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TESTING THE ALCOHOL CONSUMPTION EXPERIENCE SCALE IN A TOURISTIC ENVIRONMENT

INTRODUCTION

In a tourist's search to escape from the usual routine, alcohol consumption forms a critical part of the tourism experience. It is just an incidental accompaniment of the journey for some travellers, but for others, it is the key reason to travel (Yeoman et al., 2015). Much of the research that connects beverages to tourism is in the area of wine tourism (Bruwer and Alant, 2009; Colombini, 2015; Kaddi, 2015; Sigala, 2019; Brochado et al., 2019). Other alcoholic beverage tourism, such as whisky tourism, beer tourism, rum tourism, and local alcoholic beverages tourism, is relatively under-researched (Baran, 2017; Manis et al., 2020; Spracklen, 2014). Furthermore, additional research is needed to understand better the tourist's alcohol consumption experience in touristic environments. While the literature on the consuming experience of material goods has grown, Gomez et al. (2017) argue that the consumption experience of food and beverages has been understudied (Morewedge et al., 2010, Schifferstein, 2010, Schifferstein et al., 2013).

Consumer satisfaction with hospitality services consists of and is influenced by the product (alcoholic beverage in this study) on the one hand, the service, the environment and atmosphere of the purchase or service as well as the social setting on the other (Pizam and Tasci, 2019, Stone et al., 2018). According to Erasmus and Donoghue (1998), the individual's characteristics, which include demographic variables, previous experience and personality attributes, also influence the consumer's satisfaction. Therefore every consumer evaluates their food and beverage consumption experience distinctly in terms of a limited set of characteristics that have been individually (personally) compiled and prioritized. Consequently, the experience and the intensity of the satisfaction will differ amongst consumers visiting a destination such as Goa. While the previous studies have focused on the production of food and beverages, more research has been proposed to focus on the consumption component and explore visitors' ideas and considerations (Karamustafa and Ulker, 2017). This study investigates selection criteria and different consumption patterns of tourists in Goa that influence the drinking behaviour in various settings and investigates its impact on the tourist's behavioural intentions. Goa is a leading destination for alcohol tourism in India, with a large number of tourists who travel to the state specifically for the purpose of drinking alcohol. The lower price of alcohol in Goa makes it an attractive destination for tourists who are looking to drink alcohol at a lower cost.

Food and drink can impact a tourist's perception of a destination (Harrington and Ottenbacher 2013). Thus, the study of gastronomic tourism has practical importance to the tourism industry. Despite the significance of beverages as a pivotal aspect within the hospitality and tourism sector, it is notable that the scholarly literature has afforded limited attention to this subject. Although the phenomenon of alcohol tourism experience is not novel, its comprehensive measurement remains an area necessitating further refinement. Recent investigations have brought to light discernible gaps within the existing array of measurement scales, indicating an apparent need for the development of more suitable instruments tailored to the intricate dimensions of alcoholistic activities. These instruments would effectively capture the nuances and complexities of the experiences encountered within this distinctive context.

Our previous study examined the influence of tourists' knowledge and past experiences regarding alcohol consumption on the choice of alcoholic beverages and factors affecting the choice of drinks at tourist destinations (Dsouza et al., 2021). Results indicated that the travellers' drinking experiences positively influenced the choice of alcohol as well as the place of consumption. This is in line with the servicescape paradigm presented by Booms and Bitner (1982) and the experiencescape thinking by Mossberg (2007), which postulate that the consumption setting influences consumer experiences. We then developed a multiple-item scale to measure the alcohol consumption experience and revisit intention (Dsouza et al., 2022). The results showed a reliable and valid scale for identifying the variables that influence the alcohol consumption experience from the tourist's viewpoint. The development of this scale is considered meaningful because it is the first study to suggest a reliable and valid scale that can measure the influences of the alcoholic beverage under different experiencescapes on revisit intentions. The scale to measure the alcohol consumption experience was tested and validated. The scale was found to demonstrate reliability and validity. By analyzing literature available in the hospitality and tourism studies and synthesizing insights from food and beverage consumption and sociological research, five factors influencing tourist alcohol consumption are identified: The tourist knowledge & past experience, the choice of alcoholic beverage, the choice of drinks, the social setting and the service experience. Since the objective of the earlier study was limited to validating the Alcohol Consumption Experience scale, we did not test the hypothesis to check the relationship between the variables that influences alcohol consumption experience in different drinks.

LITERATURE REVIEW

In the field of satisfaction, tourism practices or tourist products have been the focus of research, such as cruises (Qu and Ping, 1999), hotels (Kandampully and Suhartanto, 2003), tour guides (Zhang and Chow 2004) and theme parks (Kao et

al., 2008). There are other studies in the domain of beverage tourism such as Wine tourism (Kaddi, 2015; Columbini, 2015; Connolly, 2019; Kim et al., 2019), Tequila tourism (Torre et al., 2014), Beer Tourism (Baran, 2017; Manis et al., 2020), Whisky tourism (Spracklen, 2014; Stoffelen, 2016). However, there are few research specifically focused on tourists' satisfaction with their food and beverage consumption experiences and their behavioural intentions. The areas that tourists use to evaluate their alcohol consumption experience are largely unknown. The major goal of this study is to look at the factors that influence a tourist's alcohol consumption experience, as well as their impact on their intentions to return or willingness to suggest the alcohol consumption experience.

The product experience is shaped by the interaction between the individual and the product. According to Gomez et al. (2017), further research is needed to better understand drinking and its relationship to the product experience. The price, brand, flavour sensations at consumption, presentation form, and menu composition influence the food and beverage consumption experience (Hansen et al., 2005; Forneniro et al., 2008; Pedraja and Guillen, 2004). In the restaurant industry, customer experience research often assesses the environment, food quality, and price fairness (Chuan et al., 2018). This means that research on customer experience in the restaurant business has mostly overlooked the fact that experience can also be derived from the consumption of beverages. While meal experience has been studied in a la carte restaurants (Andersson, 2004; Hansen et al. 2005, Gustafsson, 2006; Wijaya et al., 2013; Stone et al., 2018; Kuhn and Bothma, 2018; Wen et al. 2020), alcohol consumption experience as a single element could be studied in various drinksapes to uncover new aspects of consumption experiences from the tourists' perspective.

Apart from the tourists' choice of the type of drink, the literature suggests that the overall alcohol consumption experience can be influenced by experiencescape, which encompasses drinkscape, social context, and service experience (Chen et al., 2020; Wakefield and Blodgett, 2016; Dell 2005). O'Dell and Billing (2005) have defined experiencescapes as "the material base upon which experiences are anchored". Drinksapes are the spaces for drinking (D'Souza et al., 2021). Alcohol is consumed in various drinksapes such as a bar, a restaurant, a lounge, a pub, a beach shack as well as at home, in a hotel, in a tasting room or in the open-air such as at a park, street, wine or beer festival (Kruger et al., 2013; Stone et al., 2018, Wilkinson and Wilkinson, 2018). The atmosphere in these drinksapes, according to Kim et al., (2014), Sulek and Hensley (2004), D'Souza et al., (2022) makes it simpler to immerse yourself in the experience of food and beverage intake by using entertainment, design, architecture, colour, and smell. Food and beverage providers are commonly unaware of or unconcerned about the impact of the environment on their customers' food and beverage experiences (Albrecht et

al., 2019). While the basic product and service must be of acceptable quality, appealing physical surroundings, such as décor, artefacts, layout, and music, can influence customer satisfaction and behaviour to a significant degree. Our study will therefore aim to test the impact of drinkscales on the overall alcohol consumption experience. The social setting consists of the people who accompany the individual and their interpersonal relationships during the consumption experience (Ryu and Han, 2010). We would aim to check the influence of social settings on the alcohol consumption experience. Any encounter with the service organisation that the guest may have during their entire time at the food service outlet is referred to as a Service experience (Rimmington and Yuksel, 1998). According to Kim (2014), the quality of service is determined by the degree to which customers perceive service employees to be nice, polite, courteous, helpful, and eager to go above and beyond expectations. When the guests see that service employees are kind and caring, they are more likely to have a positive experience and participate in co-creating memorable encounters (Barkat and Demontrond, 2019). Wakefield and Blodgett (2016) have suggested research within specific service contexts among individuals, groups and cultures to determine the overall influences of the physical environment on consumer response. Therefore, this study aims to address these research gaps and check the impact of service settings in various drinkscales on the alcohol consumption experience. These lead to the following research questions:

1. Does the choice of alcohol influence the alcohol consumption experience?
2. Does the choice of alcohol influence the choice of drinkscale?
3. Does the choice of alcohol influence the social settings?
4. Does the choice of alcohol influence the service experience?
5. Does the experiencescale (Choice of drinkscale, Social settings and Service experience) impact the alcohol consumption experience?

In a review of the different concepts used for experience in consumer research, Researchers argue that food and drinks are crucial elements that influence the intention to visit (Yeoman et al., 2015). Yet, there is a lack of awareness of how and to what extent the tourism destination image is associated with the consumption of alcoholic beverages as a single dimension. Tikkanen (2007) indicated that the potential research areas within food tourism might focus on the role of spirits as the motivation for food tourism.

According to Park et al. (2019), visitor satisfaction has a considerable impact on revisit intentions. Tourist behavioural intentions refer to future loyalty intentions of tourists concerning tourism experiences. The positive impact of alcohol consumption on behavioural intentions is consistent with tourism consumption system theory, which states that tourists' evaluations of their experiences in the destination area influence their overall destination evaluation and influence their

willingness to recommend or revisit the destination (Woodside and Dubelaar, 2002). Culinary adventures are linked to higher levels of travel pleasure and favourable word of mouth (Ryu et al., 2012). However, there is a dearth of research on the experience of tourists consuming alcoholic beverages. Researchers should better connect memorable drinking experiences to satisfaction and repeat visitation aspects, according to Stone et al. (2018).

Based on those concepts and inferences, the following are the research questions:

1. Will the alcohol consumption experience influence the willingness to recommend the alcohol consumption?
2. Will the alcohol consumption experience influence the willingness to revisit the alcohol consumption?

The majority of hospitality and tourism research focuses on factors that affect managerial frameworks. Gonzalez-Rodriguez et al. (2016), on the other hand, argue that further study from the tourist's perspective is needed to help answer key questions about the tourist's subjective experience. When many destination managers and tourism operators compete to create exceptional customer experiences, the increased demand for enjoyable tourist encounters justifies this study. By testing the Alcohol Consumption Experience framework to gather tourists' drinking behaviour and examine the views and perceptions on the factors that influence this experience, the study aims to understand better the impact of these factors on the alcohol consumption experience and its impact on future behavioural intentions.

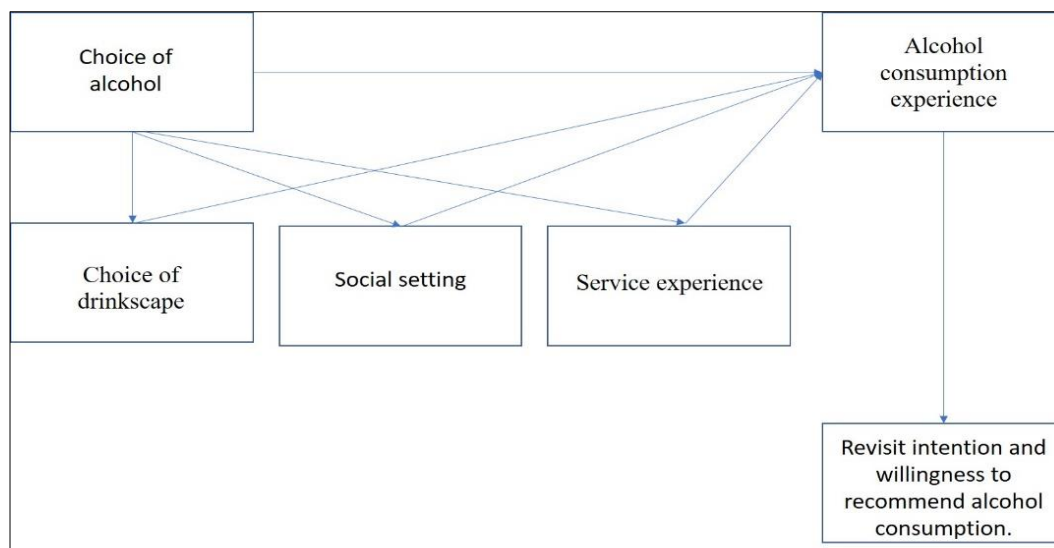


Figure 1 The proposed Alcohol Consumption Experience (ACE) model

The objective of this study therefore is:

1. To study the impact of the choice of alcohol on the alcohol consumption experience.
2. To study the impact of the choice of alcohol on the experiencescape (choice of drinkscape, social settings and service experience).
3. To study the impact of the experiencescape on the alcohol consumption experience.
4. To study the impact of the alcohol consumption experience on the willingness to recommend alcohol consumption.
5. To study the impact of the alcohol consumption experience on the willingness to revisit the alcohol consumption.

Testing the Alcohol Consumption Experience (ACE) framework provides directions for further research on enriching tourists' alcohol consumption experiences and studying its impact on the revisit intentions or the willingness to recommend the alcohol consumption. It will help to study the influences of the choice of drinkscape, social settings, service experience and the choice of alcohol on the alcohol consumption experience of a tourist.

METHODOLOGY

When applying the ACE scale as proposed by D'Souza et al. (2022), a set of 52 items is used to measure the tourists' alcohol consumption experience. This research used a cross-sectional web-based sample questionnaire. An account of tourists' choice of alcohol and choice of experiencescape (choice of drinkscape, social settings and service experience) was sought as a source of information.

This study attempted to gather tourists' views and perceptions on the factors that influence the alcohol consumption experience and their behavioural intention based on their experiences in Goa, a popular tourist destination in India known for alcotourism. Therefore, the population of the study is tourists who have visited Goa and have consumed alcohol. The sampling frame for this study includes those tourists who visited Goa and had consumed alcohol in various drinksapes. The sampling frame was obtained by visiting various drinksapes, contacting restaurant management, food and beverage staff of hotels, friends and associates working in the beverage service industry in Goa.

The primary data were collected using a web-based self-administered questionnaire. The study was conducted from December 2020 to March 2021. The questionnaire was in English. The Google form link was shared through social media apps to potential respondents by visiting various drinksapes and interacting with the clients. Furthermore, Restaurant/Bar managers, food and

beverage staff of hotels, friends and associates working in the beverage service industry in Goa shared the Google form link among their guests who had visited them, requesting them to participate in the study. There were 1054 responses received with a response rate of around 50%, of which 975 were from tourists that consume alcohol, and another 13 were incomplete. Therefore, 962 valid responses were used for the data analysis.

Table 1, 2 & 3 shows the results of the exploratory factor analysis highlighting the factor names, the number of final scale items with the factor loadings and Cronbach's alpha value

Table 1. Factor names, number of the final scale items, with factor loadings and Cronbach's alpha value for Tourists Knowledge and past experience and Choice of Alcohol

Factor names	No of Items	Items	Factor Loading	Cronbach's alpha Values
Tourists Knowledge and Past Experience	4	I can distinguish between different types of alcoholic beverages (Wines, Beers, Spirits, Liqueurs, Cocktails)	.868	.899
		I am aware of the temperatures of the alcoholic beverages at which they should be served	.834	
		I have had satisfying alcohol consumption experiences in the past	.839	
		My alcohol consumption is based upon my past experiences	.856	
Choice of Alcohol	6	The most important thing about the drink is its taste	.873	.940
		I consider the brand of alcohol while ordering a drink.	.874	
		I choose a drink based on its quality	.909	
		I usually order a drink based on the suggestion by the server or friends	.768	
		I choose a drink based on the quantity I wish to consume	.901	
		The alcohol I drink should complement the type of food being consumed	.884	
		I will recommend the alcohol that I consume to others	.864	

Source: Primary data

Table 2. Factor names, number of the final scale items, with factor loadings and Cronbach's alpha value for Choice of Drinkscapes, Social Settings and Service Experience

Factor names	No of Items	Items	Factor Loading	Cronbach's alpha Values
Choice of Drinkscapes	6	The entertainment adds value to my drinking experience	.907	.932
		The Ambiance (Architecture, Color, lighting, Interior design, Décor) should be appealing	.862	
		Washroom, toilet facilities need to be adequate	.800	
		The environment should be safe	.912	
		The area should be thoroughly clean	.886	
		The venue should be easily accessible	.743	
Social Setting	4	I drink more while socializing with friends	.851	.903
		The presence of other people influences my individual level of satisfaction	.849	
		It is enjoyable to join in drinking with people who are enjoying alcohol consumption	.857	
		Drinking adds warmth to social occasions	.856	
Service Experience	5	Employees should be friendly	.718	.854
		Employees should be willing to help	.852	
		Employees should provide prompt service	.806	
		The standard of service matters while consuming alcohol	.799	
		Employees need to be knowledgeable about the drinks offered	.665	

Source: Primary data

Table 3. Factor names, number of the final scale items, with factor loadings and Cronbach's alpha value for Choice of Drinkscapes, Social Settings and Service Experience

Factor names	No of Items	Items	Factor Loading	Cronbach's alpha Values
Alcohol Consumption Experience	6	Alcohol consumption enhances social pleasure.	.893	.947
		Alcohol consumption enhances physical pleasure.	.889	
		An alcohol consumption experience helps me unwind and enjoy.	.883	
		I can easily remember alcohol consumption experiences in different settings	.901	
		Alcohol consumption provides a sense of freedom from the stresses of life.	.897	
		This experience is a wonderful way to strengthen existing bonds of relationships.	.812	
Revisit Intention & Willingness to Recommend	5	I intend to revisit the venues I had an alcohol consumption experience in the near future	.891	.930
		I intend to consume the same alcohol in the near future	.893	
		My Alcohol consumption experience helps me to recommend a venue to others	.829	
		I would encourage friends and relatives to experience Alcohol Consumption at a venue I enjoyed	.868	
		I will recommend the alcohol that I consume to others	.864	

Confirmatory Factor Analysis (CFA) was used to validate EFA results and judge the replicability of the results. The CFA was performed of the constructs: Tourists profile, choice of alcohol, choice of drinksapes, social settings, service experience, alcohol consumption experience and willingness to recommend & revisit intention. This was determined by verifying i) The Unidimensionality, ii) The reliability, iii) Multicollinearity, iv) The construct validity, and v) The model fit (Dsouza et al., 2022).

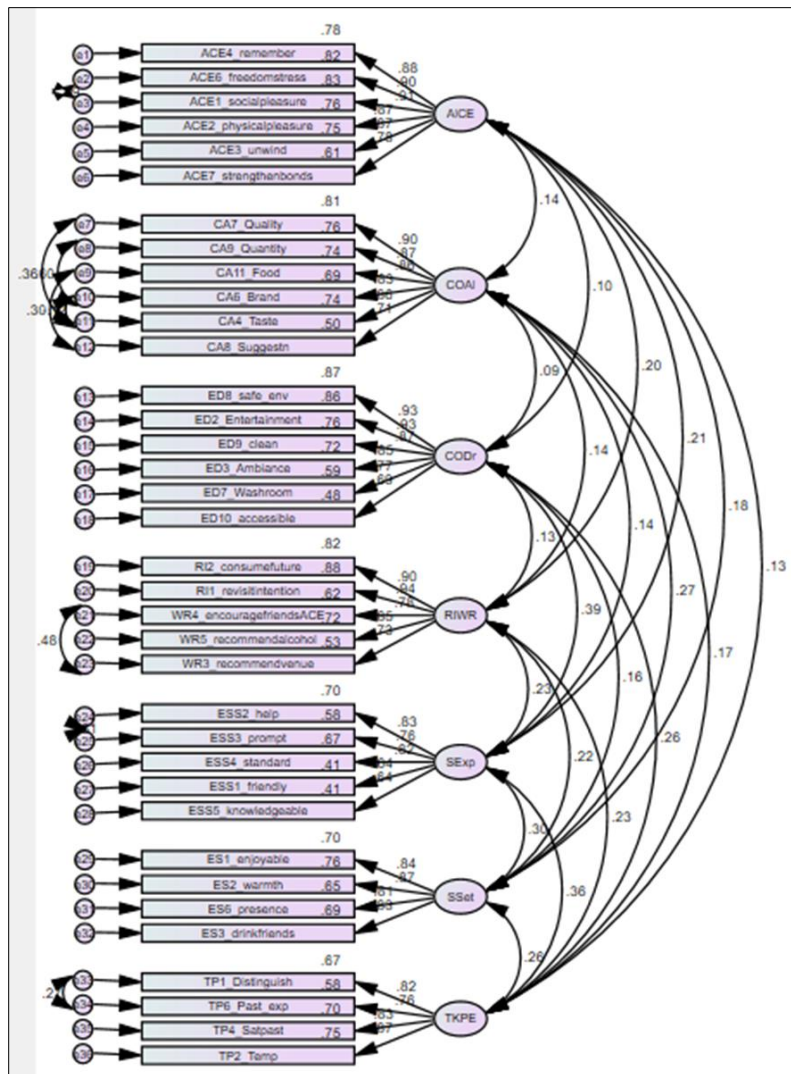


Figure 2. CFA of the Measurement model of constructs in this study

PROPOSED HYPOSTHESES

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

H1: The choice of drinkscape positively influences the alcohol consumption experience.

2. Hypothesis researching the influence of the choice of drinkscales on the alcohol consumption experience

H2: The choice of drinkscape positively influences the alcohol consumption experience.

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

H3: The social setting positively influences the alcohol consumption experience.

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

H4: The service experience positively influences the alcohol consumption experience.

5. Hypothesis researching the influence of the choice of alcohol on the choice of drinkscales

H5: The choice of alcohol has a positive influence on the choice of drinkscales.

6. Hypothesis researching the influence of the choice of alcohol on the social setting

H6: Choice of alcohol has a positive influence on the social setting.

7. Hypothesis researching the influence of the choice of alcohol on the service experience

H7: Choice of alcohol has a positive influence on the service experience.

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

H8: Alcohol consumption experience positively influences the revisit intention and willingness to recommend the alcohol consumption.

The relationship between latent constructs and the observed variables was the focus while testing the measurement models. The relationship between constructs and their significance is checked in structural model testing. Here the entire data sample of 962 is used for testing the hypotheses. IBM SPSS AMOS 21 statistical

package was used to test the hypothesis using the Structural Equation Modeling (SEM) method.

Table 4 Structural Model Path Coefficients and its Significance

Path	Std. Estimate	Estimate	SE.	C.R.	p	Significant/ Not Significant
COA → ACE	.128	.065	.017	3.809	***	Significant and Positive
COD → ACE	.100	.098	.033	2.969	.003	Significant and Positive
SS → ACE	.177	.115	.023	5.091	***	Significant and Positive
SE → ACE	.210	.279	.049	5.699	***	Significant and Positive
COA → COD	.087	.040	.016	2.518	.012	Positive and Significant
COA → SS	.278	.199	.025	8.030	***	Positive and Significant
COA → SE	.139	.053	.014	3.839	***	Positive and Significant
ACE → RI and WR	.204	.275	.046	6.004	***	Positive and Significant

Source: Primary data

The impact of the choice of alcohol as well as the choice of drinkscape on alcohol consumption experience is positive and significant at a 1% level of significance. Furthermore, the strength of the relationship between the independent variable and the dependent variable alcohol consumption experience is .128 and .100 respectively and is positive. Thus we can conclude the choice of alcohol as well as the choice of drinksapes positively influences the alcohol consumption experience.

The effect of social setting as well as service experience on alcohol consumption experience is positive and significant at a 1% significance level. However, the effect of the choice of alcohol on the choice of drinksapes is positive and significant at a 5% level of significance. For a .05 level of significance (5% chance of error), the Critical Ratio must be at or higher than +1.65. The strength of the relationship between the independent variable's choice of drinksapes, social setting and service experience and the and the dependent variable alcohol consumption experience are positive and significant. Thus we can conclude that the choice of drinksapes, social setting and the service experience has a positive influence on the alcohol consumption experience.

The effect of choice of alcohol on the choice of drinksapes is positive and significant at a 5% level of significance. For a .05 level of significance (5% chance of error), the Critical Ratio must be at or higher than +1.65. The strength of the relationship between choice of alcohol and choice of drinkscape is .087 and is positive. Thus we can conclude that the choice of alcohol has a positive influence on the choice of drinksapes. The impact of the choice of alcohol on the social setting and service experience is positive and significant at a 1% level of significance. The strength of the relationship between the choice of alcohol and social settings & service experience is .278 & .139 respectively and is positive. Thus we can conclude that choice of alcohol has a positive influence on the social settings and on the service experience.

The impact of alcohol consumption experience on the revisit intention & willingness to recommend the alcohol consumption is positive and significant at a 1% level of significance. The strength of the relationship between alcohol consumption experience and the dependent variable RI&WR is .204 and is positive. Thus we can also conclude that alcohol consumption experience positively influences the revisit intention & willingness to recommend the alcohol consumption.

Table 5. Hypotheses, Significance and Interpretation

No.	Hypothesis	p-value, significance @ 1%	Interpretation
H1	Choice of alcohol has a positive influence on alcohol consumption experience.	0.000	Significant, Hypothesis Supported
H2	Choice of drinkscape has a positive influence on alcohol consumption experience.	0.003	Significant, Hypothesis Supported
H3	The social setting has a positive influence on the alcohol consumption experience.	0.000	Significant, Hypothesis Supported
H4	Service experience has a positive influence on alcohol consumption experience.	0.000	Significant, Hypothesis Supported
H5	The choice of alcohol has a positive influence on the choice of drinksapes.	0.012	Significant, Hypothesis Supported
H6	The choice of alcohol has a positive influence on the social setting.	0.000	Significant, Hypothesis Supported
H7	The choice of alcohol has a positive influence on the service experience.	0.000	Significant, Hypothesis Supported
H8	Alcohol consumption experience has a positive influence on revisit intention and willingness to recommend.	0.000	Significant, Hypothesis Supported

FINDINGS AND THEORETICAL CONTRIBUTIONS

This study provides major theoretical contributions to the gastronomic tourism literature, with an emphasis on alcotourism, that go beyond previous studies.

Despite some similarities between this study and previous research (Andersson and Mossberg, 2004; Hansen et al. 2005, Gustafsson et al. 2006, Stone et al., 2018; Kühn and Bothma, 2018), it is critical to understand how this study varies from previous research. As compared to studies on meal experiences in restaurants as in earlier studies, the present research examines alcohol beverage consumption experiences in various other settings (upscale bars, beach shacks, restaurants, discotheques, hotels, tasting rooms, and drink festivals).

Stone et al. (2018) identified elements leading to memorable food, drink, or culinary experiences while travelling. The food or drink consumed, the location/setting, companions, the occasion, and touristic elements are factors that contribute to memorable culinary travel experiences, according to their qualitative study. However, the primary focus of their study was on culinary experiences. Memorable encounters may be linked to satisfaction and repeat visits, which they did not explore in their research. They had proposed that quantitative research be employed to broaden the scope of this investigation. Using quantitative analysis, the current study addressed this gap and tested the ACE model incorporating the factors influencing alcohol consumption experience and connected it to repeat visitation or willingness to recommend. As a result, the current study has contributed to the existing literature by differing from past research. Therefore this research has contributed by testing the ACE scale to measure alcohol consumption experience, asserting the relationships between the choice of alcohol, choice of drinksapes, social settings, and service experience with alcohol consumption experience and its significant impact of alcohol consumption experience on tourist revisit intention and willingness to recommend the alcohol consumption. The implications of the study have been discussed below.

Choice of Alcohol

While meal experience has been studied in an à la carte restaurant setting (Hansen et al. 2005; Björk and Räisänen 2017, Stone et al. 2018), the goal of this study was to look at alcohol consumption as a single component in various drinksapes to uncover new aspects of consumption experiences from the tourist's perspective. Meal experience is influenced by the products price, brand, taste sensations at consumption, presentation form, and menu composition (Hansen et al., 2006; Forneniro et al., 2008; Pedraja and Guillen, 2004). Similarly, the outcomes of this study suggest that the type of alcohol consumed had an impact on the drinking experience. The quantity to be consumed, the food to be matched with it, the quality of the alcohol, the taste, the brand of the alcohol, and suggestions from the waiter or those accompanying the drinker were all factors measuring the choice of alcohol in our study. Items that did not load were the place /country of origin of the alcohol, price and discounts offered. The price was an influencing factor in the context of the meal experience; however, the price and

discounts on drinks did not load in our model. This indicates that regardless of whether the alcohol was Indian or international, or whether it was cheap or expensive, the respondent's consumption experience was influenced more by the quality, brand, quantity they wanted to drink, and the sort of food they were having accompanying the alcohol.

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

Choice of Drinks

While the basic product and service must be of acceptable quality, pleasant physical surroundings, such as décor, artefacts, layout, and music, can influence consumer satisfaction and consequent behaviour to a significant degree (Wakefield and Blodgett, 2016, D'Souza et al., 2022). In our study, the choice of drinkscape was measured by the safe and clean environment for drinking, the entertainment and ambience, proper washroom and toilet facilities and accessibility. Loud music, comfortable seats, and a comfortable temperature were not significant in factor analysis and did not load. Booms and Bitner (1982) documented that the servicescape of a hospitality firm had a significant impact on customer revisit intention and a restaurant's brand image. The direct relationship between choice of drinks and alcohol consumption experience showed a positive and significant effect. This means that the place of consumption has an impact on the alcohol consumption experience.

Social Setting

Wen et al. (2020) integrated dining company into their framework to explain the moderating role of dining companions between perceived authenticity, customer satisfaction and other behavioural intentions. This research studies the role of social settings in influencing the alcohol consumption experience of tourists. Tests to check the statistical significance of the impact of social settings on the alcohol consumption experience confirmed that social settings have a positive influence on alcohol consumption experience. It was also observed that there was a significant impact of the choice of alcohol on social settings. These results support the concerns about whether the drinking experience facilitates social connections between the travellers and locals and between the travellers and those they are travelling with (Chandralal et al., 2015).

Service Experience

The degree to which travellers perceive service employees to be nice, polite, courteous, helpful, and willing to surpass expectations, according to Kim (2014), determines the quality of service. When guests observe that service employees are kind and caring, they are more likely to have a positive experience and participate in co-creating memorable encounters (Barkat and Demontrond, 2019). This was evident in our study of the servicescape of alcoholic beverages. Service experience in our study was measured by friendly staff, good standard of service, helpful staff and prompt service. However, items such as knowledgeable staff did not load, as drinkers preferred a type or brand of alcohol that would not change regardless of the social setting or place of consumption as suggested in earlier results.

Tests to check the statistical significance of the impact of service experience on the alcohol consumption experience confirmed that service experience positively influences alcohol consumption experience.

Alcohol consumption experience and behavioural intentions

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

MANAGERIAL IMPLICATIONS

Since all the factors (choice of alcohol, choice of drinks, service experience, and social setting) influence guests' perceptions of a quality consumption experience, the drinkscape manager must understand the relative importance of each of these factors to better understand the consumer's consumption experience. The present study's findings suggest that the managers need to pay the most attention to the choice of alcohol on offer since it is the most vital component affecting customer consumption experience and, consequently, customer behavioural intentions. Drinkscape should provide guests with an exceptional mix of menu options, maintain quality and taste by having standard recipes in place for cocktails and mixed drinks, train staff to suggest drinks by pairing them with foods in restaurants or where meals are served and suggest appropriate mixers with the alcoholic beverages to meet or exceed the demanding standards of alcohol consumers. Meanwhile, in light of the literature review based on the physical environment and findings related to the association of choice of drinks with alcohol consumption experience, managers must differentiate drinkscape through the physical environment to create a memorable experience in a casual and relaxed atmosphere. Therefore, the drinkscape's emphasis should be on safety, cleanliness, entertainment, ambience, washroom and toilet facilities and accessibility.

Drinkscape emphasize the choice of drinks available and sell the service delivery of the service staff as well. As a result, it is critical to provide training to improve employee professional conduct, such as proficiency and the ability to display a pleasant, helpful, and kind attitude when providing service. It may be easy to dismiss aspects such as drinking companions and other bar visitors because these aspects are beyond the manager's control. However, it is more than likely those drinkscape managers may significantly impact these dimensions by providing spaces for socializing in groups. Thus, the relationship between the choice of alcohol, service experience and social setting is something that managers should be eager to intensify to increase customer loyalty behaviour (i.e. intention to revisit, willingness to recommend).

In this regard, the study's findings imply important implications for drinkscape seeking to balance or emphasize these components of service excellence. Furthermore, the findings may assist businesses in allocating limited resources to improve consumers' drinking experiences, hence increasing customer satisfaction and positive behavioural intentions.

LIMITATIONS

The methodological choices adopted for this study have resulted in a few limitations that must be acknowledged. Firstly, the localization of the research

being solely in Goa implies a possible geographical bias in the data collected for this research. Secondly, despite concerns about its validity, self-reports continue to be the most prevalent method of measuring alcohol consumption (Davis et al., 2010). As a result, in this study, social desirability bias poses a substantial threat to the validity of self-reported alcohol consumption measures and experiences.

RECOMMENDATION FOR FUTURE RESEARCH

Due to travel restrictions due to Covid 19, we were unable to get a sizeable sample of foreign tourists, causing the possibility of generalization. Although measures have been taken to interview tourists of different origins in different drinkscape, it must be recognized that the sample is not representative of the overall tourism population in India. Future studies may study group-wise tourists' perceptions based on foreign tourists vs local tourists once the travel restrictions have been eased out and with the influx of foreign tourists.

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

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

CONCLUSION

In the beverage service industry, customers generally use drinks, physical environment, social setting and employee services as critical components in evaluating the consumption experience. Customers' opinions of beverage service quality should improve due to a proper combination of these essential attributes, enhancing the experience and loyalty. The criteria for creating a favourable environment for visitors appear to depend on the choice of alcohol, the choice of

drinkscape, the social setting, and the service experience, for which the management control system can act as a regulating and logistical instrument. This study proposes how drinkscape owners and managers should prioritize their resources to provide a memorable drinking experience and ensure guest loyalty. To improve the alcohol consumption experience, drinkscape managers can find directions from this research to improve their drinkscales, enhance their guest's service experience, and facilitate necessary strategies to enhance the social settings that may lead to revisiting intentions. The findings of this study contribute to the growing body of knowledge in services management and, in particular, that pertaining to customer loyalty in the beverage service industry.

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