

Exploring the role of epistemic benefit and responsible tourist behaviour in the selection of local wine by tourists

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Abstract: The consumption of local wine at tourist destinations plays a fundamental role in creating authentic experiences. However, there is very little research that has looked in depth into the factors that influence tourists' consumption of this product, especially in relation to epistemic benefits and responsible tourist behaviour. This study proposes a theoretical model based on the Theory of Planned Behaviour (TPB). We conducted a survey involving 619 travellers who regularly consume wine when visiting Tenerife (Canary Islands, Spain). The results show that epistemic benefit and responsible tourist behaviour have a positive relationship with attitudes toward local wine consumption, subjective norms, and perceived behavioural control. Furthermore, the relationships proposed by the TPB are confirmed, except for the relationship between subjective norms and behavioural intention. These findings provide new knowledge on local wine consumption by tourists which will help to develop strategies to encourage its consumption in tourist destinations.

Keywords: epistemic benefit; local wine; responsible tourist behaviour; theory of planned behaviour

Tourism is one of the most important industries worldwide (Statista Research Department 2023) and plays a significant role in the economic growth of many countries (Matzana et al. 2022). A range of activities aimed at travellers has been developed in this context, gastronomy being one of the central elements in the creation of memorable experiences in tourism and hospitality, and one of the main motivations for traveling (Mariani and Okumus 2022). Trying authentic, unusual local food significantly contributes to a satisfactory tourism experience (Goolaup and Mossberg 2017). Such unforgettable gastronomic experiences may encourage long-term loyalty among tourists to local products and the destination itself (Di-Clemente et al. 2020).

Along these lines, local wine plays a fundamental role as a component of the destination's tourism product, forming part of its cultural heritage (Mitchell and Hall 2006) and being a key element in offering

authentic tourism experiences (Skinner et al. 2020). Trying local wine gives tourists the opportunity to better understand the landscape, culture, history, and identity of the place (Crespi-Vallbona et al. 2017), which in turn may motivate them to recommend the destination to others (Benyon et al. 2014). Moreover, the consumption of local wine by tourists may generate beneficial effects in several aspects of the region, such as economic (Martínez and Morales 2016), social (Trišić et al. 2020), and sustainable development (Carmichael and Senese 2014).

Previous studies have conducted broad research on the drivers of the consumption of local foods by tourists, addressing different perspectives and variables. For example, they have analysed the relevance of attitude toward local foods, the subjective norms and perceived behavioural control in tourist behaviour concerning the consumption of local foods (Wu et al. 2016;

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Zhang et al. 2018; Komariah et al. 2020; Balıkcıoğlu Dedeoğlu et al. 2022; Chamoli et al. 2023; Hussain et al. 2023; Sutiadiningsih et al. 2023), using the Theory of Planned Behaviour (TPB) proposed by Ajzen (1991). They have also explored the moderating role of responsible tourist behaviour in these relationships (Balıkcıoğlu Dedeoğlu et al. 2022). Likewise, other studies have examined the benefits perceived by travellers when trying local foods at tourist destinations (Stone et al. 2017; Kim and Choe 2019; Badu-Baiden et al. 2022). However, there has been no research into how the variables of epistemic benefit and responsible tourist behaviour relate to tourists' intention to consume local wine.

Epistemic benefit is the perceived value resulting from the consumer's desire to acquire knowledge and live new experiences (Sheth et al. 1991). This variable could be especially relevant in the context of the study as it could influence tourists' decisions to try and subsequently consume local wines. On the other hand, responsible tourist behaviour is related to the way in which tourists act, aware of the potential positive impact that their consumption decisions may have on a certain region (Han et al. 2017). In the context of local wine consumption, tourists who value sustainable development and support the local economy could feel motivated to choose local wines instead of imported options or those that they usually consume.

To address this gap in the research, this study aims to explore the relationship between these two variables and tourists' intention to consume local wine when visiting a region, and how these variables relate to attitude, subjective norms, and perceived behavioural control, using a theoretical model based on the TPB (Ajzen 1991). To do this, we conducted a self-administered online survey using a panel of consumers. Data were collected during the first quarter of 2023 and a valid sample was obtained of 619 tourists who were visiting the island of Tenerife (Canary Islands, Spain). To analyse the proposed theoretical model and test the hypotheses put forward, we used the Partial Least Squares Structural Equation Modelling (PLS-SEM) technique.

Literature review

In order to comprehend the factors that influence tourists' intention to consume local wine, it is essential to rely on theoretical frameworks that explain consumer behaviour in this specific context. The Theory of Planned Behaviour (TPB) (Ajzen 1991) has been extensively employed in studies examining tourists' consumption of food in tourism settings, thereby providing

a robust foundation for the analysis of the relationship between attitudes, subjective norms, perceived behavioural control, and consumption intention (Zhang et al. 2018; Balıkcıoğlu Dedeoğlu et al. 2022; Chamoli et al. 2023). However, its application to tourists' local wine consumption still requires further exploration.

This chapter examines the TPB and its relevance in predicting consumer behaviour regarding local products, while also reviewing previous studies on the determinants of food and beverage consumption in tourist destinations. Additionally, the concepts of epistemic benefit (Sheth et al. 1991) and responsible tourist behaviour (Han et al. 2017) are explored, as these variables have been less studied in this context but may play a key role in the decision to consume local wine. The theoretical foundations supporting the proposed model in this research will be established based on this review.

Theory of Planned Behaviour

The Theory of Planned Behaviour (TPB) is a psychological model proposed by Ajzen (1991) that explains how attitudes, subjective norms, and perceived behavioural control influence people's decision-making and behaviour. According to this theory, the more positive these variables are in relation to a behaviour, the stronger the intention to carry it out will be (Ajzen 1991). The TPB is widely used to understand and predict human behaviour and has become one of the most used sociopsychological models in recent years (Ajzen 2015). Although the efficacy of this theory has been demonstrated in studies on behaviour involving the consumption of local foods by tourists visiting a region (Wu et al. 2016; Zhang et al. 2018; Komariah et al. 2020; Balıkcıoğlu Dedeoğlu et al. 2022; Chamoli et al. 2023; Hussain et al. 2023; Sutiadiningsih et al. 2023), its application in relation to tourists' consumption of specific local products, such as wine, has not been extensively researched.

Attitude toward local wine consumption. Attitude (AT) is defined as the personal assessment that a person makes of a certain behaviour, which leads to positive or negative intentions toward said behaviour (Ajzen 1991). The opportunity to appreciate the unique characteristics of local wine is one of the main motivations of tourists visiting wine-producing regions (Bezusov et al. 2020). Furthermore, consumers who have had satisfactory experiences previously when tasting wines, may develop positive attitudes toward the exploration of new varieties (Oyinseye et al. 2022). This could facilitate the formation of positive attitudes toward local wine

and, as a result, increase the intention to consume local wine among tourists who regularly consume wine.

Previous studies have demonstrated that there is a significant positive relationship between tourists' attitudes toward consumption of local foods and their intention to consume them (Wu et al. 2016; Zhang et al. 2018; Komariah et al. 2020; Balıkcıoğlu Dedeoğlu et al. 2022; Chamoli et al. 2023; Hussain et al. 2023; Sutiadiningsih et al. 2023). Consequently, we propose the following hypothesis:

H₁: There is a significant positive relationship between tourists' attitudes toward local wine consumption and their intention to consume.

Subjective norms. The subjective norms (SN) refer to a person's perception of whether significant others or those socially linked to the consumer will approve and support a certain behaviour (Ajzen 1991). The subjective norms allude to the social pressure perceived by the social groups to which a person belongs, leading them to behave in a certain way (Ajzen 1991).

The literature suggests that the subjective norms are a fundamental factor in explaining tourists' intention to consume local foods (Wu et al. 2016; Zhang et al. 2018; Komariah et al. 2020; Chamoli et al. 2023; Sutiadiningsih et al. 2023). However, despite its importance, it has been questioned whether there is a weak relationship between subjective norms and intentions (Godin and Kok 1996), which prove to be less influential than other variables (Ham et al. 2015). In fact, a recent study found that the subjective norms did not play a predictive role in tourists' intention to consume local foods (Balıkcıoğlu Dedeoğlu et al. 2022). For this reason, in this study we have included and put forward the following hypothesis:

H₂: There is a significant positive relationship between tourists' subjective norms and their intention to consume local wine.

Perceived behavioural control. Perceived behavioural control (PBC) refers to a person's subjective belief that they are able to perform a specific action, and their assessment of the obstacles or enablers that may have an influence on such behaviour (Ajzen 1991). When tourists visit winemaking regions, they are looking for authentic local experiences (Skinner et al. 2020). This search suggests that tourists who perceive that they have control over their decision to consume local wine are more likely to choose that option rather than wines imported to the destination.

Several studies have demonstrated a significant positive relationship between tourists' perceived behavioural control and their intention to consume local

foods (Wu et al. 2016; Zhang et al. 2018; Komariah et al. 2020; Balıkcıoğlu Dedeoğlu et al. 2022; Chamoli et al. 2023; Sutiadiningsih et al. 2023). However, it has been observed that when local products are perceived to be more expensive than others, this may hinder the purchasing decision (Pearson et al. 2011). Based on the above, we propose the following hypotheses:

H₃: There is a significant positive relationship between tourists' perceived behavioural control and their intention to consume local wine.

H₄: There is a significant positive relationship between tourists' perceived behavioural control and their consumption of local wine.

Intention to consume local wine. Intention (IN) is the likelihood that a person will display a certain behaviour (Ajzen and Fishbein 1980). Tourists' intentions to consume local foods at a destination can be very different from those in their countries of origin (Kim et al. 2022). Tourists who consume wine regularly and have knowledge of this product may be more curious about consuming local wines when they visit a region (Woods et al. 2013; Rebelo et al. 2021). Furthermore, it has been shown that intention has a positive impact on local wine consumption behaviour (Maksan et al. 2019). We therefore propose the following hypothesis:

H₅: There is a significant positive relationship between tourists' intention to consume local wine and their consumption.

Additional variables

Previous research on the antecedents of tourists' intention to consume local foods has extended the original theoretical model by adding additional variables to explain a greater variation in individual behaviour (Wu et al. 2016; Zhang et al. 2018; Balıkcıoğlu Dedeoğlu et al. 2022; Chamoli et al. 2023). Along these lines, this study addresses 'epistemic benefit' and 'responsible tourist behaviour' as antecedent variables to improve the explanatory power of the TPB.

Epistemic benefit. Epistemic benefit (EB) refers to the perceived value and usefulness resulting from the consumer's desire to acquire knowledge and live new situations or experiences (Sheth et al. 1991). Epistemic benefit has been studied in the context of local food consumption. For example, Shin et al. (2021) found a significant relationship between epistemic benefit and intention to consume local foods.

When consuming local foods at a destination, tourists can obtain emotional and epistemic benefits (Seongseop et al. 2021). More specifically, when local food is consumed abroad in unfamiliar surroundings,

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the psychological benefits sought after are more likely to be of an epistemic nature as tourists consider such experiences to be new and to expand their knowledge (Goolaup and Mossberg 2017; Mak et al. 2017). As well as satisfying their nutritional needs, the consumption of local products also gives tourists an opportunity to learn (Long 2004).

Previous studies have suggested that when tourists discover something new and learn about local gastronomic culture, they are more likely to recommend the destination to others and return in the future (Kivela and Crotts 2006; Chang et al. 2010; Ha and Jang 2010; Getz et al. 2014). The perception of obtaining epistemic benefits from food increases the intention to engage in gastronomic tourism (Choe and Kim 2018). In fact, Seongseop et al. (2021) showed that epistemic benefit has a positive impact on tourists' intention to consume local foods. Therefore, we put forward the following hypothesis:

H_{6a} : There is a significant positive relationship between the epistemic benefit perceived by tourists and their attitude toward local wine consumption.

Furthermore, it is likely that tourists who are seeking epistemic benefits show a greater interest in sharing their experiences with others, which could increase the influence of subjective norms on decisions to consume. By interacting and talking about their wine experiences, tourists could perceive more social support in the consumption of local wine and be more influenced by subjective norms. As a result, we propose the following hypothesis:

H_{6b} : There is a significant positive relationship between the epistemic benefit perceived by tourists and their subjective norms.

Moreover, we could argue that tourists who are influenced by the epistemic benefit are more likely to show an interest in researching and acquiring knowledge about local identity products, such as wine. This additional knowledge could improve their perceived behavioural control, thus facilitating decision-making related to local wine consumption. Based on these suppositions, we have drawn up the following hypothesis:

H_{6c} : There is a significant positive relationship between the epistemic benefit perceived by tourists and their perceived behavioural control.

Responsible tourist behaviour. Responsible tourist behaviour (RTB) refers to conscious decisions that tourists make when considering social and environmental concerns on their travels (Gonzalez et al. 2009). More specifically, a responsible tourist is one who avoids causing negative impacts on the destination that they

visit (Wood and House 1992). A tourist's responsible behaviour toward a destination is based on their own norms and values (Han 2015). When tourists are aware of the potential damage that they can cause to a region, they are more likely to feel motivated to adopt responsible behaviours (Han et al. 2017).

Responsible behaviour toward the destination may increase tourists' intentions to consume local products there (Said 2018; Alam et al. 2021), which will moderate the relationship between attitude toward local foods and intention to consume said foods (Balıkcıoğlu Dedeoğlu et al. 2022). In fact, the study by Barber et al. (2009) highlighted the importance of wine consumers' attitudes in the display of responsible purchasing behaviour.

In the specific context of tourists choosing local wine, the sustainability that local consumption brings acquires a significant relevance in responsible tourist behaviour due to the environmental outcomes of the activity (Tait et al. 2019). Furthermore, responsible tourist behaviour implies supporting the local economy and local producers (Eichelberger et al. 2021). Therefore, being aware of the support that they are giving to local wineries and producers, tourists who adopt responsible behaviour would have a better attitude toward local wine. Based on these arguments, we have formulated the following hypothesis:

H_{7a} : There is a significant positive relationship between responsible tourist behaviour and tourists' attitudes toward local wine consumption.

Tourists also adopt responsible tourist behaviours because they consider them to be part of their social responsibility (Su et al. 2018). In line with this, Balıkcıoğlu Dedeoğlu et al. (2022) found that responsible tourist behaviour plays a moderating role in the effect of subjective norms on the intention to consume local foods. In this sense, it is possible that responsible tourists are influenced by the opinions and expectations of their friends and relatives in terms of the importance of adopting sustainable and responsible practices during their travels. This social pressure could reinforce their social norms with respect to the consumption of local products like wine. Consequently, we propose the following hypothesis:

H_{7b} : There is a significant positive relationship between responsible tourist behaviour and tourists' subjective norms.

Finally, tourists who show responsible behaviour could be more informed and knowledgeable about products that promote sustainable practices and responsible consumption. Such knowledge and skills

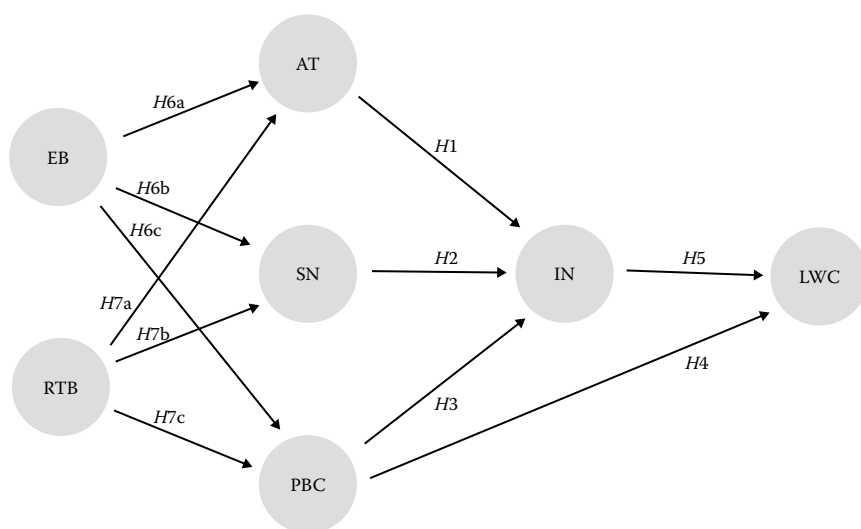


Figure 1. Proposed theoretical model

EB – epistemic benefit; AT – attitude toward local wine consumption; SN – subjective norm; IN – intention to consume local wine; LWC – local wine consumption; RTB – responsible tourist behaviour; PBC – perceived behavioural control

Source: Own elaboration (2025)

can improve their perceived behavioural control when making decisions about local consumption, such as preferring local wines over those that are imported to the destination. Based on these premises, we put forward the following hypothesis:

H_{7c} : There is a significant positive relationship between responsible tourist behaviour and tourists' perceived behavioural control.

Proposed theoretical model

After reviewing the existing scientific literature, we developed a theoretical model based on the TPB to predict local wine consumption by tourists, as shown in Figure 1. This model suggests that tourists' consumption of local wine is influenced by intention to consume and behavioural control. Moreover, it is suggested that attitude toward local wine consumption, subjective norms, and perceived behavioural control have a direct positive relationship with intention to consume local wine. The direct positive relationship between the subjective norms and attitude toward consumption and perceived behavioural control is also considered. Finally, two additional constructs are included referring to the original model of the TPB – 'epistemic benefit' and 'responsible tourist behaviour' – as antecedents of attitude toward local wine consumption, subjective norms, and perceived behavioural control.

MATERIAL AND METHODS

To achieve the objectives set out in this study, we conducted a survey aimed at travellers over 18 years of age who regularly consume wine when visiting Tenerife (Canary Islands, Spain). A quality control proce-

dure was implemented to guarantee the validity of the responses obtained, taking into account control questions. We obtained a total of 619 valid responses from local, domestic, and international tourists who met the requirements. Data were collected during the first quarter of 2023.

The survey was designed following the guidelines of Ajzen (2013), after conducting a thorough literature review. We evaluated the five constructs of the TPB (attitude, subjective norms, perceived behavioural control, intention, and behaviour) and two additional constructs (epistemic benefit and responsible tourist behaviour). The items were scored on a 7-point Likert scale with values ranging from 'totally disagree' (1) to 'totally agree' (7). To measure attitude, subjective norms, perceived behavioural control, intention, and behaviour, we adapted the items from the studies by Zhang et al. (2018) and Maksan et al. (2019). Epistemic benefit was assessed by adjusting the items proposed by Choe and Kim (2018). Responsible tourist behaviour was measured using an adaptation of the items used by Balıkcıoğlu Dedeoğlu et al. (2022) and Diallo et al. (2015). The constructs that make up the proposed theoretical model are specified in Table 2.

Table 1 shows the profile of the sample obtained, of which 54% were females and 46% were males. In terms of age, 21.2% were aged from 18 to 24 years, 34.1% from 24 to 44 years, and 44.7% were over 44 years of age. In our sample, 6.1% had an elementary education, 41.9% a secondary education, and 52% a university education. In terms of household income, 8.9% declared that they perceive their income to be below average, 57.7% average, and 33.4% above average. As far as place of origin was concerned, 19.4% of those

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Table 1. Sample profile (sample size $n = 619$)

Sample profile	Percentage (%)
Sex	
Female	54.0
Male	46.0
Age	
18–24 years	21.2
25–44 years	34.1
>44 years	44.7
Education level	
Basic/elementary	6.1
Secondary/high school/ vocational training	41.9
University	52.0
Income level	
Below average	8.9
Average	57.7
Above average	33.4
Place of origin	
Canary Islands	19.4
Rest of Spain	31.3
Germany	27.1
United Kingdom	9.4
France	2.6
Other countries	10.2

Source: Own elaboration (2025)

surveyed were from the Canary Islands (local tourists), 31.3% were from other regions in Spain (domestic tourists), 27.1% were from Germany, 9.4% from the United Kingdom, 2.6% from France, and 10.2% from other countries (international tourists).

G*Power (Faul et al. 2009) was used to determine whether the sample size was sufficient for the analyses required. The results indicated that, to test the proposed model with six independent constructs, a minimum sample of 324 individuals was required to achieve a statistical power of 0.95. Therefore, we can confidently conclude that the sample size used in this study is larger than necessary.

To analyse the proposed theoretical model and evaluate the hypotheses, we used the PLS-SEM technique by means of the software SmartPLS (version 4.0.8.5) (Ringle et al. 2022). This is a widely recognised technique that is applied to a range of social scientific disciplines due to its ability to estimate structural models

and relationships without imposing assumptions about the distribution of the data (Hair et al. 2019). A differentiating aspect of PLS-SEM is its causal–predictive focus on the analysis of statistical models as it seeks to provide causal explanations in the underlying structures (Sarstedt et al. 2017). In this study, we formulated and analysed a first-order model with reflective constructs (mode A). The global fit of the model was evaluated using the approximate measure of fit of the specific standardised root mean square residual (SRMR) for PLS-SEM (Henseler et al. 2016) to ensure that there was no multicollinearity between the constructs. We also examined the reliability and validity of the constructs in the measurement model, and the structural model was evaluated using the coefficient of determination (R^2) and the path coefficients.

RESULTS

Descriptive analysis. Table 2 shows the results of the descriptive analysis (mean and standard deviation) of the items corresponding to the constructs of the proposed model. On a scale of 1 to 7, we can see that the items of the behaviour construct (local wine consumption) obtained mean values that are well above the centre of the scale (from 5.66 to 5.77). The intention to consume items is in a similar location to the consumption items (from 5.69 to 5.78). The attitude toward local wine items is between 5.23 and 5.34; those of the subjective norms are the lowest and slightly above the centre of the scale (from 4.61 to 5.34); and those corresponding to perceived behavioural control are between 5.35 and 5.93. For their part, the items of the epistemic benefit construct are well above the centre of the scale (from 6.00 and 6.08), which shows the high value of this construct, as is responsible tourist behaviour, which has even higher average scores (between 6.04 and 6.30).

Evaluation of the overall model. The results indicate an SRMR model fit value of 0.054, which is acceptable for PLS-SEM as it is below the threshold of 0.08 (Henseler et al. 2016). The absence of multicollinearity between the antecedent variables of each of the endogenous constructs has been verified, as all the variance inflation factor (VIF) values are less than 3.

Evaluation of the measurement model. The individual reliability of the constructs was evaluated by examining the factor loadings (λ) of the indicators with their respective construct. As shown in Table 2, practically all of the loadings of the items in the model exceed 0.707 or are close to this value (Carmines and Zeller 1979).

Table 2. Descriptive analysis and measurement model results

Constructs		Mean	SD	Loading	Composite reliability	AVE
LWC	Behaviour: Local wine consumption:	–	–	–	0.912	0.775
LWC1	As a rule, I tend to consume local wine at my destination.	5.66	1.257	0.899	–	–
LWC2	During my meals at the destination, I regularly consume local wine.	5.60	1.289	0.871	–	–
LWC3	Given several options, I usually consume local wine at my destination.	5.77	1.194	0.870	–	–
IN	Intention to consume local wine:	–	–	–	0.94	0.839
IN1	I intend to consume local wine at my destination.	5.78	1.196	0.921	–	–
IN2	I have decided to consume local wine at my destination.	5.70	1.326	0.904	–	–
IN3	It is very likely that I will regularly consume local wine at my destination.	5.69	1.237	0.922	–	–
AT	Attitude toward local wine:	–	–	–	0.899	0.749
AT1	I find regularly consuming local wine at my destination satisfying.	5.31	1.265	0.879	–	–
AT2	Regularly consuming local wine during my trip makes me feel positive.	5.23	1.278	0.867	–	–
AT3	I feel proud to choose and consume local wine when I am traveling.	5.34	1.330	0.849	–	–
SN	Subjective norms:	–	–	–	0.802	0.577
SN1	My friends and family value the fact that I consume local wine during my travels.	5.34	1.320	0.863	–	–
SN2	I make a good impression on my friends and family by ordering local wine at my destination.	4.61	1.644	0.711	–	–
SN3	My friends and family regularly consume local wine when they travel.	4.90	1.433	0.693	–	–
PBC	Perceived behavioural control:	–	–	–	0.826	0.613
PBC1	Consuming local wine at my destination is entirely down to me.	5.88	1.258	0.745	–	–
PBC2	I am sure that if I want, I can consume local wine at my destination.	5.87	1.109	0.814	–	–
PBC3	For me, consuming local wine at my destination is easy.	5.41	1.273	0.788	–	–
EB	Epistemic benefit:	–	–	–	0.908	0.767
EB1	By consuming local wine when I travel, I can get to know the place and its people better.	6.00	1.157	0.868	–	–
EB2	Consuming local wine when I travel enables me to experience and better understand the local culture and traditions.	6.04	1.124	0.908	–	–
EB3	By consuming local wine when I travel, I can discover unique flavours and experience new sensations.	6.08	1.117	0.851	–	–
RTB	Responsible tourist behaviour:	–	–	–	0.932	0.820
RTB1	By consuming local wine when I travel, I contribute to the economy of the place I am visiting.	6.30	1.036	0.884	–	–
RTB2	Consuming local wine when I travel is a way of supporting and benefiting the people in the place that I am visiting.	6.20	1.095	0.915	–	–
RTB3	Consuming local wine when I travel contributes to sustainable and balanced socioeconomic development in the place that I visit.	6.04	1.130	0.916	–	–

AVE – average variance extracted

Source: Own elaboration (2025)

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Table 3. Discriminant validity – Heterotrait-Monotrait Ratio (HTMT)

Constructs	AT	LWC	EB	IN	PBC	RTB	SN
AT	–	–	–	–	–	–	–
LWC	0.678	–	–	–	–	–	–
EB	0.554	0.632	–	–	–	–	–
IN	0.555	0.753	0.614	–	–	–	–
PBC	0.689	0.666	0.610	0.585	–	–	–
RTB	0.489	0.535	0.771	0.519	0.546	–	–
SN	0.845	0.606	0.515	0.427	0.705	0.391	–

AT – attitude toward local wine; LWC – local wine consumption; EB – epistemic benefit; IN – intention to consume local wine; PBC – perceived behavioural control; RTB – responsible tourist behaviour; SN – subjective norms

Source: Own elaboration (2025)

Table 4. Results of the hypothesis test, variance breakdown, Q^2 redundancy, and f^2 effect size

Hypothesis	Relationships	Path coefficient	Significance	T statistics	Confidence intervals	Confidence intervals bias	Supported	Variable correlation	R^2	Q^2	f^2
Intention to consume local wine									0.293	0.243	–
H_1	AT → IN	0.335	***	6.788	[0.254; 0.416]	[0.050; 0.950]	yes/yes	0.483	0.162	–	0.087
H_2	SN → IN	–0.005	ns	0.119	[–0.077; 0.067]	[0.014; 0.185]	no/yes	0.338	–0.002	–	0
H_3	PBC → IN	0.288	***	5.515	[0.202; 0.374]	[0.184; 0.340]	yes/yes	0.462	0.133	–	0.081
Local wine consumption									0.495	0.240	–
H_4	PBC → LWC	0.261	***	5.506	[0.186; 0.342]	[0.452; 0.621]	yes/yes	0.512	0.134	–	0.106
H_5	IN → LWC	0.544	***	10.686	[0.455; 0.622]	[0.254; 0.413]	yes/yes	0.665	0.362	–	0.461
Attitude toward local wine									0.240	0.231	–
H_{6a}	EB → AT	0.330	***	6.360	[0.243; 0.415]	[0.258; 0.42]	yes/yes	0.466	0.154	–	0.079
H_{7a}	RTB → AT	0.203	***	3.881	[0.117; 0.289]	[0.200; 0.371]	yes/yes	0.425	0.086	–	0.03
Subjective norms									0.167	0.229	–
H_{6b}	EB → SN	0.336	***	6.905	[0.256; 0.415]	[0.233; 0.417]	yes/yes	0.402	0.135	–	0.075
H_{7b}	RTB → SN	0.098	*	1.902	[0.013; 0.184]	[0.106; 0.305]	yes/yes	0.323	0.032	–	0.006
Perceived behavioural control									0.239	0.159	–
H_{6c}	EB → PBC	0.326	***	5.795	[0.232; 0.416]	[0.241; 0.413]	yes/yes	0.464	0.151	–	0.077
H_{7c}	RTB → PBC	0.207	***	3.454	[0.109; 0.307]	[0.115; 0.287]	yes/yes	0.425	0.088	–	0.031

*, ***, significance at 0.05; 0.001 level, respectively; $n = 10\,000$ subsamples; ns – non-significant (one-tailed Student's t); t (0.05; 4 999) = 1 645; t (0.01; 4 999) = 2 327; t (0.001; 4 999) = 3 092; confidence intervals [5–95%]; effect sizes f^2 : if ≥ 0.15 (moderate); if ≥ 0.02 (small); if < 0.02 (negligible); AT – attitude toward local wine; LWC – local wine consumption; EB – epistemic benefit; IN – intention to consume local wine; PBC – perceived behavioural control; RTB – responsible tourist behaviour; SN – subjective norms

Source: Own elaboration (2025)

Table 2 analyses the reliability of the construct and confirms that all of the composite reliability values (Dijkstra and Henseler 2015) exceed the minimum cut-off point of 0.70 (Fornell and Larcker 1981). All of the latent variables achieve convergent validity as their AVE means exceed the threshold of 0.5 (Fornell and Larcker 1981).

The results in Table 3 show that the constructs evaluated comply with the discriminant validity by satisfying the requirement of the Heterotrait-Monotrait Ratio (HTMT) of correlations (minimum value of 0.85; Kline 2011). Therefore, the measurement model was considered satisfactory and provided sufficient evidence in terms of reliability and convergent and discriminant validity.

Evaluation of the structural model. The path coefficients indicate the estimated relationships of the structural model. We evaluated its statistical significance using bootstrapping (Hair et al. 2011) by means of a one-tailed Student's *t*-distribution test with *n*-1 degrees of freedom (*n* = 10 000 subsamples), also analysing the confidence intervals (Henseler et al. 2009).

In Table 4 we can see that intention to consume has the greatest direct significant effect on consumption (H_5 : $\beta = 0.544$, $P < 0.001$, $f^2 = 0.461$) with a large effect size (f^2). It also shows a significant relationship between perceived behavioural control and consumption (H_4 : $\beta = 0.261$, $P < 0.001$, $f^2 = 0.106$).

Attitude toward local wine proves to have a significant relationship with intention to consume local wine (H_1 : $\beta = 0.335$, $P < 0.001$, $f^2 = 0.087$) and with perceived behavioural control (H_3 : $\beta = 0.288$, $P < 0.001$, $f^2 = 0.081$); however, no significant relationship is noted between the subjective norms and intention.

On the other hand, both epistemic benefit and responsible tourist behaviour present significant relationships with attitude, subjective norms, and perceived behavioural control. Thus, epistemic benefit has a positive influence on attitude (H_{6a} : $\beta = 0.330$, $P < 0.001$, $f^2 = 0.079$), on the subjective norms (H_{6b} : $\beta = 0.336$, $P < 0.001$, $f^2 = 0.075$) and on perceived behavioural control (H_{6c} : $\beta = 0.326$, $P < 0.001$, $f^2 = 0.077$). For its part, responsible tourist behaviour has a significant positive relationship with attitude (H_{7a} : $\beta = 0.203$, $P < 0.001$, $f^2 = 0.030$), with the subjective norms (H_{7b} : $\beta = 0.098$, $P < 0.001$, $f^2 = 0.006$) and with perceived behavioural control (H_{7c} : $\beta = 0.207$, $P < 0.001$, $f^2 = 0.031$).

The determination coefficient (R^2) represents a predictive power measurement that indicates the amount of variance of a construct which is explained by the predictive variables of said endogenous construct in the model. The proposed model explains 49.1%

of local wine consumption behaviour during trips and 29.3% of intention to consume (Table 4). Finally, we used the Stone-Geisser test (Stone 1974; Geisser 1975) as a criterion to measure the predictive relevance of the constructs, whereby the Q^2 values of Table 4 are greater than zero, which indicates that the model has predictive power.

DISCUSSION

Based on the results obtained, which have a high confidence level and a low sampling error, all the proposed hypotheses were accepted, except one. The findings of this study confirm a positive relationship between tourists' attitude toward local wine consumption and their intention to consume and are consistent with the results of the works of Balıkcıoğlu Dedeoğlu et al. (2022), Chamoli et al. (2023), Komariah et al. (2020), Sutiadiningsih et al. (2023), Wuet al. (2016), and Zhang et al. (2018), who demonstrated that there is a positive relationship between tourists' attitudes toward consuming local foods and their intention to consume.

This research also confirms the positive relationship between tourists' perceived behavioural control and their intention to consume local wine. These results corroborate the findings of Balıkcıoğlu Dedeoğlu et al. (2022), Chamoli et al. (2023), Komariah et al. (2020), Sutiadiningsih et al. (2023), Wu et al. (2016), and Zhang et al. (2018), who showed that tourists' perceived behavioural control is positively related to their intention to consume local foods.

Contrary to one of the hypotheses put forward in this study, we did not find a positive relationship between tourists' subjective norms and their intention to consume local wine. This is in line with the findings of Balıkcıoğlu Dedeoğlu et al. (2022), who reported that subjective norms do not play a predictive role in tourists' intention to consume local products.

The results of the study also prove that there is a positive relationship between epistemic benefit and attitude toward local wine consumption, subjective norms and tourists' perceived behavioural control in terms of local wine. This coincides with the research of Seongseop et al. (2021), who confirmed the positive impact of epistemic benefit on tourists' intention to consume local foods.

Likewise, responsible tourist behaviour has turned out to be a factor that maintains a positive relationship with tourists' attitude toward local wine, subjective norms, and perceived behavioural control, which

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is consistent with other works that have explored this dimension. For example, Balıkcıoğlu Dedeoğlu et al. (2022) found that responsible tourism behaviour plays a moderating role in the effect of attitudes toward local foods and subjective norms on the intention to consume local foods.

Practical implications. The results of the study offer practical implications by providing valuable information for professionals in the winemaking sector, restaurant businesses, stores selling local products for tourists, and regional tourism managers, enabling them to design marketing strategies based on the findings.

Firstly, the conceptual model shows that a greater perception of epistemic benefit, related to curiosity for and interest in knowledge of the place, its people, its culture, and customs, leads to a greater behavioural intention to try and subsequently consume local wine. Therefore, local wineries and gastronomy and food firms can easily understand this relationship and offer a value proposition of local wine that explicitly includes said benefits. To do this, they can publicise not only the intrinsic characteristics of the product, but also the production processes, the associated culture, the history, and personalised stories linked to the wine and their brands. By doing this, a perception of a greater epistemic benefit of local wine will be achieved and, therefore, consumption will increase. This suggests that those selling to local restaurants and stores should emphasise the characteristics of local wines and explain how they are relevant in terms of benefits for tourists. By the same token, understanding this relationship, destination managers must facilitate and promote knowledge of these benefits among tourists, incentivizing a curiosity for local knowledge.

Secondly, considering that both attitudes toward local products like wine and perceived behavioural control are important predictors of the intention to consume and that both are influenced by responsible tourist behaviour, the importance of also focusing on this factor is brought to light. It is essential to channel responsible tourist behaviour toward knowledge of the existence of local wine. So that tourists start to act more responsibly toward the destination, the first step is for them to be aware of their potential to damage it. If people are aware of the possibility that they may cause damage to a region, they may feel motivated to partake in responsible behaviour. In this sense, the findings indicate that tourists must be encouraged to act more responsibly toward their destination. For example, destination managers must foster more responsible behaviour dur-

ing their visit to the destination. Encouraging tourists to participate in activities that will enable them to experience the location more intensely, will evoke a sense of responsibility toward the local culture of the region and place local products within tourists' reach. These activities will increase tourists' sense of responsibility and will motivate them to act responsibly, showing their intentions to consume local products through more responsible behaviour during their vacation at the destination.

In comparing our results with prior studies on other local foods, examples from similar studies highlight some nuanced similarities and differences. For example, research on cheese in some French regions indicates that this product is a deep cultural symbol, offering tourists a connection with French heritage through activities like dairy farm tours and tastings (Lafon and Ramiro 2023). This is comparable to Tenerife's local wine, which also represents the local culture and offers an authentic tourism experience through vineyard tours and tastings. This example suggests a broader applicability of our findings, supporting the notion that local products often serve as vehicles for cultural connection across various contexts. The relevance of epistemic benefits and responsible behaviour in promoting local consumption might apply to diverse products and destinations.

CONCLUSION

This study puts forward several important academic implications. First, a conceptual model of local wine consumption by tourists has been developed and empirically tested. It has been determined that two of the main variables of the TPB (attitude and perceived behavioural control) play a predictive role in tourists' intention to consume local wine. As a result, we can confirm that the TPB to some extent supports the understanding of tourists' intention to consume this product. On the other hand, this research adds to the existing literature by including epistemic benefit and responsible tourist behaviour in the TPB model, providing a more complete vision of tourists' decision-making processes in terms of local wine consumption.

The results obtained confirm the positive relationship between epistemic benefit and attitude, subjective norms, and perceived behavioural control. This finding looked at in the context of the TPB, demonstrates that the effects of the main variables of the TPB on the intention to consume local wine differ when they interact

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with the epistemic benefit of local products perceived by tourists, which is related to knowledge of the local area and their journey.

Furthermore, considering how important the consumption of local products is for tourism destinations, this study has revealed how levels of responsible tourist behaviour shape tourists' intentions to consume local products. In this sense, it was demonstrated that the effects on intention to consume local wine of the variables attitude, the subjective norms, and perceived behavioural control, contemplated in the TPB, differ when they interact with responsible tourist behaviour. It was demonstrated that the influence of subjective norms and attitude toward local wine on tourists' intention to consume local wine becomes stronger as levels of responsible tourist behaviour increase.

This integration of additional constructs in the TPB model could be applied to other contexts and local identity products, providing a more complete view of tourists' decision-making processes in relation to the consumption of local products.

Finally, it is important to consider several limitations of the study. For instance, this research was conducted in Tenerife, an island in a specific region of Spain, which may limit the expansion of the results to other regions and cultures. Therefore, new research is justified, looking into the intentions and behaviours related to the selection of local wine by tourists in different areas, to determine whether the patterns and results are replicated or depend on other factors.

Likewise, although two additional constructs have been included in the TPB model, which provides a more complete view of tourists' decision-making processes, it is possible that there may be other variables that could improve the model's predictive value. Therefore, it would be interesting to continue to research the influence of other factors on tourists' intention to consume local wine.

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