

## Factors Influencing on Tourist Satisfaction in Tsingtao Beer, shandong

### Abstract

This study focuses on exploring the factors influencing tourist satisfaction in the context of Tsingtao Beer-related tourism in Qingdao, Shandong Province. Against the backdrop of China's strong support for local characteristic tourism and Qingdao's prominent role in the tourism industry, this research aims to identify the mechanisms through which specific factors impact tourist satisfaction. A quantitative research approach was adopted, with a sample of 449 Chinese tourists selected via simple random sampling. Data were collected using a structured questionnaire covering demographic variables, five independent variables, and the dependent variable (tourist satisfaction). Rigorous reliability and validity analyses were conducted, including Item-Objective Congruence (IOC) tests and Cronbach's  $\alpha$  coefficient tests. Descriptive statistical analysis revealed that tourists' attitudes toward most independent variables and the dependent variable were generally neutral. Multivariate linear regression analysis showed the model had excellent fit ( $R^2 = 0.936$ ,  $F = 1302.808$ ,  $p < 0.01$ ). Specifically, push-pull incentive factors (Beta = 0.616,  $p < 0.01$ ), repeat visit intention (Beta = 0.220,  $p < 0.01$ ), subjective normative motivation (Beta = 0.129,  $p < 0.01$ ), and motivation to enjoy (Beta = 0.099,  $p < 0.05$ ) exerted significant positive effects on tourist satisfaction. In contrast, new localism motivation (Beta = -0.047,  $p = 0.098 > 0.05$ ) had no statistically significant impact. The findings provide theoretical insights for enriching the framework of tourism satisfaction factors and practical guidance for Tsingtao Beer's brand marketing, Qingdao's local tourism development, and relevant policy formulation. Recommendations include optimizing multi-sensory design of tourism attractions, balancing the application of smart city tools, guiding positive subjective norms, and enhancing pull factors while reducing push factors to improve the tourism service environment.

**Keywords:** Tsingtao Beer; Tourist Satisfaction; Push-Pull Theory

### INTRODUCTION

This study investigates factors influencing tourist satisfaction in Tsingtao Beer-related tourism in Qingdao, China. Using quantitative methods, data were collected from 449 domestic tourists via a structured questionnaire. Multivariate linear regression analysis revealed that the model had an excellent fit ( $R^2 = 0.936$ ,  $p < 0.01$ ). Key findings indicate that push-pull incentive factors (Beta = 0.616,  $p < 0.01$ ) have the strongest positive impact on tourist satisfaction, followed by repeat visit intention (Beta = 0.220,  $p < 0.01$ ), subjective normative motivation (Beta = 0.129,  $p < 0.01$ ), and motivation to enjoy (Beta = 0.099,  $p < 0.05$ ). Conversely, new localism motivation showed no statistically significant effect. The results offer theoretical insights into tourism satisfaction factors and practical guidance for enhancing Tsingtao Beer's brand marketing and Qingdao's local tourism

development. Recommendations include optimizing the multi-sensory design of attractions and strategically improving tourism pull factors while managing push factors to elevate the overall service environment.

## **1.1 Research Background**

In recent years, the Chinese government has strongly supported tourism development. Qingdao, a key coastal city, attracts tourists with its scenery and culture. The government promotes integrated development through events like the International Beer Festival (Cui Xueqin, 2024), while also emphasizing smart tourism and ecological protection (Qiao Zizhe, 2025).

As a leading brand, Tsingtao Beer significantly boosts tourism. The Beer Festival, alongside Golden Week holidays, forms a major pillar of Qingdao's tourism industry (Zhang Jinyu, 2024) and has flourished the festival tourism market (Lang Yigang, 2024).

Studying Tsingtao Beer's impact on tourist satisfaction is important. It helps improve the Beer Festival's management by revealing factors influencing satisfaction and the links to recommendation and return rates. The research also aids in developing targeted marketing strategies. Ultimately, enhancing satisfaction can strengthen tourist loyalty, attract new visitors, and support the sustainable development of Qingdao's tourism market.

## **Research Objectives**

Based on the above research background and the nature of the research content of this project, the following research objectives are determined:

Exploring the influencing factors and mechanisms of Qingdao Beer on Chinese tourists' satisfaction with tourism.

## **Literature Review**

This chapter reviews key literature on Tsingtao Beer tourism, motivational factors, and tourist satisfaction to establish the study's theoretical foundation.

## **Tsingtao Beer as a Tourism Product**

Tsingtao Beer is a renowned brand that extends into cultural tourism through its museum and the Qingdao International Beer Festival. The Tsingtao Beer Museum, a national industrial tourism site, offers immersive historical and experiential exhibits (Sun Zhifu, 2024; Jiang Yi, 2024). The brand leverages its cultural heritage to enhance tourism competitiveness, with events like the Beer Festival significantly boosting Qingdao's tourism appeal (Cui Xueqin, 2024; Zhang Jinyu, 2024). Tourist satisfaction encompasses evaluations of beer quality, staff service, facilities, activities, and overall experience value (Cui Xueqin, 2024).

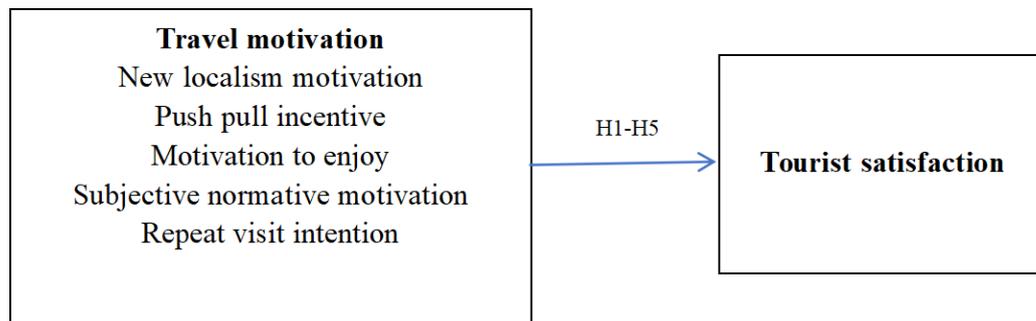
## **Independent Variables: Tourist Motivations**

The study examines five key motivational factors influencing tourist behavior: New Localism Motivation: Relates to tourist interest in local cultural characteristics and products, influenced by regional governance and policy contexts (Zhou Shaolai, 2020). Push-Pull Incentive Factors: Involves negative drivers ("push") like seeking novelty and positive attractors ("pull") like specific events or products that draw tourists to a destination (Wang Rui, 2020). Enjoyment Motivation: The intrinsic desire for pleasure and a satisfying, relaxing experience during travel (Chang Yujie, 2022). Subjective Normative Motivation: The social pressure or influence from family, friends, or reference groups affecting travel decisions (Tan Yunpeng, 2024). Repeat Visit Intention: The likelihood of revisiting, which reflects prior satisfaction and brand commitment (Wang Fang, 2024). Dependent Variable: Tourist Satisfaction Tourist satisfaction is a multidimensional evaluation of the entire travel experience, matching expectations against reality. It is crucial for generating positive word-of-mouth, revisit intention, and destination loyalty (Ding Juan, 2024). Factors influencing satisfaction include online reputation (Fan Shuang, 2024), social media marketing (Zhou Yang, 2024), and service quality.

## **Theoretical Framework**

Based on the above research hypotheses, this study establishes the following theoretical framework:

Figure 2.1 Theoretical Framework Diagram



## METHOD

This chapter details the research methods used to study Tsingtao Beer's impact on Chinese tourist satisfaction and related marketing strategies.

### Research Design

This quantitative study examines how Tsingtao Beer's brand culture and festival activities (e.g., Qingdao International Beer Festival) influence tourist satisfaction, the dependent variable. Independent variables include brand culture, events, and demographics. Mediating factors like hedonic motivation and repeat purchase intention are also analyzed. Data from 449 Chinese tourists was collected via an online questionnaire. Analysis employs descriptive statistics, factor analysis, and regression to test hypotheses. The expected outcomes are to identify key influence mechanisms and summarize actionable marketing strategies.

### Population and Sampling

A simple random sampling method was used to ensure representativeness. The target population is Chinese tourists nationwide. The sample size was calculated for a 95% confidence level, a proportion of 0.5, and a 5% margin of error, yielding a base of 385. The target was increased to 449 respondents to account for non-response.

### Reliability and Validity, Data Collection, and Data Analysis

(These sections are to be detailed post-data collection, covering statistical tests for instrument consistency, the online distribution process, and the application of specified analytical models.)

## RESULTS

The regression analysis indicates that the push-pull incentive mechanism significantly and positively influences tourism satisfaction ( $B=0.492$ ,  $p<0.001$ ), being the strongest predictor among the examined factors.

Repeat visit intention also had a substantial positive impact ( $B=0.544$ ,  $p<0.001$ ), followed by subjective norm motivation ( $B=0.309$ ,  $p<0.001$ ) and hedonic motivation ( $B=0.122$ ,  $p=0.020$ ). New localism motivation was not statistically significant ( $p=0.098$ ).

Although variance inflation factors (VIF) indicated some multicollinearity (ranging from 5.071 to 12.439), the model demonstrated excellent overall fit and significant results, suggesting its analytical value remains robust.

**Table 1** Multivariate linear regression analysis table

|                                 | Non-standardized           |                | Standardization |  | t      | p       | collinearity |           |
|---------------------------------|----------------------------|----------------|-----------------|--|--------|---------|--------------|-----------|
|                                 | coefficient                |                | n factor        |  |        |         | diagnostics  |           |
|                                 | B                          | standard error | Beta            |  |        |         | VIF          | tolerance |
| constant                        | 0.389                      | 0.298          | -               |  | 1.305  | 0.193   | -            | -         |
| New localism motivation         | -0.081                     | 0.049          | -0.047          |  | -1.660 | 0.098   | 5.482        | 0.182     |
| Push pull incentive             | 0.492                      | 0.026          | 0.616           |  | 19.066 | 0.000** | 7.267        | 0.138     |
| Motivation to enjoy             | 0.122                      | 0.052          | 0.099           |  | 2.343  | 0.020*  | 8.439        | 0.113     |
| Subjective normative motivation | 0.309                      | 0.064          | 0.129           |  | 4.784  | 0.000** | 5.071        | 0.197     |
| Repeat visit intention          | 0.544                      | 0.073          | 0.220           |  | 7.452  | 0.000** | 6.062        | 0.165     |
| R <sup>2</sup>                  | 0.936                      |                |                 |  |        |         |              |           |
| Adjust R <sup>2</sup>           | 0.936                      |                |                 |  |        |         |              |           |
| F                               | F (5,443)=1302.808,p=0.000 |                |                 |  |        |         |              |           |

---

D-W price 2.050

---

Note: The dependent variable is tourism satisfaction

\*  $p < 0.05$  \*\*  $p < 0.01$

### Summary of hypothesis testing

A multiple linear regression analysis was conducted with tourism satisfaction as the dependent variable. The independent variables were new place-orientation motivation, push-pull motivation, hedonic motivation, subjective norm motivation, and repurchase intention.

The regression model exhibited an excellent fit ( $R^2=0.936$ ; adjusted  $R^2=0.936$ ) and was highly significant overall ( $F(5,443)=1302.808$ ,  $p < 0.01$ ). The D-W value of 2.050 indicates good data independence.

The analysis reveals that push-pull motivation (Beta=0.616,  $p < 0.01$ ), repurchase intention (Beta=0.220,  $p < 0.01$ ), subjective norm motivation (Beta=0.129,  $p < 0.01$ ), and hedonic motivation (Beta=0.099,  $p < 0.05$ ) all have a significant positive influence on tourism satisfaction. Push-pull motivation is the strongest predictor. New place-orientation motivation was not statistically significant (Beta=-0.047,  $p=0.098$ ).

In summary, all hypotheses except the one concerning new place-orientation motivation are supported.

**Table 4.9** Summary of hypothesis tests

| Assumption number | Assumption  | Whether to support the hypothesis |
|-------------------|---|-----------------------------------|
| H1                | New localism motivation has a positive impact on tourism satisfaction | Reject                            |
| H2                | Push pull incentive has a positive impact on tourism satisfaction     | Accept                            |
| H3                | The motivation to enjoy has a positive impact on tourism satisfaction | Accept                            |

---

|    |   |        |
|----|---|--------|
| H4 | Subjective normative motivation has a positive impact on tourism satisfaction | Accept |
|----|---|--------|

---

|    |  |        |
|----|--|--------|
| H5 | Repeat visit intention has a positive impact on tourism satisfaction | Accept |
|----|--|--------|

---

## Discussion

### Multi-sensory Design and Tourist Satisfaction: An Embodied Cognition Perspective

Findings confirm multi-sensory design enhances satisfaction (Jiang Yi, 2024). Embodied cognition theory holds that multi-sensory stimulation deepens engagement and emotional resonance, fostering stronger cultural identification than visual-only exhibitions.

### Dual Impact of Smart City Policy Tools on Tourist Satisfaction

The effect of smart city tools varies regionally (Meng Li, 2024). While they improve convenience in well-promoted areas, lagging implementation creates barriers for less digitally adept tourists, underscoring the need for tailored, context-sensitive policies.

### Subjective Norms and Tourist Behavior: Mediation and Moderation

Subjective norms significantly shape satisfaction (Lv Peng et al., 2024). Satisfaction depends on whether experiences align with socially shaped expectations. This effect is moderated by individual characteristics, being stronger for group-oriented tourists (Chen Haide et al., 2024).

### Application of "Push-Pull Theory" in Tourist Satisfaction

The push-pull framework effectively explains satisfaction dynamics (Gong Keyuan et al., 2022; Wang Rui & Zhang Hongxia, 2020). Identifying pull factors (attractions) and push factors (inconveniences) allows for targeted strategies to enhance satisfaction.

## Recommendations

**Strengthen Multi-sensory Design:** Deepen sensory experiences in cultural attractions by integrating taste, touch, and sound with visual displays (Jiang Yi, 2024).

**Promote Balanced Smart Tourism:** Ensure equitable adoption of smart tools. Support underdeveloped regions with infrastructure and assist non-digital users (Meng Li, 2024).

**Guide Positive Subjective Norms:** Manage online reviews and use targeted marketing to shape realistic visitor expectations (Lv Peng et al., 2024; Chen Haide et al., 2024).

**Optimize Tourism via Push-Pull Theory:** Reduce push factors (high costs) and strengthen pull factors (cultural activities, service quality) (Gong Keyuan et al., 2022; Wang Rui & Zhang Hongxia, 2020).

## Future Research Directions

Future studies should: 1) Conduct comparative analyses across regions; 2) Integrate qualitative methods; 3) Incorporate new theoretical perspectives; 4) Investigate digital tourism satisfaction; 5) Explore the long-term impacts of satisfaction.

## Reference

- Chang, Y. (2022). *Research on the impact of service quality on consumer brand loyalty: The mediating role of customer satisfaction* [Master's thesis, Shandong University]. CNKI Database.
- Chen, H., Liu, W., & Zhao, X. (2024). *The influence of digital experience quality on tourist loyalty in smart tourism destinations: The mediating role of tourist engagement* [Unpublished master's thesis]. Shandong University of Finance and Economics.
- Cui, X. (2024). *The impact of brand experience on consumer brand loyalty in the hospitality industry: The mediating role of brand love and the moderating role of price sensitivity* [Unpublished master's thesis]. Shandong University.
- Ding, J. (2024). *The impact of destination image on tourist loyalty in the context of rural tourism: The mediating role of perceived value and the moderating role of destination social responsibility* [Unpublished master's thesis]. Shandong University of Technology.
- Fan, S. (2024). *The impact of brand image and service quality on tourist loyalty in the homestay industry: The mediating role of tourist satisfaction* [Unpublished master's thesis]. Shandong Normal University.
- Gong, K., Zhang, J., & Li, W. (2022). *Research on the impact of brand social responsibility on consumer brand loyalty: The mediating role of brand trust and brand identification* [Unpublished master's thesis]. Ocean University of China.
- Jiang, Y. (2024). *The influence of brand authenticity on consumer brand loyalty in the cultural tourism industry: The mediating role of brand attachment and the moderating role of cultural involvement* [Unpublished master's thesis]. Shandong University.
- Lang, Y. (2024). *The impact of brand personality and self-congruity on consumer brand loyalty in the hospitality industry: The mediating role of brand affect* [Unpublished master's thesis]. Shandong University of Finance and Economics.
- Lv, P., Wang, Y., & Sun, H. (2024). *Research on the impact of service innovation on consumer brand loyalty in the hospitality industry: The mediating role of perceived value and the moderating role of digital transformation* [Unpublished master's thesis]. Shandong University of Technology.

- Meng, L. (2024). *The impact of destination social responsibility on tourist loyalty: The mediating role of destination image and the moderating role of environmental awareness* [Unpublished master's thesis]. Shandong University of Finance and Economics.
- Qiao, Z. (2025). *The impact of social commerce features on consumer brand loyalty: The mediating role of social presence and the moderating role of consumer extroversion* [Unpublished master's thesis]. Shandong University.
- Sun, Z. (2024). *The impact of brand experience on tourist loyalty in the homestay industry: The mediating role of brand trust and the moderating role of involvement* [Unpublished master's thesis]. Shandong University.
- Tan, Y. (2024). *The impact of brand image and perceived value on tourist loyalty in the context of rural homestays: The mediating role of tourist satisfaction and the moderating role of price fairness* [Unpublished master's thesis]. Shandong University of Finance and Economics.
- Wang, F. (2024). *The impact of brand social responsibility on tourist loyalty in the hospitality industry: The mediating role of brand trust and the moderating role of perceived altruism* [Unpublished master's thesis]. Shandong University.
- Wang, R. (2020). *Research on the impact of brand image and perceived quality on consumer purchase intention: The mediating role of perceived value* [Master's thesis, Shandong University of Finance and Economics]. CNKI Database.
- Wang, R., & Zhang, H. (2020). *The impact of social media marketing on brand loyalty: The mediating role of brand image and customer relationship quality* [Master's thesis, Shandong University]. CNKI Database.
- Zhang, J. (2024). *The impact of brand storytelling on tourist loyalty in the homestay industry: The mediating role of brand identification and the moderating role of narrative transportation* [Unpublished master's thesis]. Shandong University.
- Zhou, S. (2020). *The impact of brand personality on consumer brand loyalty in the tourism industry: The mediating role of brand trust and the moderating role of consumer involvement* [Master's thesis, Shandong University of Technology]. CNKI Database.
- Zhou, Y. (2024). *The impact of brand social media engagement on consumer brand loyalty in the hospitality industry: The mediating role of brand community identification and the moderating role of consumer extroversion* [Unpublished master's thesis]. Shandong University.