



A Study on Tourism Motivation, Brand Image, Satisfaction and Behavior Intention of Tourist Factory

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Abstract. Combining brand image and behavioral intention, this study takes the relationship between tourism motivation and tourist satisfaction of characteristic tourist factories as the research theme. It explores the relationship between tourism motivation, brand image, tourist satisfaction and behavioral intention of tourist factories. In this study, the convenience sampling method was adopted. 500 valid samples were collected from a questionnaire survey of visiting tourists at the Yawen Bali Coastal Tourism Factory. The data were analyzed with SPSS and AMOS software packages. The results show that tourism motivation has a significant impact on tourist satisfaction and brand image; brand image and tourist satisfaction have a significant impact on behavioral intention.

Keywords: Tourist Factory · Consumer motive · Brand image · Customer satisfaction · Behavioral

1 Intention

Due to the rapid economic and social development, the improvement of national income, and the increasing number of leisure tourists, the attention being paid to the quality of life is increasing. The leisure lifestyle of Chinese people tends to be diversified, and the development of the tourism industry is rapidly growing. The booming tourist factory has become a popular new tourist attraction. With the promotion of the tourist factory coaching program, the number of tourist factories has also continued to increase. In addition, the number of tourists has also continued to rise. It can be seen that the establishment of tourism factories has indeed successfully promoted the tourism industry in Taiwan [1]. Tourists who choose to come to the tourist factory in Yawen Bali must first understand the characteristics of tourists. I will first examine the current situation of the demographic variables of tourists who come to the tourist factory in Yawen Bali.

Bayih and Singh studied the motivations and satisfactions of tourists in Ethiopia, and found that tourists' different motivations directly affect their actual experience satisfaction, as well as proving that tourists' satisfaction impacts their willingness to return [2]. How to provide tourists with a new depth and breadth of sensory experience, while also improving tourists' satisfaction, brand image and repurchase intention, will be a very significant issue. Yawen Bali Coast Tourism Factory will be used as a case study in this study. A detailed analysis and discussion will be conducted on the relationship between tourists' motivation, brand image, satisfaction, and behavioral intentions.

2 Literature Discussion

This study defines a tourist factory as a factory that is engaged in manufacturing and processing and has a factory registration certificate. Tourists can utilize the factories, products, and manufacturing facilities for cultural education, practical experience, recreation, leisure, display sales, catering, among other services. When the manufacturing industry is combined with tourism and leisure, it can not only create more tourism demand, but also bring more business opportunities.

2.1 Theory and Related Research on Tourism Motivation

Motivation is being in a state of needing something and having the impetus to take some action that can bring satisfaction [3]. Thomas was the first to suggest tourism incentives. He believed that recreational motivation included four categories: education and culture, rest and entertainment, ethnic traditions, and others. In addition to the differences in research objects, nature, scope, and location, the tourism motivations analyzed by researchers are also distinctive, the determinants of tourism behavior are diverse and complicated. That is to say, the tourism motivation needs of different tourists can be met through different or the same leisure tourism activities [4]. Battour et al., pointed out that tourism motivation is significantly positively correlated with tourist satisfaction [5].

2.2 The Theory and Related Research on Tourist Satisfaction

Satisfaction has always been a tool used in various studies to measure people's views on work, products, quality of life, etc. It is a very practical behavioral measure. Kotler defined satisfaction as the difference between consumers' expectations for a product or service before purchasing and their perceived performance after purchasing [6].

Tourists from different backgrounds will have diverse attitudes, motivations and preferences towards tourist attractions due to the influence of different cultures, and this affects their satisfaction with tourism in different ways [2].

2.3 Theory and Related Research on Behavioral Intention

Behavioral intention refers to a person's subjective judgment of the tendency to take actions in the future, which can be used to predict people's behavior. Parasuraman,

Zeithaml and Berry believed that after customers engaged in consumption behavior, according to their level of satisfaction, they would have different types of post-purchase behavior intentions. Their research results suggest that service quality is positively correlated with loyalty and willingness to pay higher prices [7]. Anderson and Sullivan pointed out that customer satisfaction positively affects customer repurchase intention, and repurchase intention is a behavioral manifestation of customer loyalty, so it is inferred that customer satisfaction and customer loyalty are positively correlated [8]. He & Lu takes tourists from international ski resorts as the research object, builds a model of tourism motivation, satisfaction and revisit intention, and verifies the relationship between the three through structural equation modeling [9]. Pop et al., explain the impact of social media influencers trust on customer travel decisions and focus on assessing the role of customer journey structure (including information search, evaluation of alternatives, purchase decision, satisfaction and experience sharing) in mediation [10].

3 Research Methods

3.1 Research Objects

Based on the research background of the Yawen Bali Coastal Tourism Factory, this research focuses on the subject of tourism. A questionnaire survey is conducted on tourists who visit the Yawen Bali Coastal Tourism Factory.

3.2 Research Structure and Assumptions

(1) Research structure.

Through the sorting and analysis of relevant literature, the questionnaire content is designed, which is divided into five parts: tourism motivation, brand image, tourist satisfaction, behavioral intention and demographic variables.

(2) Research hypothesis.

Hypothesis 1: "Tourism motivation" has a significant impact on "tourist satisfaction".

Hypothesis 2: "Tourism motivation" has a significant impact on "brand image".

Hypothesis 3: "Brand image" has a significant impact on "behavioral intent".

Hypothesis 4: "Tourist satisfaction" has a significant impact on "behavioral intention".

3.3 Research Tools

Through the discussion of relevant literature and the compilation of opinions from experts and scholars, the research tools will be divided into two parts. The process of preparing the questionnaire is described as follows, (1) Background variables: Eight basic background data, including gender, age, occupation, education level, place of residence, marital status, whether there are children, and monthly household income, are all measured on a nominal scale. (2) Tourism motivation, brand image, tourist satisfaction and behavioral intention scale: Tourist motivation, brand image, satisfaction, and behavior intention of Yawen Bali Coast Tourism Factory tourists are analyzed in this section. The tourist motivation scale primarily refers to Zheng and others put forward the research

tool of tourism motivation evaluation [11]; the brand image scale mainly refers to the research tools of brand image evaluation proposed by, Lee, etc. [12]; the tourist satisfaction scale mainly refers to Zheng and other research tools for tourist satisfaction evaluation [11]; the behavioral intention scale mainly refers to Pan, Xu and others [13, 14]. A proposed research tool for behavioral intent measurement. The four-point scale is measured according to the five-point scale of Likert Scale, and the higher the score, the higher the degree of agreement.

3.4 Data Processing

In this study, SPSS21.0 and AMOS19.0 statistical package software were used for statistical analysis, and data analysis was carried out after the questionnaire was collected.

4 Result

4.1 Tourist Background Variables

The gender of the interviewed tourists is mostly “female”, and the age group is “31–40 years old”, with an average age of 32.99 years. In terms of education level, “college/university” graduates are the most common, and most of the tourists surveyed are married and living together. NT\$40,000–60,000 (inclusive) is the most common monthly household income.

4.2 Verify the Theoretical Framework with Structural Equations

Structural equation modeling can be applied to simultaneously examine the relationship between observational variables and latent variables. Before estimating the structural equation model, this study set up a hypothetical theoretical model based on the theory. In the measurement stage of the model, covariant structure analysis was used to derive parameters for evaluating and analyzing the model. The SEM analysis procedure in this study is divided into a two-step procedure. The first step uses confirmatory factor analysis to test the research framework model and develop a measurement model that fits; the second step analyses causal patterns of the theory to determine causal relationships.

(1) The reliability and validity of the measurement model.

Table 1 lists the summary results of the measurement mode. It can be seen from the *t* value that all factor loadings have reached the statistical level and reached the minimum acceptance standard of convergent validity. In addition, the factor loadings of all observed variables are higher than .45, indicating that the convergent validity of each construct is high [15].

In addition, the construct reliability (CR) of each construct ranges from .760 to .932, and the four dimensions all exceed the standard of .60 [16], indicating that the potential variables have quite high construct reliability. The average variation extraction (AVE) of each construct is between .446 and .822. Except for “tourism motivation”, which is slightly lower than .50, all the other constructs exceed .50, indicating that the latent variable is affected by the observed variable. The contribution of the scale is much larger than that of the error [16], so the convergent validity of the scale is high.

Table 1. Summary table of individual reliability of observed variables and constructed reliability of latent variables and mean extraction of variance

latent variable	Observed variable	Normalization Loading	<i>t</i> value	Item-specific reliability(R^2)	CR	AVE (%)
					.760	.446
Travel motivation	Attraction Traits	.66	–	.43		
	Emotional Communication	.68	12.59	.46		
	Stress Relief	.77	13.78	.59		
	Economic consumption	.54	10.40	.29		
					.932	.822
Brand Image	Functionality	.84	–	.71		
	Empirical	.93	28.45	.87		
	Symbolic	.94	28.93	.89		
						.920
Visitor Satisfaction	Environmental Planning	.85	–	.72		
	Landscape Design	.89	26.19	.79		
	Recreational Stress Relief	.90	26.71	.81		
	Tourism consumption	.80	22.01	.64		
					.819	.694
Behavioral intent	Loyalty	.82	–	.68		
	Willing to buy	.84	19.64	.71		

Note: CR is the construct reliability; AVE is the average variation extraction *** $p < .001$

(2) Structural model.

It's the purpose of internal structural pattern test to determine whether the pattern relationship constructed in the conceptualization stage can be supported by the data. This includes determining the direction and significance of the estimated parameter. There are four hypotheses tested in this study: Hypothesis one is that "tourism motivation" has significant impact on "tourist satisfaction"; hypothesis two is that "tourism motivation" has a significant impact on "brand image"; hypothesis three is that "brand image" has significant effect on "behavioral intention"; Hypothesis 4 is that "tourist satisfaction" has significant effect on "behavioral intention".

It can be seen from Fig. 1 and Table 2 that the influence of “tourism motivation” on “tourist satisfaction” reaches a significant level ($\beta = .54, p < .001$), indicating that “tourism motivation” has a significant direct impact on “tourist satisfaction”, and its regression coefficient is a positive value, which means that when tourists have a higher travel motivation for this tourist factory, tourist is satisfaction in this tourist factory will also be higher.

The correlation coefficient between “tourism motivation” and “brand image” reached a significant level ($r = .71, p < .001$), and the correlation coefficient was positive, indicating that the higher the score of “tourism motivation”, the higher the score of “brand image”. The better the score, the better the impression of the tourist factory when tourists are more motivated to visit the tourist factory.

The influence of “brand image” on “behavioral intention” reached a significant level ($\beta = .40, p < .001$), indicating that “brand image” had a significant direct effect on “behavioral intention”, and its regression coefficient was positive, which means that when tourists have a better impression of this tourist factory, the more positive their behavioral intentions are towards this tourist factory.

The influence of “tourist satisfaction” on “behavioral intention” reached a significant level ($\beta = .34, p < .001$), indicating that “tourist satisfaction” had a significant direct effect on “behavioral intention”, and its regression coefficient was A positive value means that the higher the tourist satisfaction with the tourist factory, the more positive the behavioral intention of the tourist factory.

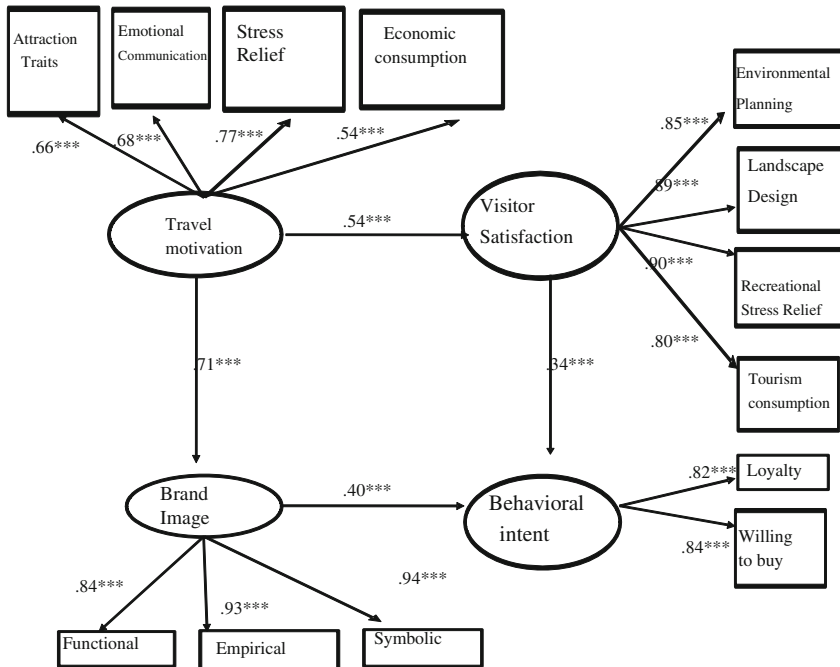


Fig. 1. Structural patterns of standardized parameter estimates (* $p < .05$, *** $p < .001$)

Table 2. Parameter estimation of structural model

Path	Unstandardized Coefficient	Standard Error	Standardized Coefficient	<i>t</i>	<i>p</i>
H1: Travel motivation → tourist satisfaction	0.68	0.09	.54	7.78***	< .001
H2: Travel motivation → brand image	0.16	0.02	.71	9.64***	< .001
H3: Brand Image → Behavioral Intention	0.39	0.06	.40	6.78***	< .001
H4: Tourist Satisfaction → Behavioral Intention	0.36	0.07	.34	5.00***	< .001

* $p < .05$, ** $p < .01$, *** $p < .001$

5 Conclusions and Recommendations

5.1 Conclusion

Based on the data analysis results, the conclusions of this study are summarized as follows:

(1) Analysis of demographic variables of tourists.

According to this research, the majority of tourists visiting the tourist factory in Yawen Bali are women, and fewer men are there. In general, tourists are mainly between 31 and 40 years old, with an average age of 32.99 years, mostly young and middle-aged people. In terms of occupation, the number of people engaged in the service industry is the largest; the education level is mostly college/university graduates; the places of residence are also geographically related, and the central part has the most residents. Tourist numbers are lowest on the eastern and outlying islands. This means that tourist factories prefer to have their tourists come and go on the same day. In addition, nearby counties and cities have more residents. In regards to marital status, most tourists are married and partnered, and only a few have children under the age of 18. Most of them have no children under the age of 18, and there are fewer children under the age of 18, and the average number is 1.75. It is mainly for leisure and entertainment, and the cost is not much. Therefore, ordinary income earners prefer to go to play.

(2) Analysis of the relationship between tourism motivation, brand image, tourist satisfaction and behavioral intention.

- A. The results of this study show that “tourism motivation” has a significant impact on “tourist satisfaction”, which means that when tourists have a higher travel motivation to this tourism factory, tourism satisfaction in this tourism factory will also be higher.
- B. The results of this study show that “tourism motivation” has a significant impact on “brand image”, which means that when tourists have a higher tourism motivation for this tourism factory, the better their impression of this tourism factory.

- C. The results of this study show that “brand image” has a significant impact on “behavioral intent”, which means that when tourists have a better impression of the tourist factory, the behavioral intention of the tourist factory will be more positive.
- D. The results of this study show that “tourist satisfaction” has a significant impact on “behavioral intentions”, which means that when tourists have higher travel satisfaction at the tourist factory, the behavioral intention of the tourist factory will be more positive.

5.2 Recommendations

(1) Suggestions for travel motivation.

According to the research results, the purpose of tourists who come to travel is related to relaxing their body and mind and eliminating stress. Therefore, some parent-child activities can be designed in operation, and the planning of the park can be improved to attract more ethnic groups to travel. Therefore, the industry should strengthen the training of relevant tour guides, strengthen the fixed-point service and improve the quality of the service, so as to enhance the satisfaction of tourists.

(2) Suggestions on brand image.

From the research results, it is found that brand image will positively affect behavioral intentions, indicating that the higher the trust in the brand, the higher the behavioral intentions. Therefore, when shaping the product image, we should emphasize the functional brand image, symbolic or experiential. In order to reinforce tourists’ awareness and affirmation of the brand, brand spokespersons’ interpretation activities are also conducted to complement the brand image. Therefore, if the brand image is sufficiently trusted, this will also influence the behavior of consumers in terms of their purchase decisions and the likelihood of repeat purchases.

(3) Suggestions for tourist satisfaction.

The research results show that tourist satisfaction is most likely to affect behavioral intentions, so operators should focus on achieving tourist satisfaction as the main business development direction. In the parking lot, tourists are the least satisfied with the tourist factory’s various resources. Therefore, strengthening the planning of the parking lot of the tourist factory is the top priority. The parking needs of tourists should be properly handled, and the maintenance of landscapes and the creation of atmosphere along the way should be strengthened. This will ensure that tourists have a favorable first impression of the factory area. If it can meet the relevant needs of tourists, it will fully demonstrate the vitality of exotic customs.

(4) Suggestions for behavioral intentions

The research results show that among the items of the tourist motivation scale, the tourists who are interviewed have the lowest scores in terms of coming to buy products. In addition, they come to buy products as gifts for others. According to the Behavioral Intention Scale, I consistently use Yawen products with the lowest score, which shows the importance of brand image building. Cooperate with the activities of brand ambassadors to strengthen tourists’ awareness and affirmation of the brand. Combined with different experience modes, there are several different products for consumers to choose from. This kind of purchase process can make consumers feel

happy and generate positive behaviors. In order to achieve this, we intend to make tourists willing to recommend the product to their friends and relatives after playing. In addition, they will be eager to share positive messages with others, and eager to purchase the product again.

(5) **Suggestions for future research.**

This study only uses the questionnaire survey method due to the lack of subjective and objective conditions, and fails to incorporate the qualitative research method. In the future, if the questionnaires are distributed and supplemented by in-depth interviews, researchers can conduct research in a quality-parallel manner, in order to better understand the thoughts of tourists, and I believe that they will obtain more substantial research results than this research.

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