reviews are influential in shaping the perception of consumers and instrumental in driving sales for wineries and wine-producing destinations (Smyczek *et al*., 2020). Wine tourism significantly influences wine sales and sustainability within the industry (Schorn, 2022). Wine tourism allows wineries to showcase their commitment to sustainable practices and environmental stewardship directly to wine consumers (Murray & Kline, 2015).

Wine reviews on platforms such as Instagram, Facebook, and TripAdvisor enhance the visibility of wineries and wine regions worldwide. User-generated content is often viewed as more trustworthy than traditional marketing, thus making it a powerful tool for influencing tourists. Additionally, these reviews create opportunities for wineries to engage directly with their clientele. Direct-to-consumer sales have proven advantageous for smaller wineries and positively impacted their profit margins (Guedes *et al*., 2022). However, famous wine-producing regions such as Champagne and Sherry view wine tourism as unnecessary and time-consuming (Nemethy *et al*., 2016). Nonetheless, it is essential to investigate the connection between wine tourism, consumer behaviour, and reviews across platforms for future export sales of wines. Understanding how wine reviews affect sales, sustainability, and tourism is key to the enduring prosperity of the wine industry. Hence, understanding the impact of wine reviews on sales, sustainability, and tourism is essential for the wine industry's sustainability.

There are widespread beliefs and opinions, both positive and negative, regarding the purchasing and imbibing habits of Millennials, and the generation has a high purchasing power, which makes them consume more wines than either the baby boomer generation or Generation Z (Martalegawa et al., 2022). Millennials have been optimistically labelled as open-minded, social, innovative, energetic, ambitious, trustworthy, motivated, and intelligent (Ordun, 2015). Although many factors are identified by researchers that influence the millennials toward wines and formulate reviews, the literature is missing an exhaustive model that explains the entire gamut of

factors that influence wine reviews of millennials. In light of the above, the article deals with the factors responsible for generating wine reviews that influence millennials towards purchasing wines. To achieve the outlined objectives, the study utilised a higher-order structural equation model to evaluate data from participants, making a noteworthy contribution to the existing literature on factors influencing wine reviews among millennials and their impact on purchasing intentions. The research delves into various aspects, such as wine quality, packaging, brand awareness, and social traditions. Understanding these elements is essential for fostering the growth of a wine tourism industry that significantly contributes to national economic advancement. The authors of the study introduced a unique three-tier conceptual model, which, to their knowledge, is not found in existing literature.

2. Review of Literature

Many factors influence the overall experience of enjoying a glass of wine. From the unique characteristics of the grape varietals to the terroir of the vineyard, there is a multitude of elements that contribute to the complexity and flavour profile of each wine(Robinson *et al*., 2013). Wine reviews play a crucial role in helping consumers navigate the ever-evolving landscape. By providing detailed descriptions and assessments of different wines, these reviews serve as valuable resources for consumers looking to make informed decisions about their wine purchases. Wine reviews offer insights into aspects such as aroma, taste, texture, and overall quality, helping consumers understand what to expect from a particular wine(Spence, 2020).

Additionally, wine reviews include information about the winery, winemaking techniques, and food pairing suggestions. This information further enhances the consumer's understanding and appreciation of the wine. Furthermore, wine reviews also contribute to the dialogue surrounding the wine industry as a whole. Reviews provide a platform for discussions on trends, emerging winemakers, and notable vintages, fostering a sense of community among wine enthusiasts. By reading and considering different wine reviews, consumers expand their knowledge and refine their preferences. Wine reviews also provide a starting point for exploration and experimentation, allowing consumers to discover new wines and broaden their wine-tasting experiences (Lai, 2019).

2.1. Wine Quality vs. Reviews: An Analysis

Exploring the relationship between wine quality and reviews offers valuable insights into the subjective nature of wine evaluation and its influence on consumer behaviour (Palmer & Chen, 2018). The concept of wine quality is intricate, encompassing both its chemical composition and sensory

attributes, including aroma intensity, flavour profile, texture, and overall balance. Due to the inherently subjective nature of wine assessment, it is essential to understand how these complexities are captured and conveyed in wine reviews.

Wine reviews extend beyond detailing the sensory aspects of the beverage, incorporating idealistic and hedonistic elements drawn from past experiences, as indicated by Paschen *et al*. (2021). Their lexical analysis, grounded in cognitive linguistics, revealed that wine reviews not only describe sensory properties but also incorporate idealistic and hedonistic information based on wine prototypes from prior encounters. This highlights the subjective nature of these reviews, emphasising their capacity to communicate emotional and experiential dimensions in addition to sensory characteristics.

Examining the nexus between wine quality and the formulation of reviews underscores the substantial influence wielded by the expertise and authority of reviewers on consumer behaviour and market trends, as asserted by Palmer and Chen (2018). Given the inherently qualitative nature of wine quality attributes, past studies have underscored the strategic role of these attributes in comprehending consumer behaviour and preferences (Droli *et al*., 2019). In light of these insights, the researcher posits hypotheses for testing based on the complicated interplay between wine quality, reviews, and wine consumer responses.

H_1: The quality of wines positively influences wine reviews.

2.2. Wine Packaging and Wine Reviews Analysis

Wine packaging is a protagonist in shaping consumers' perceptions and preferences for wine. There has been a growing recognition of the influence of wine packaging on consumers' perceptions and preferences. Research suggests that consumers frequently view packaging as a key factor in a product's ecological impact, leading to the growing popularity of sustainable packaging materials in the wine industry (Soares et al., 2022).

In addition, there has been a growing importance in understanding consumers' preferences for different wine packaging alternatives (Boncinelli *et al*., 2019).

Research has shown that wine packaging, including the label, shape, size, and colour of the bottle, significantly impacts consumer perceptions of wine. For example, a study comparing perceptions and preferences for different wine packaging formats in the Chilean market found that consumers' preferences are influenced by label design, packaging material, and environmental considerations. Furthermore, previous research in the

wine industry has highlighted the importance of understanding consumer preferences for wine labels and packaging and its impact on marketing strategies(Dressler & Paunović, 2021). Gaining insight into the impact of wine packaging on the opinions and preferences of wine consumers is vital for the wine business. Studies have indicated that the design of wine packaging impacts customers' impression of flavour and quality, which in turn affects their decision-making. Hence, it is apparent that the correlation between wine packaging and positive wine evaluations is an intricate and diverse domain that necessitates more examination (Dressler & Paunović, 2021). In the light of the above discussion, it is proposed to evaluate the following hypothesis

H_2: The wine packaging positively influences wine reviews

2.3. Wine Brand Awareness & Wine Reviews Analysis

The impact of wine brand awareness (through advertisements on billboards, the internet, social media and word of mouth) on wine reviews is a crucial aspect of the wine industry (Passagem *et al*., 2020). Studies have shown that brand awareness plays an important role in wine consumers' decision-making process regarding wine purchasing and evaluating wines (Dressler & Paunović, 2021). Brand awareness is essential for communication and has a direct impact on a brand's equity. Consumers rely on brand perceptions, which are formed through various sources such as marketing, communications, and word of mouth (Lee, 2012). Brand awareness not only influences consumers' perception of a wine brand but also affects their buying behaviour. For example, when consumers are aware of a particular wine brand, they are more likely to consider it when making a purchasing decision(Chen, 2019). Additionally, wine brand awareness also influences consumers' expectations and preconceived notions about a wine's quality and value (Study on Influencing …., 2023).

The subjective nature of wine assessment is further emphasised by the fact that many reviews are created by experts in the field (Palmer & Chen, 2018). Expert reviews play a significant role in influencing consumer perceptions and purchasing decisions. Wine experts assess the quality of wine based on sensory information and other features such as region, vintage, and designation, which in turn explain price differences for specific subsets of wines (Paschen *et al*., 2021).

This implies that a consumer familiar with a wine brand may have higher expectations and be more inclined to provide positive reviews if their experience aligns with their brand perception (Dressler & Paunović, 2021). The level of brand awareness has a direct impact on consumer behaviour and their evaluation of wine brands. Thus, wine brands that have higher brand awareness are more likely to receive positive reviews and be chosen

by discerning consumers (Brochado *et al*., 2015). Therefore, the researcher proposes the following hypothesis to be evaluated.

H_3: The wine brand awareness has a positive influence on the wine reviews

2.4. Wine Review Social Impact Analysis Report

The social customs and perceptions surrounding wine significantly impact how wine reviews are perceived and valued (Gergaud *et al*., 2021). These customs and perceptions shape consumers' awareness of and preferences for certain attributes, such as sustainability and social responsibility in wine production… 2023). Consumers connect sustainable and socially responsible practices with high-quality wines, and consumers are always willing to pay a premium for these characteristics (Capitello & Sirieix, 2019). Studies have demonstrated that customers tend to link the quality of wine to its geographical origin and the sustainability of its production (Navrátilová *et al*., 2021).

Furthermore, a wine region's environmental and social values also influence consumer preferences (Berghoef, 2021). Social customs play a vital role in shaping wine consumer perceptions and preferences for wine. These customs vary across different countries and regions, highlighting the importance of understanding local cultural norms when evaluating wine reviews.

The consumers' perceptions and preferences for certain attributes, such as sustainability and social responsibility in wine production, are influenced by social customs. It is noted that for wine consumers who had claimed a penchant for wines from Oregon, ecological value was an important factor in deciding their wine region preference (Capitello & Sirieix, 2019). Overall, social customs and perceptions significantly impact wine reviews and consumer preferences. Concerning the above discussion, the researcher proposes the following hypothesis to be evaluated.

H_4: The social customs have a positive influence on the wine reviews

2.5. Conceptual Framework for Wine Reviews

The comprehensive analysis of the aforementioned relevant literature indicates that numerous factors influence millennials' wine reviews. The criteria under consideration encompass product quality, brand recognition, physical characteristics of packaging, and social conventions linked to the purchase and subsequent consumption of wine. The current investigation has assessed the quality of wines by the evaluation of taste, aroma, colour, place of origin, grape type, and vintage year, as documented in previous studies (Palmer & Chen, 2018; Paschen *et al*., 2021; Droli *et al*., 2019). The evaluation of the packaging of a wine bottle encompasses various factors,

including its shape, the materials used for bottling and packaging, and the ease of opening the bottle (Soares *et al*., 2022; Boncinelli *et al*., 2019; Dressler & Paunović, 2021).

Establishing brand awareness fosters a sense of trust, ultimately resulting in heightened recognition and overall success. Brand awareness is measured through various methods, including advertising, celebrity endorsements, event sponsorships, word-of-mouth exposure, and social media presence (*Passagem et al., 2020; Dressler & Paunović, 2021; Palmer & Chen, 2018;* Dressler & Paunović, 2021 & Nowak *et al*., 2006). The social custom construct encompasses various factors such as traditions, the role of wine as a status symbol, the wine-drinking culture within families, and the societal acceptance of wine (*Gergaud et al., 2021;* Capitello & Sirieix, 2019; Navrátilová *et al*., 2021; Berghoef, 2021). The quantification of wine reviews is based on comments on social media platforms, expert evaluations, and recommendations from knowledgeable peers (Berger, 2014; Casini *et al*., 2012; Atkin & Thach, 2012; Corsi & Goodman, 2009).

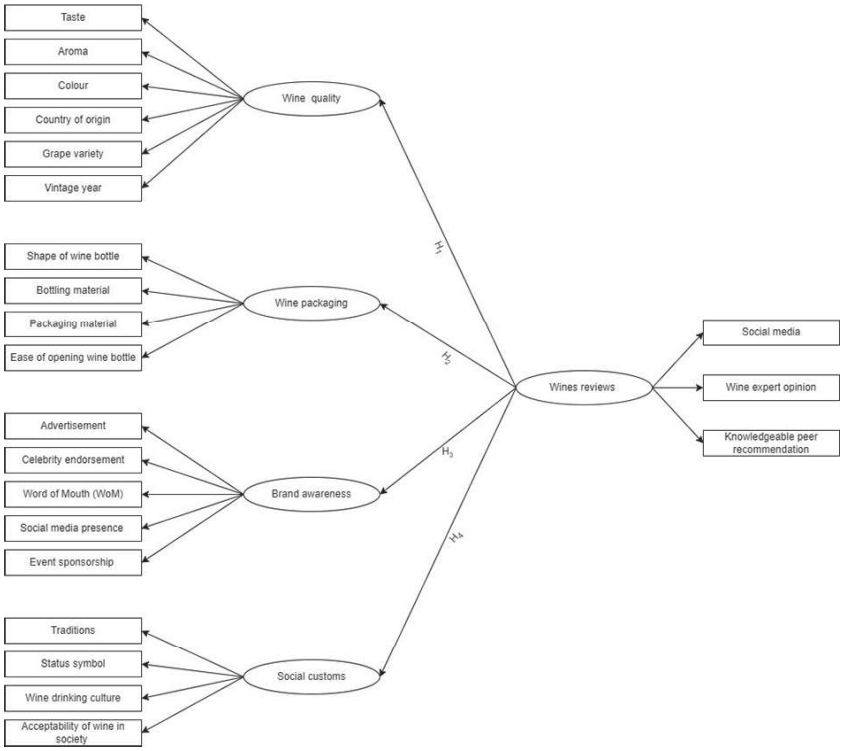

Figure 1: Proposed conceptual model for wine reviews

3. Research methodology

3.1. Research design

The current study adopted a descriptive and quantitative approach with participants selected using a simple random sampling method among the wine drinkers. The minimum route coefficient was established at 0.15, with a significance level of 1% employed to determine the sample size using the "inverse square root method" outlined by Kock and Hadaya (2018). Preceding the commencement of data collection, the respondent was provided with a comprehensive briefing regarding the purpose of the research. The respondents' involvement was intentional, and they were guaranteed confidentiality. The questionnaire was electronically given to millennials of Delhi, India who were either consuming wines or had experience with wine purchases. The questionnaire was completed in 5 minutes, and data was collected in January 2024. A total of 322 individuals took part in the investigation. The collected data was thoroughly examined by both professionals and peers to eliminate bias.

3.2. Instrument development

The formation of wine reviews and subsequent purchasing is an intricate and delicate phenomenon, and it is the focus of the current investigation. All measurement elements on the scales were taken directly from the literature, with only minor adjustments made to make them applicable to the current study. A systematic literature study has revealed 19 factors that influence wine reviews among millennials.

The above-mentioned 19 factors were grouped into four latent variables, such as quality of product, packaging of wine bottles, brand awareness, and social customs. The quality was quantified by items such as taste, colour, aroma, vintage year, country of origin and grape variety (Palmer & Chen, 2018; Paschen *et al*., 2021; Droli *et al*., 2019). The physical appearance or the packaging of the wine bottle does have an impact on wine reviews; it is quantified by the shape of a wine bottle, bottling material, packaging material and ease of opening/ handling of the wine bottle (Soares *et al*., 2022; Boncinelli *et al*., 2019; Dressler & Paunović, 2021). The brand awareness of the product was measured with items such as advertisement, endorsement, word-of-mouth publicity, social media presence and event sponsorship (Passagem *et al*., 2020; Dressler & Paunović, 2021; Palmer & Chen, 2018). Similarly, the social customs were quantified by items such as prevailing traditions, status symbols, wine-drinking culture in the family and acceptability of wine in the society (Gergaud *et al*., 2021; Capitello & Sirieix,

2019; Navrátilová *et al*., 2021; Berghoef, 2021). The fifth construct i.e. wine reviews was measured by items such as comments on social media, wine expert opinions and knowledgeable peer recommendations.

Questionnaire items were taken from their studies with slight modifications to suit the needs of the present research. The items were converted into a statement to a self-administered questionnaire to gauge the responses of the participants. Participants were requested to express their viewpoints, attitudes and preferences on a 5-point Likert scale that encompassed a spectrum from strongly disagree to strongly agree. It finds use in a variety of academic disciplines, including the social sciences (Cheng *et al*., 2021). The Likert scale is based on the premise that views and attitudes may be quantified, which is one of its assumptions.

3.3. Statistical tools and analyses

The current study investigated the many elements that impact consumers' intentions to form reviews about wines. The study utilised AMOS version 24, and SPSS version 22 to conduct CFA (Confirmatory factor analysis) using structural equation modelling (SEM) to establish the relationship between the variables under investigation. In addition, outliers were assessed by using z-score normalisation. The normal distribution of data is established by analysing kurtosis & skewness. Heterotrait–monotrait ratio of correlations (HTMT) is used to assess the discriminant validity and average variance extracted (AVE) and composite reliability (CR) were used to ensure convergent validity of the constructs. The data's internal consistency and reliability were assessed using Cronbach's (α). These measures are employed to investigate the validity of the structural model.

Table 1: Cronbach's alpha (α) for variables

Latent Variables	*Number of items*	*Cronbach's alpha (α)*
Wine reviews	3	.720
Wine quality	6	.731
Wine packaging	4	.701
Brand awareness	5	.778
Social customs	4	.753
Overall	**22**	**.893**

4. Data Analysis

4.1. Reliability & Validity (Pilot Study)

A pilot test was conducted to assess the questionnaire's reliability based on the feedback provided by a sample of 50 individuals belonging to the millennial generation. Cronbach's alpha (α) for all the latent variables

ranged from 0.701 to 0.778, indicating significant reliability and consistency among all questionnaire items. The 0.70 statistical significance threshold was exceeded in every category (Hair *et al.,* 2019). The overall value of Cronbach alpha (α) of the questionnaire is 0.893, which is acceptable for instrument consistency (Nunnally & Bernstein, 1994). The questionnaire's content validity was determined by the face validity method. Academic experts and industry professionals examined the results of the pilot study.

4.2. Demographic analysis

According to an analysis of the obtained data, 68.9% of respondents were male. The vast majority of responders (97.5%) fell within the definition of the millennial population (Chiavarone, 2019). In addition, table 2 reveals that 100% of respondents have an income source. At the same time, 100 % of respondents have a disposable income. In addition, the demographic analysis found that every respondent was educated, enhancing the quality of the responses gathered for the study. The respondents' demographic profiles indicated that they were well-suited for the study.

Table 2: Demographic profile of respondents

Categories	Frequency	Percentage
Gender		
Male	222	68.9
Female	100	31.1
Age		
18-25 years	303	94.1
26-32 years	11	3.4
33-40 years	6	1.9
Above 40 years	2	0.6
Education		
Undergraduate	234	72.7
Graduate	72	22.4
Postgraduate	13	4.0
PhD and above	3	0.9
Profession		
Working for the government sector	7	2.2
Working for the private sector	9	2.8
Own business	6	1.9
Students	300	93.2
Income per month		
Below Rs 50000/-	291	90.4
Between Rs 50001- Rs100000	17	5.3
Between Rs 100001- Rs 150000	6	1.9
Above Rs 150000	8	2.5

4.3. Outlier and normality tests

The process of identifying multivariate outliers entails the computation of the z-score for each variable item. The current investigation employed SPSS version 22 to analyse univariate and multivariate outliers. The Z-score values of all replies did not exceed the predetermined threshold of ±3.29, hence none of the responses was eliminated from the dataset. Consequently, a cumulative count of 322 responses was kept for data examination. In addition, the dataset was assessed for the occurrence of common method bias which refers to "an inaccuracy that arises when a study uses the same measurement method to assess several variables". Harman's first factorial test analysis effectively avoids the influence of common method bias. The initial component accounted for 28.07% of the overall variation, falling short of the minimal threshold of 50% established by Podsakoff and Organ (1986). The empirical findings of the study have provided evidence that the covariation cannot be ascribed solely to a singular component. Additionally, the dataset was examined to see whether the sample adhered to a normal distribution. The maximum skewness and kurtosis indices for all variables included in the study were determined using statistical software tools such as SPSS 22.0 and AMOS 24.0. The highest observed value for the skewness index was -0.07, while the most significant value for the kurtosis index was 1.09. It is considered acceptable for skewness and kurtosis to fall within the range of ±1.96 (Hair *et al*., 2010). The values of the parameters are within the permitted range, indicating that all items adhere to a normal distribution (Table 7).

4.4. Construct's reliability in model

The robustness of the model was ensured by evaluating the validity and reliability of the five reflective components in the framework (Figure 1) using four criteria. The current investigation found that the composite reliability (CR) values for all constructs ranged from 0.711 to 0.779, which is above the minimal requirement of 0.7 (Hair *et al*., 2022). The results demonstrate a significant degree of internal coherence. In addition, the assessment of internal consistency & reliability was conducted using Cronbach's alpha, as described by Hair *et al*. (2019). The findings shown in Table 3 indicate that all Cronbach's alpha values surpassed the standard threshold of 0.70 (Nunnally & Bernstein, 1994), suggesting a reasonable level of construct reliability.

Table 3: Reliability of constructs in the model

Latent variables	*Composite reliability (CR)*	*Cronbach's alpha (α)*
Wine reviews	0.713	0.718
Wine quality	0.723	.729
Wine packaging	0.749	.695
Brand awareness	0.779	.774
Social customs	0.711	.744

4.5. Construct's convergent validity in the model

The convergent validity was assessed by calculating the average variance extracted (Hair *et al*., 2017). The AVE of five constructs ranges from 0.303 to 0.437 and does not meet the minimum threshold of 0.5, but it is suggested by Fornell & Larcker (1981) that the value of AVE less than 0.5 shall be accepted if CR exceeds 0.6. The composite reliability of every construct ranges from 0.711 to 0.779, hence construct has significant convergent validity.

Table 4: Convergent validity of constructs in the model

Latent variables	Average variance extracted (AVE)	*Composite reliability (CR)*
Wine reviews	0.456	0.713
Wine quality	0.303	0.723
Wine packaging	0.437	0.749
Brand awareness	0.416	0.779
Social customs	0.383	0.711

4.6. Construct's discriminant validity

The term "discrimination in measurement" describes the situation in which one dimension's characteristics correlate less strongly with those of another dimension than with those of the original dimension (Bagozzi, 1981). The discriminant validity of a concept in a closed-ended questionnaire has been examined using the HTMT (Heterotrait-monotrait) criteria, which was introduced by Henseler *et al*. (2015) and Gold *et al*. (2001). According to Table 5, all of the investigated constructs had HTMT ratios between their latent variables that were less than 0.85, suggesting that they were quite discriminant.

Table 5: HTMT ratios of constructs in the model

Variables	Wine quality	Wine packaging	Brand awareness	Social customs
Wine quality	x			
Wine packaging	0.659	x		
Brand awareness	0.658	0.685	x	
Social customs	0.665	0.636	0.546	x

Note- Threshold value for HTMT ratio < 0.85 (Henseler *et al*., 2015; Gold *et al*., 2001)

4.7. Multi-collinearity of constructs in the model

Collinearity within a model occurs when a strong correlation exists between two or more indicators. "Multicollinearity refers to the phenomenon wherein two or more indicators exhibit a strong interrelationship which causes inflated standard errors in the result". The presence of multicollinearity poses a challenge to researchers as it impairs their capacity to accurately determine the statistical significance of a particular independent variable about other independent variables within the study (Garson, 2016). The issue of multicollinearity within the dataset was resolved by calculating the variation inflation factor and tolerance level. The predictor constructs in the current analysis had VIF (Variation Inflation Factor) values that were all below the threshold of 3.3, ranging from 1.4 to 2.0. The tolerance levels varied from 0.50 to 0.69, above the criterion of 0.10 and below the threshold of 10. The result presented in Table 7 indicates that collinearity was not a concern in the study (Hair *et al*., 2017).

4.8. Confirmatory factor analysis (CFA)

Confirmatory factor analysis (CFA) is employed to assess the validity of the variables' ability to accurately measure the construct of interest. The researcher manipulates the factors in order to establish the relationship between the observable variable and the underlying variable. Prior to implementing data reduction strategies, "It is highly recommended to assess the appropriateness of the samples" (Hair *et al*., 2017). Bartlett's sphericity test assesses the strength of correlations in the data to see if they are sufficiently robust for the use of a dimension-reduction approach. Bartlett's test of sphericity and KMO's measure of sampling adequacy assess the suitability of a data set for factor analysis by evaluating the null hypothesis that the variables in the population correlation matrix are not correlated. The Kaiser-Meyer-Olkin measure of sample adequacy yielded a test result of 0.870, with a chi-square ($\chi 2$) value of 2387.383, 231 degrees of freedom, and a p-value of 0.000. Given that the p-value is less than or equal to 0.05, it is appropriate to reject the null hypothesis. Bartlett's test result suggests that there is a significant correlation between the variables and the dataset, making it appropriate for dimension reduction (Table 6).

Table 6: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.870
Bartlett's Test of Sphericity	Approx. Chi-Square	2387.383
	df	231
	Sig.	.000

4.9. Dimension Reduction for Reflective Baseline Measurement Model

Nineteen indicators were used are capture the various latent variables of the current study and three indicators were used to capture the wine reviews phenomenon. The factors loading for the above indicators were above the tolerable range of 0.30 (Hair *et al*., 2017). However, none of the factors had a loading less than acceptable level of 0.30. Consequently, all 22 variables with loadings above 0.30 were retained for further data analysis (Table 7).

4.10. Higher-order reflective measurement model

The model depicted in Figure 1 underwent evaluation using Amos 24 in two separate periods. Multiple techniques may be utilised to evaluate the effectiveness of the measurement model (Gaskin & Lim, 2016; Hair *et al*., 2010; Kline, 2011). However, doing individual studies for each metric would be wasteful (Hair *et al*., 2010). The fit of the higher-order reflective measurement model was evaluated using parsimony-adjusted measures, including the root-mean-squared error approximation (RMSEA), the comparative fit index (CFI), and the chi-squared test (CMIN/DF). The requirements consist of a normalised CMIN/DF value below 3, a Comparative Fit Index (CFI) over 0.90, a Root Mean Square Error of Approximation (RMSEA) below 0.06, and a parsimony-adjusted value below 3 (Hu and Bentler, 1999).

Table 7: Factors loadings for first order (Reflective) measurement model

Variables	*Items*	*Cronbach's Alpha*	*CR*	*AVE*	*Factor loading*	*S*	*K*	*VIF*	*Tolerance*
	Wine reviews	**0.718**	**0.713**	**0.456**					
WR1	Reviews on social media				.392	-.075	-.924	1.585	.631
WR2	Wine expert opinions				.618	-.983	-.060	1.981	.505
WR3	Knowledgeable peer recommendation				.596	-.601	-.397	1.796	.557
	Wine quality	**0.729**	**0.723**	**0.303**					
WQ1	Taste				.665	-1.281	1.094	1.541	.649
WQ2	Aroma				.546	-.692	-.369	1.493	.670
WQ3	Colour				.312	-.363	-.674	1.432	.698
WQ4	Country of origin				.624	-.316	-.861	1.624	.616
WQ5	Grape variety				.476	-1.013	.560	1.529	.654
WQ6	Vintage year				.455	-1.191	.727	1.456	.687
	Wine packaging	**0.716**	**0.749**	**0.404**					
WP1	Shape of wine bottle				.448	-.522	-.464	1.532	.653
WP2	Bottling material				.745	-.423	-.429	2.053	.487
WP3	Packaging material				.623	-.649	-.106	1.979	.505
WP4	Ease of opening				.330	-.391	-.706	1.390	.720
	Brand awareness	**0.774**	**0.789**	**0.430**					
BA1	Advertisement				.669	-.692	-.102	1.865	.536
BA2	Celebrity endorsement				.689	-.305	-.410	1.780	.562
BA3	Word of Mouth (WoM)				.324	-.776	-.100	1.552	.644
BA4	Social media presence				.600	-.492	-.264	1.676	.597
BA5	Event Sponsorship				.525	-.724	.008	1.741	.574
	Social customs	**0.744**	**0.711**	**0.413**					
SC1	Traditions				.536	-.809	.140	1.653	.605
SC2	Status symbol				.595	-.922	.128	1.755	.570
SC3	Wine drinking culture				.678	-.873	.090	1.883	.531
SC4	Acceptability of wine in society				.544	-.858	.002	1.610	.621

Note- S= *Skewness, K = Kurtosis, CR = Composite reliability, AVE = Average variance extracted, VIF= Variation inflation factor*

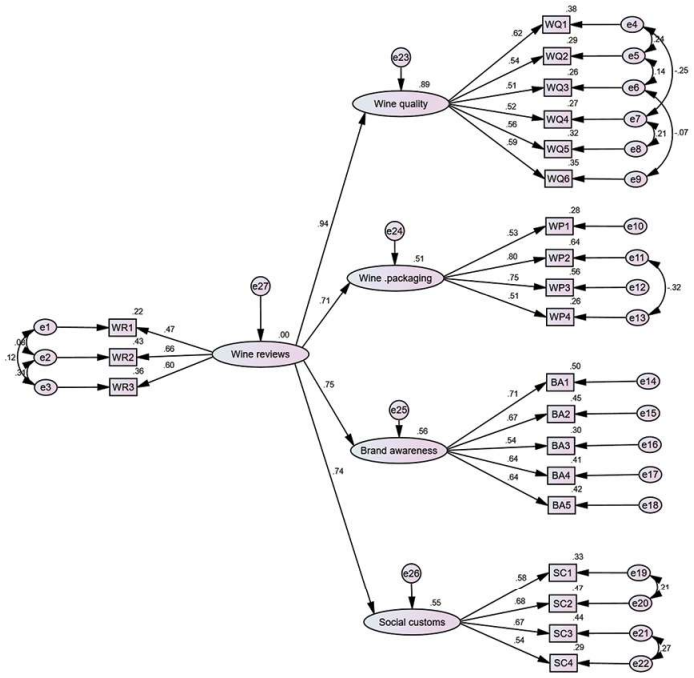

Figure 2: Higher-order reflective measurement model for factors influencing wine reviews

The test results showed that the chi-square (χ^2) value was 411.265, the degree of freedom (DF) was 195, the p-value was 0.000, the normalised CMIN/DF was 2.109, which is below the maximum of 5.0, the CFI was 0.903, which is higher than the acceptable limit of 0.90, the RMSEA was 0.059, which is less than the maximum cut-off value of 0.06, and the parsimony-adjusted measures were 0.701 which less than the acceptable limit of 3. These findings prove that the full higher-order reflective measurement model has an excellent fit. In conclusion, the criteria for model fit were judged to be excellent across the board for the 22 factors that influence wine reviews which help millennials' decisions for purchasing wines (Figure 2 & Table 8).

Table 8: Summary of extracted higher-order reflective measurement model (Figure 2)

Absolute fit indices	*Obtained Value*	*Interpretation*	*Cut-off Criteria & Interpretation*		
			Terrible	*Acceptable*	*Excellent*
χ2	411.265	--	--	--	--
DF	195	--	--	--	--
P- Value	0.000	--	--	--	--
CMIN/DF	2.109	Excellent	>5	>3	>1
CFI	9.03	Acceptable	<0.90	<0.95	>0.95
RMSEA	0.059	Excellent	>0.08	>0.06	<0.06
PNFIs	0.702	Excellent	--	--	< 3

Note - χ2= Chi-Square, DF = Degree of freedom, CFI = Comparative fit index, RMSEA = Root mean square error approximation, PNFI = Parsimony normed fit index (Hu & Bentler, 1999)

4.11. *Hypothesis validation*

Four distinct theories were proposed. Each hypothesis was represented by a pathway connecting two latent variables in the structural model. An analysis was conducted to examine the statistical significance and magnitudes of the path coefficients to evaluate the structural model and the hypotheses. The analysis conducted through CB-SEM enables the researcher to validate or disprove each hypothesis and get a deeper understanding of the correlation between the underlying variables (Huber *et al*., 2007). The route coefficient is used to determine the degree of correlation between two latent variables. The researcher has examined the path coefficients, algebraic sign, magnitude, and statistical significance of a connection between two latent variables. To incorporate a particular impact into the model, the path coefficients need to exceed 0.100 and demonstrate statistical significance at the 0.05 level (Huber *et al*., 2007). An analysis was conducted on the coefficient of determination (R^2) of each endogenous latent variable to identify any patterns in their correlations. The R^2 of a latent variable is determined by comparing the amount of variation it explains to the total variance. According to Nitlz *et al*. (2017), R^2 values greater than 0.67 are classified as strong, values between 0.333 and 0.666 are deemed moderate, and values below 0.19 are regarded as weak. The structural model reveals statistically significant correlations between the independent variables: wine reviews and wine quality (β= 0.929, p = 0.001), wine reviews and physical appearance (β= 0.721, p = 0.001), wine reviews and brand awareness (β= 0.749, p = 0.001), and wine reviews and social customs (β= 0.782, p = 0.001).

Table 9: Testing of hypotheses 1-4

	Hypothesis			*Path Coefficient (β)*	*Coefficient of determination (R^2)*	*t -Value*	*p -Value*	*Remark*
H_1	Wine quality	<-------	Wine reviews	0.929	0.862	7.509	0.001*	Supported
H_2	Wine packaging	<-------	Wine reviews	0.721	0.520	6.620	0.001*	Supported
H_3	Brand awareness	<-------	Wine reviews	0.749	0.561	8.113	0.001*	Supported
H_4	Social customs	<-------	Wine reviews	0.782	0.611	6.630	0.001*	Supported

Note * = P-value < 0.001

In addition, the coefficient of determination (R^2) values were calculated for each latent variable in the structural model (Figure 2). The wine quality had an R2 value of .86, indicating that it accounted for 86% of the variability in the wine quality construct about the generation of wine reviews among millennials. The remaining 14% represents the variation attributed to errors. The wine packaging construct had an R^2 value of 0.52, signifying that the variable accounted for 52% of the overall variation. The R^2 value for brand

awareness was 0.56, indicating that the variable explained 56% of the total variation in the construct, with the remaining variation being attributed to error. The R^2 score for social custom was 0.61, indicating that the variable explained 61% of the overall variability in the construct, while the remaining 39% represents error variation. All the assumptions presented in the conceptual model (figure 1) are supported with a significance level of $p<0.05$ and $t \geq 1.96$ (Table 9). The wine evaluations are impacted by factors such as wine quality, the physical look of the wine bottle and packaging material, brand recognition, and social conventions.

5. Conclusion

The impact of wine quality on reviews is an intricate and multidimensional phenomenon. Our study has revealed that several elements influence the overall opinion of wine quality, such as taste, aroma, colour, vintage year, and place of origin. Furthermore, we have discovered that personal preferences and biases have a substantial impact on the formation of consumer evaluations of wine. The correlation between wine quality and reviews is dynamic, positive, and robust. The findings of the current study align with the prior research conducted by Palmer & Chen (2018), Paschen *et al*. (2021), and Droli *et al*. (2019). It implies that a customised strategy for marketing and product development is essential for achieving success in the wine sector. In summary, our research highlights the significance of taking into account many elements when evaluating the influence of wine quality on evaluations. Wineries may enhance their market position by acknowledging the intricacy of wine assessment and customer preferences, enabling them to effectively cater to the different requirements of their target audience.

The aforementioned research findings demonstrate that the packaging of wine has a noteworthy, modest, and favourable influence on consumer evaluations and impressions. The aesthetic, composition and overall display of the wine bottle impact a consumer's inclination to buy and their overall contentment with the product. The data demonstrates that visually appealing and skilfully crafted wine packaging may have a favourable impact on customer perception and lead to higher ratings and favourable reviews. Given the ongoing evolution of the wine business, it is crucial to recognise the significance of strategic and visually appealing packaging. Wineries and winemakers should give utmost importance to the design and appearance of their packaging to cater to the tastes and expectations of consumers. The current findings are corroborated by previous studies conducted by Soares *et al*. (2022), Boncinelli *et al*. (2019), and Dressler & Paunović (2021).

The result analysis shows that wine reviews have a moderate and positive effect on brand awareness. The outcomes have shed light on the importance of building strong brand recognition and reputation. Consumers place great

value on well-known and reputable wine brands, often associating them with quality and prestige. Going forward, wine producers must invest in brand-building and marketing efforts to enhance their visibility and recognition in the market. As the competition in the wine industry continues to grow, brand awareness will undoubtedly play a key role in shaping consumer preferences and purchasing decisions. Building brand awareness is not a one-time task but rather an ongoing effort that requires consistent communication, customer engagement, and innovation. The results are in great harmony with previous research outcomes by Passagem *et al*. (2020), Dressler & Paunović. (2021), Palmer & Chen, (2018).

The results of the present analysis indicate social customs have a significant, strong and positive impact on the way wine is perceived and enjoyed. Understanding the local customs and traditions enhances one's experience with wine, whether it's a casual gathering or a formal event. By being mindful of social customs, individuals navigate through various wine-drinking situations with ease, showing respect for local traditions and creating memorable experiences. Additionally, the diverse range of wine reviews serves as a valuable guide for individuals seeking to expand their knowledge and appreciation of different wines. These results are substantiated by many earlier researches *(Gergaud et al., 2021;* Capitello & Sirieix, 2019; Navrátilová *et al*., 2021; Berghoef, 2021) on wine drinking and social custom.

5.1. Theoretical implications

Exploring the psychology of taste perception and the elements that impact a person's appraisal of wine is crucial for an understanding of the theoretical implications of wine reviews. Reviewers and consumers alike rely on subjective taste perception and the psychological components of wine tasting. To further comprehend the theoretical significance of wine reviews, one might further investigate how social and cultural factors impact wine criticism and enjoyment. In addition, the theoretical basis of wine evaluations may be enriched by studying the function of sensory assessment and the effect of individual variations in taste sensitivity (Lee, 2020).

The use of technical language in wine reviews serves a functional purpose, allowing professionals to accurately describe and evaluate sensory attributes in wine. However, it is important to consider the limitations of wine label language, as it may not effectively capture the full complexity and nuances of the tasting experience for all consumers (Paradis & Eeg-Olofsson, 2013). Furthermore, the findings from cognitive psychology highlight the role of cognitive processing in wine tasting and how it influences our perception and judgment (Parr, 2019). In addition, the shape and design of wine glasses also have an impact on the perceived taste and enjoyment of

wine (Paradis & Eeg-Olofsson, 2013). The theoretical implications of wine reviews extend beyond simply assessing the quality and characteristics of a particular wine (Yang & Lee, 2020).

5.2. Managerial implications

There is a definite relationship between reviewers' overall contentment and their perceptions of the wine's quality. Understanding the influence of wine quality on reviews is essential for wineries and wine producers to improve their products and customer satisfaction(U.S. Wine Consumer Trends…., 2023). By focusing on enhancing the key elements that contribute to positive reviews, such as the taste profile and value for money, wineries could create a competitive advantage in the market(Carlsen & Boksberger, 2013). The current research highlights the importance of considering packaging as an integral part of the overall product experience and its potential to influence consumer behaviour and brand perception. In conclusion, the packaging of wine plays a crucial role in consumer reviews and perceptions (Thompson Witrick *et al*., 2021). It is not only important for the containment, protection, and preservation of the product, but it also serves as a visual cue that helps consumers assess the quality and value of the wine, they are about to purchase (Öztürk *et al*., 2023). Furthermore, the findings suggest that wineries should strive for high-quality raw materials in their winemaking process to enhance the overall product experience and differentiate themselves from competitors.

Wine producers consider various strategies to enhance their brand visibility, such as participating in industry events, collaborating with influencers and sommeliers, and leveraging social media platforms to engage with their audience. Moreover, it is essential for wine producers to also focus on storytelling and creating a unique brand narrative that resonates with consumers. Furthermore, by understanding the demographics and preferences of their target clientele, wine producers could formulate tailored marketing strategies effectively. It is achieved through market research, gathering consumer feedback, and adapting their branding to align with evolving consumer trends and preferences. Wine producers should continue to prioritise and invest in building and maintaining a strong brand presence to stay competitive and resonate with consumers (Gómez Rico *et al*., 2022).

The world of wine is enormous and always changing; every bottle narrates a tale about the region and the people who made it. Wine evaluations become extremely important since they provide information about the subtleties and qualities of various wines. Every review offers insight into the flavours, aromas, and ideal times to appreciate a certain wine. People who become involved in wine reviews go on a discovery trip that deepens their understanding and fosters a closer bond with the wines (Carlsen &

Boksberger, 2013). People who embrace social conventions and read wine evaluations not only improve their wine-drinking experience but also forge enduring relationships with the wine-related cultural fabric (Mora & Moscarola, 2010).

5.3. Limitations

Wine preferences vary widely among individuals, and what one person enjoys, another may not. This variability makes it challenging to draw definitive conclusions from wine reviews. Another limitation is the potential for biased reviews. Some reviewers may have personal biases or vested interests that influence their assessments of different wines. Additionally, the milieu in which the wine is consumed, such as the food pairing or the ambience, also impacts the review. Furthermore, the language used in wine reviews is complex and highly technical, which may make it challenging for some readers to interpret or understand the nuances of the evaluations. It could potentially limit the accessibility of the information to a wider audience. Finally, the sheer volume of wine reviews available, makes it difficult to sift through and analyse effectively. With so many different sources and opinions, it is challenging to discern the most reliable and informative reviews. Thus, researchers need to approach wine reviews with a critical eye, considering these limitations and exercising caution when drawing conclusions based on them. Additional limitations for research on wine reviews include the potential lack of diversity in samples (Spence, 2020). That may restrict the applicability of the results to a broader demographic (Kwabla *et al*., 2021). Moreover, the focus of wine reviews is primarily on sensory aspects and consumer perception (Yang & Lee, 2020).

5.4. Future scope of research

Wine reviews are crucial in helping consumers make informed purchase decisions and improving their entire wine experience. Gaining a comprehensive understanding of the psychological and emotional elements that impact wine evaluations might yield important insights into consumer behaviour and preferences. Exploring the influence of variables like as mood, social environments, and personal encounters on the evaluation of wine might provide insight into the complexities of wine critiques. Furthermore, investigating the impact of cultural and geographical disparities on wine evaluations might provide a more thorough comprehension of consumer preferences and perspectives. Researchers can get a more comprehensive grasp of the intricate relationship between cultural influences and wine ratings by examining how varied cultural backgrounds and regional customs impact consumers' assessment of wines. Furthermore, examining the influence of environmental and sustainability concerns on wine evaluations might provide a comprehensive evaluation of consumer perspectives.

Gaining a comprehensive understanding of the impact of eco-friendly practices, ethical production techniques, and environmental concerns on wine evaluations can offer significant information for both wine producers and consumers in the changing realm of sustainable consumer choices.

Incorporating sensory research and the science of taste perception into wine reviews could also offer an enriching avenue for future exploration. By examining the nuances of taste, aroma, and texture in wine reviews, researchers can uncover the intricate sensory dimensions that shape consumer preferences and evaluations. Moreover, exploring the influence and credibility dynamics in wine reviews by examining the impact of expert vs novice evaluations on customer behaviour and decision-making might yield significant insights. Examining the influence of various types of reviewers on customer perceptions and purchase decisions could offer a comprehensive understanding of the complex nature of wine reviews. These prospective study paths possess the capacity to enhance our comprehension of the intricacies inherent in wine reviews and consumer behaviour, ultimately leading to a more refined and complete perspective on the significance of reviews in the wine business. Furthermore, investigating the use of technology and digital platforms in wine evaluations might present novel opportunities for study.

5.5. Ethics statement

Data were obtained from respondents after disclosing the intent of the research, and a promise was made to them that their responses would never be disclosed. The research has been carried out by the COPE guidelines.

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