

A Study on the Influence of Sichuan Consumers' Satisfaction with Chengdu Local Cuisine

Ling Li, Rapassa ROUNG-ONNAM

North Bangkok University, Bangkok 10220, Thailand.

Abstract: Gourmet tourism is a tourism activity with social and leisure attributes, which seeks aesthetic and pleasant experiences in different places and enjoys and experiences food as the main body. There is a close relationship between Chengdu local cuisine and tourism industry. Chengdu attracts a large number of tourists with its unique food culture, and the development of tourism industry also promotes the promotion and inheritance of local cuisine. Food attracts tourists, and tourism industry promotes the development and inheritance of food. The two promote each other and jointly promote the development of tourism culture in Chengdu. Taking consumers in Sichuan as the research object, this paper studies the influencing factors of consumers' satisfaction with Chengdu local cuisine, which provides valuable reference for Chengdu local specialty cuisine industry. Restaurant operators can improve and optimize these factors to enhance consumers' satisfaction and promote the development of the industry.

Keywords: Food Culture; Satisfaction; Travel Experience

1. Introduction

As a relatively new type of tourism, gourmet tourism is not only a wonderful experience to taste, appreciate and enjoy in other provinces and cities, but also a kind of tourism form with the main purpose of experiencing and enjoying characteristic delicious food and related food culture, and it integrates leisure and social nature into one entertainment tourism activity. This is an enjoyable process with "delicious food" as an attraction. Gourmet tourism has brought huge space and development potential to economic development, and greatly promoted the development of food production, culture and entertainment, commerce and trade, real estate, construction and other industries. Because food consumers pay more attention to the tourism experience, the consumption of food and beverage will naturally increase, which will also increase the consumption of the whole tourism process. Tourism itself has the function of unifying cultural differences and forming cultural identity, which also leads to the fact that gourmet tourism can promote consumers to feel different cultural differences while unconsciously smoothing out the differences of local food culture.

2. Research objectives

2.1 Analyze the impact of the combination of local specialty cuisine and tourism in Chengdu on the economy

2.2 Explore the relationship between the various factors that make up satisfaction (perceived value, customer expectations, travel experience) and satisfaction;

2.3 Based on statistical analysis results, compare the degree of influence of various factors, and provide highly informative suggestions for the coordinated development of Chengdu's characteristic cuisine and tourism industry.

3. Research scope

3.1 Theoretical significance and value

The development of food and tourism industry in Chengdu has a far-reaching impact on urban economic development and social and cultural progress. As the capital city of Sichuan Province in China, Chengdu is famous for its rich and varied food culture. By studying and inheriting Chengdu's gourmet culture, we can better understand the local historical, geographical, social and cultural background, deeply explore and inherit Chinese traditional culture, and enhance the soft power of urban culture.

3.2 Practical significance and value

In practical sense, Chengdu's food and tourism industry has played an important role in promoting the city's economic development and social progress. By developing the tourism industry, we can not only create employment opportunities and stimulate consumer demand, but also promote the development of related industries and improve the economic income and tax contribution of the city. At the same time, Chengdu cuisine, as a business card of the city, has attracted a large number of tourists and foreigners to taste delicious food, which has increased the visibility and attractiveness of the city.

3.3 Population characteristics of the studied area

The population sample studied in this article comes from the Sichuan region, mainly focusing on the consumer group in Chengdu, Sichuan province

4. Sichuan consumers' satisfaction with Chengdu's local specialties

4.1 Degree of satisfaction

Fu Wenjuan (2021) made a detailed study on the cause and effect of satisfaction on the basis of summarizing and analyzing the existing studies, and found that satisfaction was influenced by "perceived value" and "customer expectation"^[1]. Perceived value is influenced by customer expectations.

4.2 Perceived value

In the study of Yuan Zhihui (2017), the influence of perceived quality on consumers' perceived value was empirically studied, so this paper draws up perceived quality as the influencing factor of perceived value^[3].

4.4 Travel experience

Through the study of tourism experience, destinations and tourism practitioners can better understand the needs and expectations of tourists and provide personalized tourism experience, thus enhancing the competitiveness of destinations and promoting the sustainable development of tourism. Jia Ruiyang (2023) empirical research shows that the tourism experience has been influenced by relaxation and escape, participation in learning and other factors^[2].

5. Research and conceptual framework of research

5.1 Degree of satisfaction

Satisfaction refers to customers' evaluation and subjective feelings about products or services. It is a subjective psychological state, which reflects the customer's recognition of the products or services purchased or used. Satisfaction can be evaluated from different dimensions, such as product quality, service quality, price fairness and after-sales service. Related research mainly focuses on the formation mechanism, influencing factors and the relationship between satisfaction and other variables.

5.2 Perceived value

Perceived Value refers to the comparison between the relative benefits that consumers feel for products or services and their efforts. It is a consumer's subjective evaluation of products or services, based on personal needs, expectations, experiences and evaluations. Perceived value has an important influence on consumers' decision-making and behavior.

5.3 Customer expectation

Customer expectation refers to the customer's expectation or degree of expectation for products or services. Understanding and meeting customer expectations is the key for enterprises to provide quality products and services. Relationship between expectation and satisfaction: The researcher discussed the relationship between customer expectation and satisfaction.

5.4 Travel experience

Tourism experience refers to the feelings, experiences and emotions gained by tourists during their travels. It goes beyond simple scenic spots and emphasizes the interaction and emotional exchange between tourists and destinations. The study of tourism experience is devoted to exploring the cognition, emotion and behavior of tourists in the process of traveling, and providing relevant theories and methods to improve the tourism experience.

6. Conclusion

In this research framework, around the core concept of “satisfaction”, based on the framework of perceived value, customer expectation and travel experience, this paper studies the satisfaction of Sichuan consumers with Chengdu local food, collects data through questionnaire survey and analyzes it to verify the hypothesis put forward. According to previous scholars and literatures, it is roughly predicted that perceived value, customer expectation and travel experience have a significant positive impact on consumer satisfaction, and customer expectation, Perceived quality has a significant positive impact on perceived value, personal value expectation and service value expectation have a significant positive impact on customer expectation, and relaxation and escape and participation in learning have a significant positive impact on tourism experience.

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