

Consumer Satisfaction and Participation Behavior of Wine Culture Tourism

Feier Zhao ^{1,a}, Wenli Zhang ^{1,b}, Yao Zhao ^{1,c,*} and Fuqiang Lin ^{1,d}

¹ Yantai Institute, China Agricultural University, Yantai, Shandong, China

^a 2694566498@qq.com, ^b echo_zhang@cau.edu.cn, ^c chiaoyau@126.com

^{*}China Agricultural University, Beijing, China

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Abstract: In order to promote the development of Yantai wine culture tourism, a questionnaire survey and scoring method were used to study consumers' satisfaction with Yantai vine manor culture tourism and participation behavior. The results showed that the overall satisfaction score of Yantai wine manor cultural tourism was 39.31, which was a very high level. Consumers on Yantai wine manor cultural tourism 5 evaluation indicators full. All the scores are over 4 points, which belong to high satisfaction; There was no significant correlation between the age of consumers and the cultural tourism satisfaction score of Yantai wine manor. There is no significant correlation between consumer education and Yantai wine manor culture tourism satisfaction score. The main channels for consumers to obtain wine culture tourism information are the Internet and friends introduction. The main ways for consumers to participate are family driving, mainly for sightseeing rest and relaxation, and popular science education.

1. Introduction

Yantai has a long history of wine, and its wineries have extremely different characteristics, forming a winery cultural tourism model with Changyu Winery as its leader. This model has become one of the characteristics of Yantai cultural tourism. There exists, However, littel research on the direction from the perspective of consumers. The reseach has tended to focus on the perspective of suppliers and conducting evaluation of Yantai wine culture tourism through qualitative analysis.

Therefore, the author with "Yantai" top ten leisure wineries as the research object, studies the consumer satisfaction and participation behavior of Yantai Changyu wine culture based on the perspective of the buyer 's experience. The aim of the present paper is to explore the development direction of Yantai wine from the perspective of consumer demand, so that the relevant departments can formulate the Yantai grape culture development plan and the relevant enterprises to formulate marketing strategies.

2. The Research Methods

2.1 The Questionnaire Design

Based on relevant research methods of satisfaction, and considering the availability of data, the author selected five aspects of over all evaluation, service attitude, tourism cost, winery design style and communication network to constitute the satisfaction evaluation index system, and adopted likely five--level scale to design the questionnaire.

2.2 Scoring and Evaluation Methods

Using the scoring method, the results of the consumer satisfaction survey were scored with 5 points (extremely high satisfaction) and satisfaction 4 points (high satisfaction), 3 points (medium satisfaction), 2 points (low satisfaction), 1 point (very low).^[1] Then the scores of consumers on the 10 aspects of the satisfaction survey were accumulated to calculate each one.

The total score of purchaser satisfaction is 50. Evaluate the satisfaction of consumers according

to their scores. According to the The scores were divided into five grades, very high [40,50], high [30,40], medium [20,30], low [10,20]and very low [0,10].

2.3 Survey Method

This survey was conducted from September to October 2018. 60 questionnaires were issued and 41 valid questionnaires were collected. The survey was conducted among consumers of "top 10 leisure wineries in Yantai". The occupations and ages of the respondents are shown in table 1.

Table 1. Occupation and age of respondents

Occupation	Frequency	Proportion	Age	Frequency	Proportion
On-the-job	19	46.34%	Under 20 years old	6	14.63%
Student	12	29.27%	20~29	12	29.27%
Retire	6	14.63%	30~39	9	21.95%
other	4	9.76%	40~49	2	4.88%
Total	41	100%	50~59	8	19.51%
			Over 60 years old	4	9.76%
			Total	41	100%

2.4 The Data Processing

The survey data were processed by excel 2003, and SPSS 17.0 was used for significance test.

3. Results and Analysis

3.1 Comprehensive Evaluation and Analysis

The comprehensive evaluation of consumers' satisfaction with tourism of Yantai wine culture winery is shown in table 2. As can be seen from table 2, the satisfaction evaluation of retirees on wine culture tourism is "medium". The satisfaction evaluation of other occupations on wine culture tourism is "high", the satisfaction evaluation of students and on-the-job employees on wine culture tourism is "very high", and the overall evaluation of consumers is "high".^[2]

The variance analysis of the comprehensive evaluation is shown in table 3, $p=0.016<0.05$, reaching a significant level,^[3] indicating that the differences in the comprehensive evaluation of tourist satisfaction of Yantai wine culture wineries of different consumer groups have reached a significant level.

Table 2. results of consumers' comprehensive evaluation on tourism satisfaction of Yantai wine culture winery

Occupation	Score/%					AVERAGE	Evaluation
	< Very low	Low	Medium	High	≥Very high		
On-the-job	0	0	4.88	14.63	29.27	44.59	Very high
Student	0	0	0	12.2	17.07	41.48	Very high
Retire	0	0	4.88	2.44	4.88	28.32	Medium
Other	0	0	2.44	7.32	0	32.25	High
Total	0	0	12.2	36.59	51.22	37.25	High

Table 3. Analysis of variance of comprehensive score

Project	Sum of squares	Freedom	Mean square	F	P
Between group	943.492	5	188.698	3.281	0.016
In group	2012.948	35	57.513		
Total	2956.440	40			

3.2 Analysis on the Score of Single Evaluation Index

Table 4 shows the scores of individual evaluation indexes of Yantai grape cultural winery cultural tourism by consumers. As can be seen from table 4. the satisfaction scores of consumers on the five evaluation indicators of Yantai wine manor cultural tourism are all over 4.5 points, belonging to high satisfaction.

Among the evaluation indicators, the winery design style has the highest satisfaction score, with a score of 4.80. The overall impression score was 4.63, second only to the winery design style and in line with the results of the comprehensive evaluation. The scoring items are service attitude, travel cost and communication network. Among them, the communication network has the lowest score of 4.49, indicating that the communication network in winery tourism needs to be improved.

Table 4. satisfaction score of consumers on single evaluation index

Evaluating indicator	Comprehensive evaluation	Service attitude	Travel cost	Winery design style	Communication network	Average
Score	4.63	4.56	4.51	4.80	4.49	4.60
Evaluation index	High	High	High	High	High	High

3.3 Analysis on Consumer Satisfaction Score

Table 5 shows the satisfaction score of consumers on Yantai wine culture winery cultural tourism products. The average score of consumers satisfaction with wine culture and tourism products is winery 1, winery 3, winery 2, winery 2 is low satisfaction, others are medium. The satisfaction of individual tourism products is the highest in the koi array, while the middle ones are sightseeing. Underground wine cellar, history introduction, wine party, while the production workshop, grape picking and wine making DIY are low.

Table 5. consumer satisfaction score of Yantai wine culture winery tourism products

Evaluating indicator	Underground wine cellar	production workshop	grape picking	wine making DIY	history introduction	koi array	wine party	Average	Satisfaction evaluation
Winery 1	4.71	/	3.79	3.43	/	/	3.36	3.796	Medium
Winery 2	3.11	2.33	1.56	/	3.11	4.00	/	2.822	Low
Winery 3	3.56	3.61	2.78	2.17	/	/	/	3.068	Medium
Score	3.79	2.97	2.71	2.80	3.11	4.00	3.36	3.23	Medium
Satisfaction evaluation	Medium	Low	Low	Low	Medium	High	Medium	Medium	

3.4 Tourism Satisfaction Score

3.4.1 Consumer Age

See Table 6 for the age of tourists and the score of cultural tourism satisfaction of Yantai wine manor. The simulation function between the two is $Y = -1.3771X + 43.287$ ($R^2 = 0.2616$), the correlation coefficient $R = 0.5115$, the correlation is not significant. Where X represents age, under 20 = 1, age 20-29 = 2, age 30-39 = 3, age 40-49 = 4, age 50-59 = 5, age over 60 = 6. Y indicates the purchaser's satisfaction with cultural tourism of Yantai wine manor.

Table 6. Satisfaction score of consumers' age to Yantai wine culture winery Tourism

Age	Under 20 years old	20~29	30~39	40~49	50~59	Over 60 years old
Score	41.3	41	36.2	39.2	43.6	29.5

3.4.2 Consumer Education

Consumers degree of education and satisfaction score of Yantai wine estate cultural tourism are shown in table 7. Consumers with master's degree or above have the highest satisfaction score of Yantai wine estate cultural tourism, which is 418 points. College students scored the lowest, with a score of 33.8. The simulation function of tourist education and cultural tourism satisfaction score of Yantai wine manor is $y=2.61x+31.6(R=0.6999)$. and the correlation coefficient $R=0.84$, which does not reach a significant level Where x represents the degree of education, high school and below=1, junior college=2, bachelor's degree=3, master's degree or above=4, and Y represents the cultural tourism satisfaction score of Yantai wine manor.

Table 7. Consumers degree of education on Yantai wine culture winery tourism satisfaction score

Education	High school and below	College	Undergraduate	graduate
Score	35.6	33.8	41.3	41.8

3.5 Consumer Participation Behavior

3.5.1 Channels for Consumers to Know Yantai Wine Cultural Tourism Information

The main channels for consumers to obtain wine culture tourism information are network and friend introduction, accounting for 46.34%, 53.66% respectively. Newspapers, TV and flyers accounted for 7.32%, 19.51% and 7.32% respectively.

3.5.2 Ways and Purposes for Consumers to Participate in Wine Culture Tourism

For the participation mode, 95.12% of consumers choose home driving, 2.44% choose bus, 2.44% of consumers choose travel agencies. There are many purposes for consumers to participate in wine culture tourism, mainly for sightseeing and rest, accounted for 65.85% and 58.54% respectively. 34.15% of consumers are for popular science education, 26.83% are for 21.95% of the consumers want to see the grapes. Other and purchased products accounted for 14.63% and 2.44% respectively.

3.5.3 Number and Willingness of Consumers to Visit Winery

In the questionnaire survey, 48.78% of the consumers visited the winery for the first time, 17.07% of them visited the winery twice, and up to 34.15%. For "will you visit here again?", 78.05% of consumers said "yes", 7.32% said "no", 14.63% of consumers said "different - fixed". For "will you recommend this tour to others?", 92.68% of consumers said "yes", 0% said "no", 7.32% said "not necessarily". Thus. It can be seen that consumers have high enthusiasm for wine culture tourism.

4. Conclusion

(1) The overall score of consumers satisfaction on Yantai wine manor cultural tourism is 39.31, which is a very high level. The differences of the consumer groups in the comprehensive evaluation of Yantai wine manor's cultural tourism satisfaction reached a very significant level, and the scores were employees, students, others and retirees from. high to low. Five consumer comments on Yantai wine manor cultural tourism.

The satisfaction scores of the indicator overall impression, service attitude, travel cost, winery design style and communication network were all over 4 points, indicating high satisfaction. The evaluation index winery design style has the highest satisfaction score of 4.80; Communications networks scored lowest at 4.49. There was no significant correlation between the age of consumers and the satisfaction score of Yantai wine estate cultural tourism, ^[4]and between the degree of consumers and the satisfaction score of Yantai wine estate cultural tourism.^[5]

(2) The main channels for consumers to obtain the cultural tourism information of Yantai wine manor are friend introduction and network, 53.66 percent are friend introduction and 46.34 percent are through the network. Consumers participate in Yantai winery cultural tour. The travel way is

95.12%. Self-driving travel, through travel agencies accounted for 2.44%. The purpose of participating in Yantai wine manor cultural tourism is diversified, mainly focusing on sightseeing, rest and relaxation, and science education. 48.78% of the consumers visited Yantai wine manor for the first time, and 51.22% of the consumers visited Yantai wine manor twice or more. 78.05 percent of consumers said they would visit the winery again, and 92.68 percent said they would recommend the winery to others, reflecting the high enthusiasm of consumers to participate in tourism.

The results of the survey show that consumers are satisfied with the tourism of Yantai wine culture, but some problems can not be ignored in the process of the survey. With the exception of the convenient transportation around winery 3. Limited transportation is available for visiting most wineries. Some wineries have a network but purchasers do not know, quiet a few wineries have a general network.^[6] Most consumers come here through friends' introduction, which reflects that quiet a few wineries do not invest enough in tourism publicity and do not have strong brand awareness. The development level of wineries is not balanced, and no standardized winery tourism mode has been formed.^[7, 8]

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