



Exploring consumers' willingness to revisit and consumer satisfaction —Take Hualien's part-time restaurant Minshuku as the subject of the study

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Abstract

Compared with hotels, B&Bs (bed and breakfast) are cheap, local and friendly, and become another choice for people to travel for leisure. With the rise of B&Bs, there is competition between B&Bs. It is extremely important for the operators of B&Bs to stand out from the crowd among the consumers who love B&Bs, gain consumers' satisfaction and be willing to win the reputation for them, and establish their willingness to revisit. In this paper, two B&Bs in Hualien area, which also run restaurants, are taken as the research objects. From the perspective of consumers' accommodation, this paper explores their feelings about the services they provide, and analyzes the differences of consumers of different ages in the demand-oriented consumption services. In this paper, the research results are obtained through interviews, and there comes two conclusions. Establishing an individual relationship with the host will help strengthen consumers' willingness to revisit.

Incidental peripheral services actively bring out the potential needs of consumers and greatly increase satisfaction.

Keywords: Consumer satisfaction, B&B, Hualien, Willingness to revisit, Consumers

1. Preface

Hualien has always been the most popular area for leisure travel because of its beautiful mountains and scenery. For Hualien people, the Tai Lukuo National Park, the Hua Dong Valley, and the Pacific Ocean are just ordinary "everyday" things. However, these things do not cease to amaze and arouse the desire of outsiders. Even for many working people, going to Hualien to run such a Minshuku after they retire and being able to enjoy the beautiful natural scenery and leisurely pace of life becomes a reward for their lifetime of hard work.

However, no matter how many dreams operators carry, they still have to be implemented in reality at the business level. Having a long-term customer base is the only way to run a business. In order to share the pressure and risk of operation, some operators have adopted the "complex operation" model. Empirical studies have also shown that this model is not only feasible but also effective in increasing the housing rate for sustainable survival (Xu Maohua, Cai Jinshii, 2019). In addition, if we take the example of the Penghu Taobing Art Minshuku, the research results found that the top three motivations for tourists to stay are relaxation, Minshuku architectural style, and living experience; while delicious breakfast, neat and tidy bedrooms, and landscape design heritage creation, special landscape, and gift artwork also add to the satisfaction of tourists' experience (Zheng Xiqin, Liang Jiahu, 2008). Under the core demand of Minshuku, it is necessary to expand the surrounding resources to make the consumers experience the value for money.

Minshuku in Hualien area, such as "Sakura Field Leisure and Wellness Center" (hereinafter referred to as "Sakura Field Leisure and Wellness Center") and "Monet Garden Coffee Farm" (hereinafter referred to as "Monet Garden Coffee Farm"), is located in Ji'an Township and Shoufeng township of Hualien respectively, which are tourist areas adjacent to the coast; These two Minshuku also have an operating restaurant attached; their booking prices are between 2,000-3,000 yuan for a two-person room, which is close to the price point. From the consumer's point of view, what are the differences between the services and consumer satisfaction of the two Minshuku? What are the details of the services provided that affect consumers' feelings? These are the areas that will be explored in this paper.

2 Literature review

2.1 Origin, definition, and characteristics of Minshuku

(1) Origin

The origin of Minshuku in Taiwan began around the 1980s. In view of the government's deregulation of people's movement and the gradual economic revival, leisure tourism and sightseeing activities have been a plus. As the number of tourists in major scenic areas continues to explode, the demand for accommodation has arisen in response to the lack of supply of hostel rooms (Xu Maohua, Cai Jinshi, 2019). The Minshuku industry was born when people initially offered their extra rooms to tourists for accommodation. By 2001, the two-day week break system was implemented. Since then, the people of China began to have more time to engage in leisure activities, which in turn led to a strong tourism trend and opened up another wave of commercial business interests (Zhang Youci, 2011). According to a study by the Tourism Bureau of the Ministry of Transportation and Communications, 7.8% of people choose Minshuku as their accommodation option for domestic travel until 2019 (Hometown Market Research Co., Ltd., 2019)

(2) Definition

According to the "Minshuku Management Regulations" of the Ministry of Transportation and Communications, the so-called definition of Minshuku refers to the use of self-use or own residence, combined with the local humanistic district, historical landscape, natural landscape, ecology, environmental resources, agriculture, forestry, fishery and animal husbandry, craft manufacturing, art, and cultural creation and other production activities, for the purpose of local experience and exchange, operated as a family side business, providing tourists with urban and rural family-style accommodation environment and cultural life of accommodation. (National Regulatory Database, <https://law.moj.gov.tw/>). In terms of scale, Minshuku is essentially a private house, except that it rents out unused or unused rooms in their homes to tourists for short periods of time or on a daily basis. Moreover, the operators of Minshuku provide visitors with information on local traditional snacks or hand-made food, natural scenery, etc. (Guo Yongjie, 1991). Minshuku is a small-scale accommodation and is run independently by the owner of the Minshuku, which has only about 3 to 10 rooms and includes food and drink. Usually, Minshuku is run by local people (Lanier, Caples and Cook, 2000).

(3) Feature

Minshuku is run by local people, which distinguishes Minshuku from other hotels. The Minshuku industry emphasizes the host's hospitality to guests and his personal involvement in the entire service process, which can generate direct and positive contact and interaction with tourists through the delivery of services (Tucker, 2003). This echoes the social trend of leisure in recent years, where tourists are eager to have "real" experiences. As a result, Minshuku has morphed into an important way for the middle class to achieve a deep connection with local people and places (Mody, Hanks, and Dogru, 2019).

Minshuku also has a strong human touch that makes people feel at home. With the integration of resources and careful design, Minshuku has developed its characteristics to attract visitors (Lin Shimao, 2014). Nowadays, Minshuku in Taiwan can not only provide basic accommodation services, but it has gradually developed into a combination of the local natural environment and cultural resources, aiming to increase the diversity of accommodation experiences for tourists. (Zeng Xipeng, Yang Mingqing, 2010). Even Minshuku has been combined with other local businesses to form a set of the supply chain for local tourism. After continuous integration and mutation, nowadays, in Taiwan, food Minshuku, environmental friendliness, and cultural beauty have jointly constituted the three major factors of Taiwan's tourism image (Shen Jincheng, Zhang Deyi, Li Zhiwei, 2018).

2.2 Consumer satisfaction and Minshuku management

(1) The importance of consumer satisfaction

This is an era in which the manufacturing center has shifted significantly to a market-centered approach, so the focus of management is on responding to consumer needs. By improving consumer satisfaction, the added value and impact of products can be more fully realized (Mittal and Kamakura, 2001). The exploration of consumer satisfaction is based on the idea that satisfaction is an overall feeling that can be directly assessed (Fornell, 1992). Because it can be specified, it can provide a measure of consumer satisfaction with a product (Lam et al., 2004). In terms of Minshuku's operation, consumer satisfaction not only forms word of mouth but also affects their willingness to revisit. According to empirical statistics, when people choose Minshuku, 48.9% of the information comes from online networks and social media; 48.1% comes from "friends, relatives, colleagues, and classmates" (Hometown

Market Research Co., Ltd., 2019). In other words, after the consumer experience, Minshuku's lodging experience is publicized through online voices and word-of-mouth among physical friends and family, which already accounts for 97% of travel information sources, so its importance cannot be overstated.

(2) Consumer satisfaction and Minshuku management

This close relationship has also been confirmed by academic research. According to Wu Xirui, Qiu Yuanwei, and Shen Jinxin (2019), the relationship between service contact elements, customer perceptions of authenticity, and customer responses is explored. Using customers of Hualien County's distinctive Minshuku and hospitable Minshuku as subjects, the questionnaire designed in the paper revealed that (1) perceptions of service contact elements (service staff performance, physical environment, and positive interactions with other customers) have a significant positive effect on customer perceptions of authenticity. (2) Customers' authenticity perception has a significant positive effect on their experience value, and customer satisfaction, and loyalty; (3) Experience value has a mediating effect on authenticity perception and customer response. For Minshuku operator's service content, price, quality of service, etc., to bring the consumer's substantive feelings of proof will affect the subsequent behavior that occurs. If consumers have a high level of internal satisfaction after their stay experience, their willingness to stay again and their word-of-mouth promotion behavior will also increase with their satisfaction (Jeong, Tamara and Shomir, 2011; Cai Yishan, 2009; Qian Minggui, Xie Guorong and Qiu Chunfu, 2011). In the study by Wu Yirou, Li Anna, and Qiu Changguang (2017), they selected Minshuku tourists in Shigang, Dongshi, and Xinshe areas of Taichung City as the study population. The results of the study's questionnaire showed that satisfaction, trust, and commitment in the quality of Minshuku visitor relationships all influence consumers' intention to revisit; at the same time, satisfaction influences trust and commitment, respectively, and trust influences commitment. The study also found that satisfaction is the initiating factor in the development of the relationship between tourists and Minshuku, while trust plays an important mediating role in the maintenance of the relationship between tourists and Minshuku. The results of this study echo the statement of Flavian et al. (2006) that the level of trust is important for business operations. Trust means the sum of a firm's ability to satisfy consumers' needs. Consumers feel satisfied precisely because they perceive that products and services fulfill their requirements for integrity, goodwill, and competence. And the reputation effect will form a brand effect, which will exist for a long time between consumers and the company when. Consumers will have a relatively high willingness to repurchase because of trust.

2.3 Domestic Tourism Behavior and Hualien's Minshuku Present

(1) Domestic travel behavior of people

Due to the impact of the Corona Virus Disease-2019 epidemic, on the one hand, the country is no longer comfortable traveling abroad, which has stimulated the growth of domestic tourism. On the other hand, as the epidemic has become more severe and less severe, this has affected the market for domestic tourism in waves. The most recent survey in the website of the Tourism Bureau of the Ministry of Transportation and Communications for domestic tourism in 2019. The results of the survey showed that the total tourist population was 19,301,242 trips. The average number of trips for people over 12 years old is 8.771 (Hometown Market Research Co., Ltd., 2019). The average travel expenditure per person per trip is NTD 2,320, while for those who have overnight stays and have accommodation expenses, the average travel expenditure per person per trip is NTD 4,935 (Hometown Market Research Co., Ltd., 2019). With this in mind, it can be roughly summarized that people can spend an acceptable budget of around NTD 2,500 per person for accommodation. This budget is exactly the kind of pie that accommodation operators are competing for.

(2) Operation status of Minshuku

How many Minshuku are there in Hualien? As of the end of June 2021, there are 1,797 Minshuku, with 7,224 rooms and 2,097 employees (Tourism Bureau, Ministry of Transportation and Communications, 2021). Compared to the same statistics of 9,993 Minshuku in Taiwan by the end of June 2021 (Tourism Bureau, Ministry of Transportation and Communications, 2021), this figure represents 17.9%, nearly 20% of the number. Once there is an oversupply in the accommodation market, the result will be that there will be more than enough to go around. And this will inevitably lead to the fierce competition that naturally occurs between Minshuku and hotels and hostels. This problem may also be the very urgent problem facing the Minshuku industry (Peng Baocheng, Lei Lifan, Guan Junrong, Huang Shengru, 2018).

3 Research Subjects and Research Methods

For the subjects engaged in the research and the research methods used in this paper, they are specified below.

3.1 Research object

In this study, Minshuku was chosen as the subject of the study through its location and product pricing strategy. In the following, two Minshuku are introduced.

(1) Sakura Field Leisure and Wellness Center's relaxation and wellness club

This relaxation and wellness center is located along Chikasun Avenue in Gyan Township, Hualien County. The park is divided into two major blocks, the food area, and the Minshuku area. There are single, double, or bunk beds of different sizes for consumers to choose from in the lodging area. The main focus is on homegrown wild vegetables and hot pot in the restaurant area, with the sale of local small farmers' agricultural products. These agricultural products all emphasize the concept of health maintenance, such as ginger, vinegar, millet wine, etc.

(2) Monet Garden Coffee Farm's coffee farm

The farm is located in Shoufeng Township, Hualien County, near the Carp Lake Scenic Area. It also divides the park into two sections: the food area and the Minshuku area. The accommodation area is a two-story building with rooms in different styles such as South American and Latin; the restaurant offers light meals and home-roasted coffee drinks and also sells coffee beans roasted in the restaurant.

3.2 Data collection

The study was conducted by interviewing six consumers who went to stay in March and May 2021 to get feedback from the consumer perspective. The first group was older; the second group was younger. The first group of consumers transmitted information about Minshuku to the second group of consumers, which led to the second group's lodging behavior.

Based on the motivation of the study, the content and direction of the interviews were handled as shown below.

- (1) To understand consumers' motives for choosing Minshuku.
- (2) To compile consumers' perceptions of the services provided by the two Minshuku.
- (3) To find out consumers' willingness to revisit the two Minshuku after their stay.

The relevant backgrounds of the respondents are shown in the following table.

Code	Gender	Ages	Jobs	Note
A	Female	30-40 years old	Private tutoring	A and B are husband and wife; staying during the month of March
B	Male	30-40 years old	Electronic industry	B and A are wife and husband; staying during the month of March
C	Female	40-50 years old	Teacher	Sister with D, staying during the month of March
D	Male	50-60 years old	Social worker	D and C are husband and wife, staying during the month of March
E	Female	20-30 years old	Private tutoring	E and F are a couple, staying in early May
F	Male	20-30 years old	Service industry	F and E are a couple, staying in early May

Table 1 Background related to the interviewees

3.3 Collection strategy

The collection strategy in this paper is described as follows.

(1) Literature analysis method

The study collated the national tourism statistics from the Ministry of Transportation and Communications and the Hualien Prefectural Government website to obtain official statistics with credibility; it also reviewed theories about Minshuku characteristics and consumer satisfaction.

(2) Interview Method

This study was conducted with an academic purpose in mind, and the interviews emphasized academic rigor and neutrality. The researcher must be knowledgeable about the content of the interviews but must not be preconceived. The observer-expectancy effect must be avoided as much as possible. The researcher needs to be respectful and open in the interview process, listen attentively, and encourage the interviewees to express their experiences and feelings as much as possible to enrich the interview results.

4. Data Analysis

The results of the interviews are analyzed below.

4.1 Minshuku selection and accommodation motivation

Both groups of consumers live in Taipei and New Taipei City areas and are relatively new to Hualien. How did they choose Minshuku, and on what basis were they formed? The results of the interviews are summarized below.

Firstly, they were curious about the restaurant that Minshuku is attached to.

We started looking for Minshuku, and my wife said, "This place has wild vegetables (B).

It's great, and when we come to Hualien, we want to taste something that we can't normally eat, so we decided to book a room right away (D).

We seldom come to Hualien, and if there is a restaurant in the place where we are staying, we can avoid the chance of eating bad food when we try some local food. Isn't it said that the owner of Minshuku will introduce us? It must be good if he runs it himself (C)

From their previous impressions of Minshuku and the local experience of visiting Hualien, the motivation for choosing Minshuku was formed.

Monet Garden Coffee Farm was the place to stay the next day. The main reason for choosing this Minshuku is the transportation.:

Mostly because of the traffic (B).

Yes, there are many attractions nearby, and you can drive directly to that area of Taitung (A).

We don't have much time, so we hope we won't spend too much time on driving around, and the price is acceptable (C).

As for the second group of consumers' accommodation behavior, they replicate the accommodation experience of their elders.

We didn't have much time, we thought of our aunts and uncles who had just lived there, so it should be in good condition, and we had our play (E).

My aunt is a person who can't stand mosquitoes at all, so if she says it's okay, it means it's great (F).

We went to Hualien mainly to rest and have a walk to the beach, and we didn't have any idea where to stay (F).

The seniors we know who have come here before have no bad comments about it, and coupled with the dual consideration of the personal purpose of the trip, and they chose a trip and model close to their elders.

4.2 Consumer perception of the services provided at the two Minshuku

These two groups of consumers stayed at these two Minshuku. As a rule, they both checked in that afternoon and left the next day after breakfast. This is the extent of their perception of the services provided by Minshuku.

For breakfast:

It's very good, it's very simple to eat well (E).

I don't expect the kind of surprising scene like a restaurant, and there are supermarkets everywhere once you go out (A).

Consumers don't have much of a problem with breakfast.

Secondly, in terms of accommodation.

I think it's not bad, we were in a Latin-style room, and we heard cicadas chirping when we checked in that day (E).

When I was at Sakura Field Leisure and Wellness Center, I felt a little disturbed because several rooms were connected together (A).

Sakura Field Leisure and Wellness Center] AA's accommodation tends to be budget-friendly. Although the accommodation area and the restaurant are in two separate areas, the walkway leading to the restaurant is as soon as the consumer walks out of the accommodation area. Because the restaurant is crowded with people, the activities are compressed and lack the ease and relaxation of a typical Minshuku.

Yes, I feel as if the people who come to eat and stay are different or something like that (E).

As for Minshuku's food and beverage offerings, which are the reason why consumers choose Minshuku, this is what the respondents felt:

The main thing is that we only stayed for one day and ate only one meal, so we felt fresh about it(B).

I think it's a pity that wild vegetables are cooked into the hot pot. It seems like you can't eat the taste of wild vegetables (B).

It seems to be a few different plants, eat a meal like this (F).

It shows that consumers are not impressed by the wild food they are most looking forward to tasting. However, the surprise of Hualien's unexpected discovery of good coffee is felt more from the perspective of a city dweller.

I actually like Minshuku's coffee. I'm probably used to drinking coffee, so I like such aromatic coffee (A).

I also like coffee, very fragrant and delicious, and there are not many people (D).

Overall service orientation:

Living in Minshuku is not a place where you have unreasonable expectations, but mainly you want to get to know the local community. However, Sakura Field Leisure and Wellness Center has a lot of customers, one after another, and a number of employees, so everyone is very busy, and there is not much opportunity to talk. At Monet Garden Coffee Farm, guests may come in a scattered manner. The owner used to be a journalist, so he has a lot of stories to tell and is very talkative (B).

It is clear that customers regret not being able to talk more. It also shows that consumers want to be able to understand the local area through the owner of Minshuku. However, for young consumers, they do not necessarily want to get any information from Minshuku owners. They expressed that:

They were in a part-time restaurant, and there was no way to sit and tell stories slowly like a regular Minshuku. And since we went for a bike ride and came back late, we didn't feel too important to build a relationship with our hosts. For local stories, you can find them with a search on GOOGLE? (F)

I thought it was interesting to have an aboriginal employee tell me about their interesting stories in the tribe on the first day (E).

From the above-mentioned interviews, it is clear that for the middle- and high-aged consumers, they do not necessarily want to get any information of practical value from the Minshuku owners. They prefer to have individual contact with the owner, especially when the owner of Minshuku introduces them directly to the factory to buy Hualien potatoes, peeled peppers, etc., which they feel is a small privilege for local people.

4.3 We obtained the consumers' willingness to revisit Minshuku after staying in the two rooms

When comparing these two Minshuku, I would like to stay at Monet Garden Coffee Farm (C) again.

Maybe it's the texture, right? It seems to have very fragrant and strong coffee, so I think it's good value for money (A).

The main thing is the itinerary. We went out after CHECK-IN and came back for dinner, but there were other guests, so I didn't seem to be able to have more contact with the host (D).

Monet Garden Coffee Farm serves light meals and beverages, mainly coffee, from noon to late in the evening, while Sakura Field Leisure and Wellness Center serves meals at noon and late in the evening.

The main business model is that Sakura Field Leisure and Wellness Center focuses on food and beverage, while Minshuku tends to be an annex; Monet Garden Coffee Farm shows the model of both food and beverage and Minshuku.

5. Conclusions, recommendations, and study limitations

5.1 Research findings

The conclusions of this paper are presented below in accordance with the previous section.

1. Establishing individual relationships with Minshuku owners helps reinforce consumers' willingness to revisit

Minshuku is a de facto base for local tourism for consumers who are looking forward to in-depth local tourism, and Minshuku operators are an important intermediary for tourists who want to get to know the local area. This is an important reason why people choose Minshuku accommodation. Consumers do not want to be satisfied with a simple tour of the place but expect to know the place more deeply. And this understanding, in terms of Minshuku accommodation behavior, is based on the interaction with Minshuku hosts. Through the introduction of the owner of Minshuku or the related person, the consumer enters the local area in more detail, and his motive of staying is satisfied. In the case of the management of Minshuku, there are individual conversations and deeper understanding. This makes the relationship between consumers and accommodation operators develop from mere consumption to a personal friendship and will make Minshuku stand out from the many Minshuku, rather than being one of many Minshuku.

The owner of Minshuku must therefore think about what is the core of his business. If the focus is on the food and beverage offerings, the Minshuku section should be redesigned.

2. Incidental peripheral services that proactively bring out the potential needs of consumers and significantly increase satisfaction

Minshuku is already a basic necessity to provide comfortable and quiet accommodations, and people already have a basic concept of Minshuku because of its proliferation. However, if we want to win from Minshuku, we must use a more aggressive model and call out the potential demand of consumers through peripheral services. This call to action is based on the consumer's position and its deep understanding of the local area, making itself a platform for dialogue between consumers and the local area. This dialogue is the only way to enrich the local elements and create surprises. It also allows consumers to feel that there are still places in the area that have not yet been developed. The peripheral services include local tourism services purchased in conjunction with other operators, and the co-production with local operators will strengthen the relationship between Minshuku and the surrounding area. Secondly, it adds value to the Minshuku itself; the owner of the Minshuku has already made preparations before the consumer and is able to provide the appropriate services, which is what makes the Minshuku different from other Minshuku. One of the interviewees in this study kept saying that the Hualien potatoes she bought directly from the factory were fresh and tasty and that they were never the same as those sold in general tourist attractions, and she kept wondering what was so delicious about the Hualien potatoes. The repetitive expressions are actually statements of emotions. It has been a long time since the tour ended, but these little bits and pieces still remain in the memory, full of surprises and the joy of exploring the place.

3. Minshuku is a hardware, software enrichment is the prerequisite for Minshuku success

In general, unless Minshuku shows hard equipment that is different from other Minshuku players, strengthening peripheral software is a great point of emphasis.

5.2 Research recommendations

The recommendations of this study for follow-up studies are described below

(1) Analysis of Hualien Minshuku consumers' age group and price level

By understanding the habits and preferences of consumers, we can respond to their needs and provide the most appropriate services. For Minshuku's operators, the consumer group has almost always been targeted at the youth group. However, the high level of youth activity, coupled with the opening of Suhuagai, has significantly reduced the travel time between the north and Hualien, resulting in a reduction in demand for accommodation. In addition, in recent years, the popularity of camping, for example, has separated many consumers. Therefore, we believe that it is necessary to conduct an extensive and general survey on the age and price of consumers in Minshuku, Hualien.

(2) Huadong Minshuku's travel itinerary for the elderly

As Taiwan enters an aging society, the elderly with wealth and leisure have become the main consumers. From the perspective of accommodation management, they are the main consumer force that cannot be ignored and must be fought for. Unlike young people, silver-haired people do not look for information on the Internet, so if they go to Huadong, they either come with their families or are arranged by a travel agency. The problem is that travel agencies often arrange for a large number of people, which eliminates some Minshuku operators. Therefore, Minshuku operators should turn passivity into proactivity by designing Huadong itineraries that are suitable for the elderly, including transportation, food and beverage, and private attractions, etc. How can they minimize the part that requires climbing mountains and water and cater to the nostalgia of the elderly? The food and beverage also need to meet their health and special chewing habits? This design allows Minshuku operators to think about the needs of the elderly in a different way. Only in this way will it be possible to enter the elderly market.

5.3 Research limitations

However, this paper was formed mainly from these four consumers, and it was not possible to collect data on the general phenomenon through more consumers, which is the limitation of this study due to the limitation of data acquisition.

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