



Marketing Strategies for Promoting Agritourism in Guanyin Lotus Garden Leisure Agricultural Area, Guanyin District, Taoyuan City, Taiwan

Ming-Tan Chiang¹, Chin-Fa Tsai², Winitra Leelapattana^{3*}, and Weerapon Thongma⁴

^{1,3,4}Program in Tourism Management, International College, Maejo University, Thailand

²National Chiayi University, Chiayi, Taiwan

E-mail: mingtang77@yahoo.com.tw, ORCID ID: <https://orcid.org/0009-0006-5166-8803>

E-mail: cfttsai@mail.ncyu.edu.tw, ORCID ID: <https://orcid.org/0000-0002-9082-6345>

*Corresponding author E-mail: winitra@mju.ac.th, ORCID ID: <https://orcid.org/0009-0005-7341-4321>

E-mail: Weerapon.mju@gmail.com, ORCID ID: <https://orcid.org/0009-0005-2047-0311>

Received 25/02/2025

Revised 06/03/2025

Accepted 06/04/2025

Abstract

Background and Aim: This study is based on a strong theoretical framework that integrates cognitive-behavioral and exchange theories to offer a comprehensive understanding of the effects of promotional methods. It addresses a critical gap in the literature by examining the long-term impact of sales promotions on the perceived value and quality of tourism products. It also explores how various price promotions and discount levels influence tourists' anticipated future costs, perceptions of value, and overall quality of travel packages. The research highlights the delicate balance between short-term sales growth and long-term brand value as a pathway to sustained success in the highly competitive tourism market.

Methodology: The study employs a systematic two-way between-subjects experimental design, focusing on vacation package goods. It examines the distinct effects of price reductions and coupon promotions and the extent of these promotions (high vs. low extent) on key consumer perceptions and behaviors. Specifically, it evaluates tourists' expectations of future costs, their assessment of value and quality, and their intent to purchase.

Results: The findings provide a detailed analysis of how various price promotions and discount levels shape tourists' anticipated future costs, altering their perceptions of value and the overall quality of travel packages. The study underscores the role of specific promotional tactics in influencing consumer attitudes and behaviors, including their purchase intentions and long-term perceptions of brand value in the tourism sector.

Conclusion: This research offers valuable insights for travel agents and marketers by identifying effective advertising strategies that drive immediate sales and nurture favorable attitudes and long-term purchase intentions among travelers. These strategies are crucial for ensuring brand sustainability and success in a competitive market. The study contributes to broader discussions on marketing tactics in the tourism sector, emphasizing the importance of balancing short-term gains with long-term brand equity to achieve sustained business success.

Keywords: Personal Factors; Relationship; Domestic Tourists; Decision-making; COVID-19 Pandemic

Introduction

Agriculture has long been considered an indispensable component of human civilization. The main source of nutrition for human populations is agriculture (Smith & Brown, 2023), which explains this. Although rapid technological and scientific progress and societal transformation will persist. Nevertheless, it is critical to acknowledge that agriculture did not completely cease to exist; on the contrary, it endured and developed in tandem with the expansion of human understanding and the ever-changing environmental conditions (Garcia & Johnson, 2022). As a result of emerging demands, the agricultural sector will undergo transformations that will facilitate the emergence of distinctive characteristics in other industrial sectors (Kim & Patel, 2019).

The agriculture sector in Taiwan has witnessed deterioration since the late 1960s. In response, efforts have been made by agricultural administrative units to improve agricultural organization and investigate new methods of agricultural management. These initiatives seek to alleviate barriers to agricultural growth, increase farmer incomes, and promote prosperity in rural areas (Chiu & Chang, 2022).

In Taiwan, the classification of agricultural regions is conducted to promote efficient government oversight and support and to promote the development of increased competitiveness and productivity within the farming sector (Lin & Wu, 2020). This initiative also aims to accelerate the restructuring of the agricultural system, facilitating a gradual shift towards addressing emerging issues such as ensuring food



security, promoting environmental sustainability, preserving cultural landscapes, and fostering agritourism. These concerns are all based on local strengths and advantages. To guarantee the sustained sustainability of national agricultural development and foster the transition of agriculture towards a more commercially oriented and internationally interconnected framework (Huang & Chang, 2022).

In 1989, a seminar was held by the Agriculture Committee of the Standing Council in collaboration with the Department of Agricultural Extension at National Taiwan University. This seminar aimed to introduce the concept of "Recreational Agriculture" or "Leisure Agriculture" (Wu & Chen, 2021). This idea encompasses a range of elements, including agriculture, forestry, fishing, animal husbandry production, agricultural and commercial operations, rural culture, and the livelihoods of farmers (Liu & Lee, 2022). The project has been deliberately devised and constructed to stimulate agricultural and rural tourism, as well as provide recreational options for the local population. This is accomplished by the usage of the natural environment, landscape, ecology, rural equipment, rural space, agricultural goods, and cultural resources. Leisure agriculture is categorized as a sector within the wider agrarian transformation industries (Lin & Wu, 2021).

The primary aim of "Leisure Agriculture" is to facilitate the integration of agricultural practices with tourism activities. This integration serves to enhance the management of agricultural operations, promote the development of agricultural tourism, strengthen local industries, preserve rural cultural heritage, stimulate the local economy, improve farmers' financial well-being, and foster closer connections between urban and rural areas, all to promote local development (Liu & Lee, 2021). The Agricultural Committee of the Executive Yuan is dedicated to maximizing the advantages obtained from the three fundamental dimensions of leisure agriculture, specifically productivity, livelihood, and ecology. The implementation of this approach aims to enhance the multidimensional development of traditional agricultural systems. Improve the overall standard of the nation's leisure pursuits. The agricultural management model incorporates the traditional rural pastoral lifestyle and agriculture, both of which hold significant cultural significance in Chinese society, alongside the fundamental principle of leisure tourism. The rise of a new sector in the leisure industry can be linked to intangible resources, specifically the presence of tourism management professionals and the presentation of agricultural information to tourists (Lin & Wu, 2020).

The increase in leisure time and opportunities for taking a vacation are unique phenomena in a modern and affluent society (Lee & Scott, 2021). By engaging in various leisure and recreational activities, most people are released from their high-pressure working environment and routine lifestyle. Thus, more and more urban dwellers are seeking the solace of nature. It is believed that rural villages can offer the respite that many urbanites desire (Zhang & Wu, 2019). One of the main targets of rural development is sparking a new role for rural areas by transforming rural villages into leisure and recreational paradises for the stressed-out urban population. In turn, there is an increasing dependence on rural areas that will help to boost the agrotourism industry (Chen & Lin, 2019).

The expansion of leisure tourism is closely correlated with the increase in national wealth, as indicated by the data presented by the Tourism Bureau of the Ministry of Transport Tourism Bureau, Taiwan, (2019) From 2010 to 2019, there was a notable rise in the volume of tourists visiting prominent tourist places, with figures escalating from 191,302,739 to 332,968,307. According to the results of the 2019 National Tourist Survey, it is apparent that around 1.9% of the population engages in rural tourist activities. The depicted chart illustrates a significant increase of 74.05% in comparison to the data documented in 2010. The statistics demonstrate an increasing inclination among the general populace towards engaging in agricultural tourism.

Research Objectives

The study's objectives are: (1) To describe the agritourism activities in Guanyin Lotus Leisure Agricultural Area. (2) To identify the behavior of agritourists in Guanyin Lotus Leisure Agricultural Area.

(3) To analyze the marketing potential that affects the decision-making of agritourists in Guanyin Lotus Leisure Agricultural Area. (4) To find out a marketing strategy for agritourism for Guanyin Lotus Leisure Agricultural Area.

Conceptual Framework

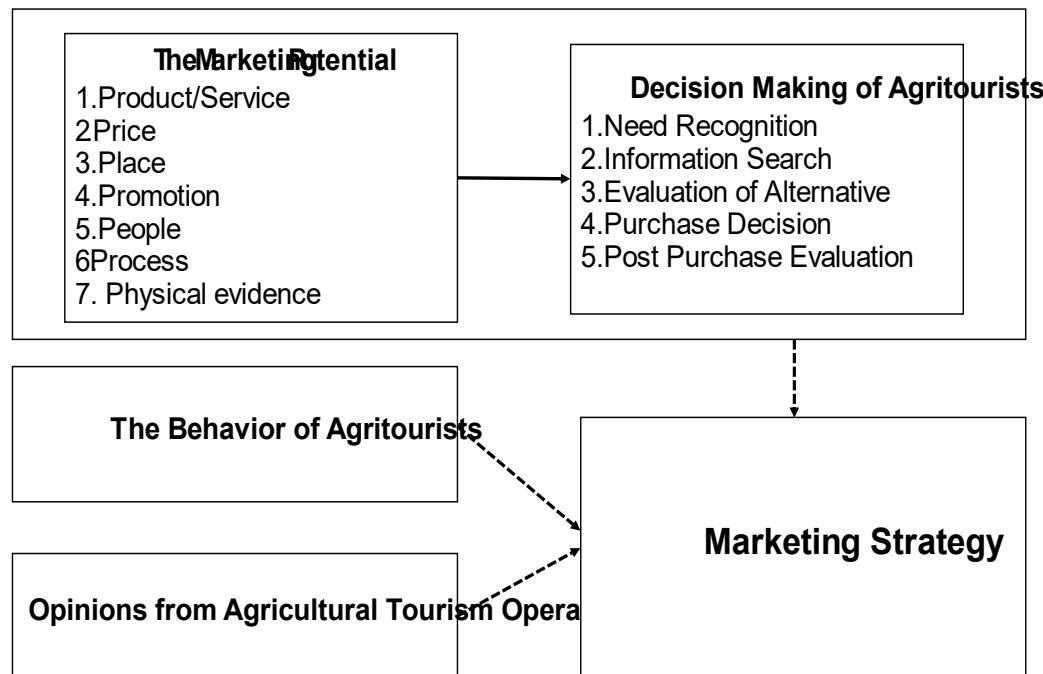


Figure 1 The Conceptual Framework

Methodology

Locale of the study

The survey location of this research will be in Guanyin Lotus Garden Leisure Agricultural Area, Guanyin District, Taoyuan City, Taiwan. Guanyin District, located in Taoyuan City, is a traditional agricultural township primarily focused on rice cultivation. However, with the government's promotion of precision agriculture and encouragement of agricultural transformations, there was a significant shift in 1998 when farmers began to transition from rice cultivation to the high-value crop of lotus. The Taoyuan Municipal Government further supported this shift by organizing the inaugural "First Guanyin Lotus Season" in 2000. Through extensive media publicity, Guanyin's lotus flowers gained prominence, attracting a substantial influx of visitors. This event catalyzed the combination of tourism activities with local industries, making Guanyin District a renowned destination in northern Taiwan for lotus-based sightseeing and leisure agriculture.

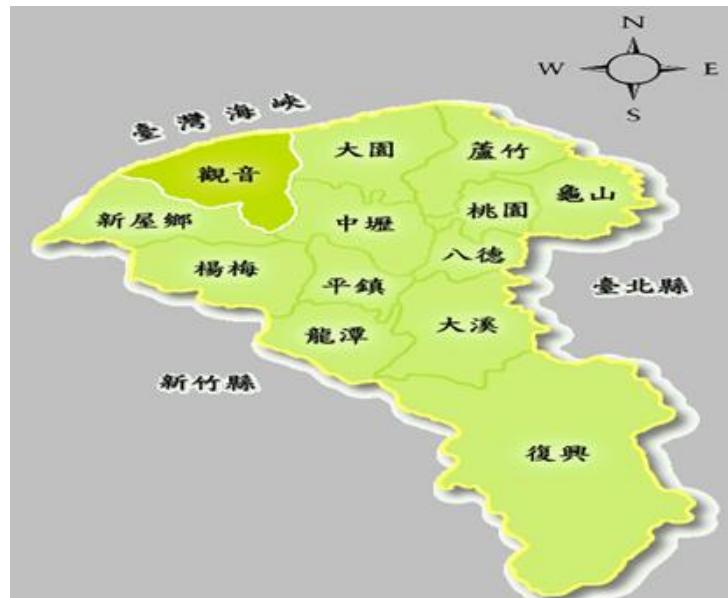


Figure 2 Geographical location map of Guanyin

"Lotus Garden Leisure and Agricultural Area of Guanyin District" mainly includes farms around Xinhua Road, Dahu Road, and Jinhua Road, and the tourist area of Lotus Field, covering 5 villages, including Datong, Shanda, Lanpu, Jinhu, and Dajue. As shown in Figure 3-2 below:



Figure 3 Guanyin District Lotus Garden leisure agricultural area range

Population and Sampling Procedures

Population: The population of this research is all domestic tourists who have visited Guanyin Lotus Garden Leisure Agricultural Area, Guanyin District, Taoyuan City, Taiwan.



Sampling: The sample selection will use two groups in this research as follows: 1) This study recruited all 17 Farm owners using the interview technique to get information, and 2) all domestic tourists who have visited Guanyin Lotus Garden Leisure Agricultural area, Guanyin District, Taoyuan City, Taiwan. But unknown population therefore a calculation method was used using the formula according to Cochran Formula (Cochran, 1977) the population is unknown, as follows.

$$n = z^2/4e^2$$

$$n = (1.96)^2/4(0.05)^2 = 384.16$$

Here,

n = sample size

e = acceptable sampling error (e = 0.05)

z = z value at the reliability level or significance level.

-Reliability level 95% or significance level 0.05, z = 1.96

The researcher will use the method of determining the sample size by using the formula for calculating the unknown population using the formula of Cochran (1977) by setting a confidence level of 95% with an error not exceeding 5% or at a significant level of 0.05. The sample used in the research was 385 people, and to prevent errors from incomplete questionnaires. The researcher then reserved an additional 15 samples, so the total sample size used in this research was 400 samples.

Measurement of Variables: The purpose of this research is to explore from the research conceptual framework the variables used in the research, consisting of the first variables (Independent Variable) and the second variables (Dependent Variable). The research variables, which are personal factors, marketing potential, decision-making, and tourism behavior, are discussed in more detail as follows:

1. Independent variable: Personal Factor refers to the gender, age, and monthly income of domestic tourists who will go to visit Lotus Guanyin Garden Leisure Agricultural area, Guanyin District, Taoyuan City, Taiwan; 1) Product/Service, 2) Price, 3) Marketing strategy refers to the marketing mix of tools that management can use to influence marketing 7P's: Place, 4) Promotion, 5) People, 6) Process, 7) Physical Evidence.

According to the Likert Method (five-point Likert Scales), the criterion for calculating the weight of the assessment is five levels, as follows:

Rating point	Rating option
5	Very high
4	High
3	Moderate
2	Low
1	Very low

The Grade level using the calculation formula, the stratified amplitude is calculated and then compared with the score criteria. The meaning is defined as follows:

Score value 4.21 – 5.00	mean	Very high
Score value 3.41 – 4.20	mean	High
Score value 2.61 – 3.40	mean	Moderate



Score value 1.81 – 2.60	mean	Low
Score value 1.00 – 1.80	mean	Very low

2. Dependent variable: Decision-making refers to a standard thinking procedure when deciding to purchase a product or service. The Engel-Kollat-Blackwell (EKB) consumer decision-making model is a notable marketing theory that outlines the five stages of the mental process involved in customer decision-making: 1) need recognition, 2) information search, 3) evaluation of alternatives, 4) purchase decision, and 5) post-purchase evaluation.

According to the Likert Method (five-point Likert Scales), the criterion for calculating the weight of the assessment is five levels, as follows:

Rating point	Rating option
5	Very high
4	High
3	Moderate
2	Low
1	Very low

Grade level using the calculation formula, the stratified amplitude is calculated and then compared with the score criteria. The meaning is defined as follows:

Score value 4.21 – 5.00	mean	Very high
Score value 3.41 – 4.20	mean	High
Score value 2.61 – 3.40	mean	Moderate
Score value 1.81 -2.60	mean	Low
Score value 1.00 – 1.80	mean	Very low

Research Instrument

Perceived. This research will use a questionnaire survey and interview technique. The questionnaire is divided into four parts as follows:

- Part 1: General Information of Agritourists
- Part 2: Tourism Behavior of Agritourists
- Part 3: Marketing Potential of Agritourists
- Part 4 Decision Making of Agritourists.

The interview technique follows the Respondents' comments from farm owners in Guanyin Lotus Garden Leisure Agricultural area, Guanyin District, Taoyuan City, Taiwan..

Pretesting the Instrument

The researcher tested the tools used to collect the data by taking the generated questionnaire to test content validity and reliability as follows:

1. Testing content validity by taking a questionnaire that has passed the literature review process to 3 advisors to consider the validity of the questionnaires have content related to the research objectives and consistency with the topics that will be studied. After 3 advisors' consideration, the researcher improved the questionnaires before going to the data.

2. Confidence test reliability by bringing a questionnaire that will pass the content validity to try out a total of 30 samples, similar to Guanyin Lotus Garden Leisure Agricultural area testing by the Cronbach's alpha method as follows:

$$\alpha = \frac{k}{k-1} \left(1 - \frac{\sum_{i=1}^K \sigma_{yi}^2}{\sigma_y^2} \right)$$



k : represents the number of items in the measure

σ_{yi}^2 : the variance associated with each item **i**

σ_y^2 : the variance associated with the total scores ($y = \sum_{i=1}^k yi$)

If the result of trying out, is a score over 0.70 points the questionnaires can be used for collecting data with Guanyin Lotus Garden Leisure Agricultural area, Guanyin Districts, Taoyuan City, Taiwan.

Data Gathering/Data Collection Procedure

The questionnaires in this study will be distributed directly to the study participants. Direct questionnaires have the characteristics of random distribution and direct survey time. The data used in this study is divided into 4 parts as follows:

1. Primary data is information obtained from the collection of data by questionnaires from domestic tourists in, Guanyin District, Taoyuan City, Taiwan.
2. Secondary data The researcher found information from books, theses, articles, journals, magazines, websites, online, Maejo University library, and other documents that have content related to the researcher's topic research proposal.

Analysis of Data

Subject research: The Impact of Motivation, Perception, and Attitude on Revisit Intention: A Case Study of Guanyin Lotus Garden Leisure Agricultural Area, Guanyin District, Taoyuan City, Taiwan. The researcher analyzed the data with a program called Statistical Package for the Social Sciences (SPSS). This study is quantitative research. 2 kinds of statistics consist of as following:

1. Description Statistic: Descriptive statistical analysis is data that explains sample characteristics such as frequency, valid percent, mean, and standard deviation.
2. Inferential Statistics: Inferential statistical analysis of data by using Pearson correlation for testing the hypothesis of the marketing potential effect on the decision-making of agritourists in Guanyin District, Taoyuan City, Taiwan.

Results

Agritourism in Guanyin

Guanyin District, Taoyuan City, is a traditional agricultural township, where farmers mainly cultivate rice, in the government advocated the development of refined agriculture and encouraged rice fields to be converted, 1998 there was a change, some people suggested trying to plant lotus flowers, but also went to Baihe Town in Tainan County to buy lotus seedlings, began to switch to lotus flowers with higher economic value. In 1998, Guanyin lotus leisure agriculture became a hit, and in 1999, farmers held their own Guanyin lotus season In 2000, the Taoyuan Municipal Government held the "First Guanyin Lotus Season", under the publicity of the media, the lotus of Guanyin was promoted, attracting many people to visit, and also opened up the place in northern Taiwan to take lotus as a place for tourism and combine local industries with sightseeing activities, while driving the rise of local leisure agriculture, the lotus season has become a

regular annual event, combining local industries with culture and art and tourism activities, and through media reports and publicity, it has attracted tens of thousands of tourists to visit, which is very popular. Leisure farms in the Guanyin District also mushroomed (Han Cheng, 2007).

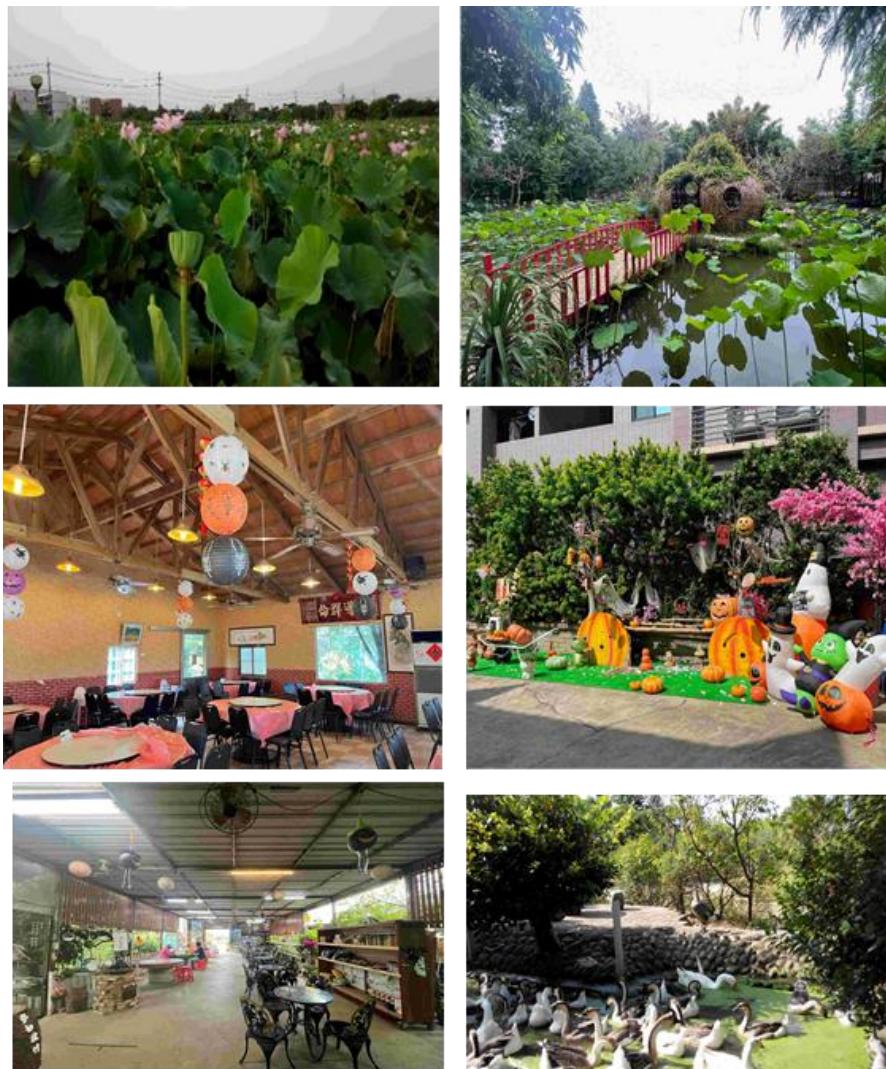


Figure 3 Lotus field in Guanyin District

As agriculture in the Guanyin District evolves, an increasing number of farmers are shifting towards lotus cultivation, thereby infusing vitality into leisure agriculture. Moreover, traditional agricultural practices are transitioning into leisure agriculture.



Figure 4 Farm operation in Guanyin District

As agriculture in the Guanyin District changes and leisure agriculture gains popularity, farmers have shifted towards managing leisure farms. These farms have also begun operating various projects to serve tourists, including catering, souvenir shops, specialty products, and more.

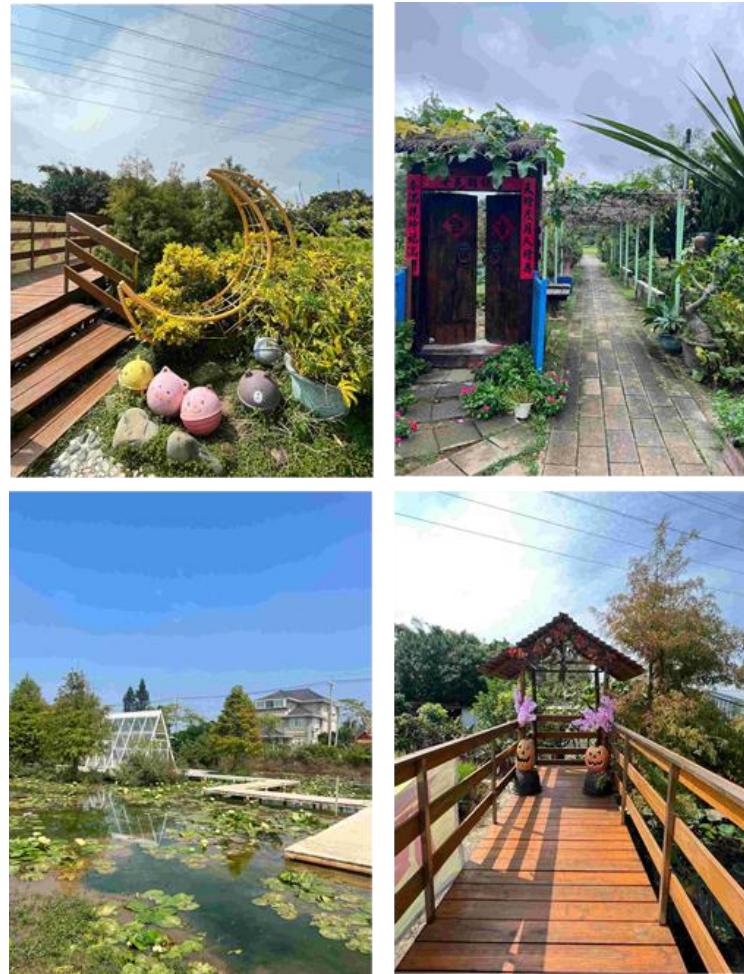


Figure 5 View of the recreational Farm

In the leisure farms within the Guanyin Lotus Leisure Agricultural Area, each operator strives to arrange the park landscape according to the unique characteristics of their farm. The farm layouts are designed to be aesthetically pleasing while integrating the farm's distinctive features into the landscape. It is hoped that this approach will attract tourists.



Figure 4-4: Photos of leisure farm activities

The Guanyin Leisure Farm offers a variety of experiential activities, including boating, stilt walking, kiln baking, barbecue, marshmallow roasting, and more. The park also features a lawn game area and a garden flower appreciation area for tourists to enjoy. Additionally, a safe parking lot is provided for tourists to park and enjoy the farm's services.

In 2016, the "Taoyuan Guanyin Lotus Garden Leisure Agricultural Area" was designated by the Agriculture Committee of the Executive Yuan, which can be planned and marketed as a result of rural attractions such as the lotus industry, lotus farm, leisure farm, and ancient house in Guanyin District. Located in the Expo area of Guanyin, Taoyuan City, "Lotus Garden Leisure and Agricultural Area of Guanyin District" mainly includes farms around Xinhua Road, Dahu Road, and Jinhua Road, and the tourist area of Lotus Field, covering 5 villages including Datong, Shanda, Lanpu, Jinhua, and Dajue. As shown in Figure 2-5 below:

The establishment of the leisure agriculture area has made leisure agriculture in Guanyin District more mature because there are regulations to protect leisure agriculture, operators dare to invest funds, and encourage the second generation of children to create personal business characteristics together, and drive



nearby catering operators, creating many employment opportunities, and agricultural land can be transformed to attract many investors and promote the development of the agricultural economy.

Nestled within the rolling hills and vibrant landscapes of Taoyuan City, Taiwan, the story of Guanyin Leisure Agricultural Tourism unfolds—a tale of vision, collaboration, and sustainable development that transformed this region into a haven for seekers of cultural enrichment and tranquil retreats. The following is the development process of Taoyuan Municipal Government's planning of Guanyin leisure agricultural tourism.

1.1) The Visionary Seeds (2010-2012): In the early 2010s, the formation of the Guanyin Agricultural Tourism Development Committee and initial visioning sessions with local stakeholders, including farmers and community leaders (Taoyuan City Government,2012). A collective vision emerged among local communities, governmental bodies, and agricultural stewards in Guanyin. This vision aimed to harness the natural beauty of the region and the rich tapestry of traditional farming practices to create a unique destination. The Guanyin Agricultural Development Committee laid the groundwork, emphasizing the need for sustainable tourism that celebrates the local heritage (Guanyin Agricultural Development Committee, 2012).

1.2) Sowing Foundations (2013-2015): Collaboration with local farmers' associations and agricultural cooperatives, workshops, and focus group discussions with community members to gather input. (Guanyin Farmers' Association,2014). With a vision in hand, the community set out to sow the foundations of Guanyin Leisure Agricultural Tourism. Collaborative efforts between local leaders and governmental bodies materialized in the form of comprehensive master plans, including the Taoyuan City Master Plan for Tourism Infrastructure (Taoyuan City Tourism Bureau, 2015). This laid the groundwork for infrastructure development, including the construction of visitor centers and improved accessibility.

1.3) Cultivating Sustainability (2016-2018): Master planning for tourist facilities and infrastructure enhancement, construction of visitor centers and information hubs. (Taoyuan City Tourism Bureau,2018). Sustainability became the cornerstone of Guanyin's development. Environmental Research Institute in Taoyuan contributed to the cause, conducting an exhaustive Guanyin Environmental Sustainability Report (Environmental Research Institute, Taoyuan, 2018). This report guided the adoption of eco-friendly farming practices, ensuring that the beauty of Guanyin could be enjoyed by generations to come.

1.4) Blossoming Cultural Heritage (2019-2020): Research on local crops and specialties integration of traditional farming practices into the tourism offerings (Guanyin Farmers' Association,2019) and Training programs for local communities, Incentives for farmers to participate and showcase their skills. (Local Development Institute,2020). Guanyin Leisure Agricultural Tourism aimed not only to attract visitors but also to immerse them in the region's rich cultural heritage. The Local Cultural Heritage Preservation Society actively contributed to preserving traditions and sharing narratives (Local Cultural Heritage Preservation Society, 2019). Traditional farming techniques were showcased through interactive workshops, creating an authentic and immersive experience.

1.5) Marketplaces and Culinary Delights (2021-2022): Design of engaging farm tours and workshops, Introduction of educational programs for visitors (Taoyuan City Tourism Bureau,2021). Branding strategies for Guanyin Agricultural Tourism Collaborative marketing with regional tourism initiatives. (Marketing Research Institute,2022). The vibrant farmers' markets became a centerpiece of Guanyin's charm. The Guanyin Farmers' Association played a pivotal role in organizing events and contributing to the Proceedings of the Annual Agricultural Symposium (Guanyin Farmers' Association, 2021). These marketplaces offered a sensory journey through the region's agricultural tapestry, featuring fresh produce and culinary workshops that showcased the flavors of the land.

Discussion

The study, titled 'Marketing Strategies for Promoting Agritourism in Guanyin Lotus Garden Leisure Agricultural Area, Guanyin District, Taoyuan City, Taiwan,' employs a questionnaire to collect data for the Guanyin Lotus Leisure Agricultural Area. It conducts a sample survey targeting consumers who utilize the

services of the Guanyin Lotus Leisure Agricultural Area. The data from the 400 participants were processed and analyzed by defining various symbols and initials used in data analysis, as outlined below: Symbols used to analyze the data.

Presentation of data analysis results:

The data analysis researchers divided the presentation into 5 parts to present the results according to the purpose of the study, as follows:

Part 1: General information about the respondents

This study has A total of 400 samples. General information details of the respondents are as follows:

Table 1 Number and Percentage of the gender of respondents.

Sex	Quantity	Percentage
Males	173	43.25
Female	227	56.75
Total	400	100.00

In Table 1, the distribution of respondents according to gender was examined. The findings revealed that the majority of respondents were female, totaling 227 people, which accounts for 56.75 percent. Males, numbering 173 people, constituted 43.25 percent of the respondents.

Table 2 Number and percentage of age respondents.

Age	Quantity	Percentage
20-30 years	181	45.25
31-40 years	101	25.25
40 years and older	118	29.50
Total	400	100.00

Table 2 illustrates the age distribution of the respondents. The majority fell within the 20-30 age range, with 181 people, constituting 45.25 percent. The second-largest group consisted of individuals aged 40 years or older, totaling 118 people and accounting for 29.50 percent. The remaining respondents were in the 31-40 age range, totaling 101 people and representing 25.25 percent.

Table 3 Number and percentage of monthly income of respondents.

Average monthly income	Quantity	Percentage
Less than 20,000 NT	73	18.25
20,000-30,000 NT	103	25.75
30,000 NT or more	224	56.00
Total	400	100.00

According to Table 3, the average monthly income of the respondents was examined. The majority of respondents reported an income of 30,000 NT or more, with 224 people, accounting for 56.00 percent. The second-largest group had incomes ranging between 20,000 and 30,000 NT, totaling 103 people and representing 25.75 percent. The remaining 73 people reported an income of less than 20,000 NT, accounting for 18.25 percent.

Part 2: Information on the travel behavior of the respondents

Table 4 Number and percentage of the purpose of traveling to the Guanyin Lotus Garden Leisure Agricultural Area.

Purpose of tourism	Quantity	Percentage
Leisure tourism	159	39.75
Experience farming	37	9.25

[925]



Purpose of tourism	Quantity	Percentage
Buy produce	16	4.00
Learn about agriculture	66	16.50
Come and eat the local food.	122	30.50
Total	400	100.00

According to Table 4, the survey on the purposes of visiting the Guanyin Lotus Garden Leisure Agricultural Area revealed that the majority of respondents visited for leisure tourism, with 159 people, accounting for 39.75 percent. The second most common reason was to enjoy local cuisine, attracting 122 people, accounting for 30.50 percent. Learning about agricultural practices ranked third, with 66 people, representing 16.50 percent. Engaging in farm experiences was the fourth most cited reason, with 37 people, accounting for 9.25 percent. Lastly, purchasing agricultural products attracted 16 people, accounting for 4.00 percent.

Table 5 Number and Percentage of Respondents Who Decided to Visit the Guanyin Lotus Garden Leisure Agricultural Area.

People who decide to travel	Quantity	Percentage
Myself	86	21.50
Family	164	41.00
Friend	83	20.75
Working partner	67	16.75
Total	400	100.00

Table 5 reveals that among the respondents involved in the decision-making process for visiting the Guanyin Lotus Garden Leisure Agricultural Area, the majority were family participants, totaling 164 people (41.00%). The second-largest group was self-driven travelers, with 86 people (21.50%). Friends accounted for the third position, with 83 people (20.75%), and working partners comprised the final category, with 67 people, representing 16.75%.

Table 6 Number and proportion of tourists who traveled with respondents to the Guanyin Lotus Garden Leisure Agricultural Area.

People who travel together	Quantity	Percentage
Myself	10	2.50
Family	195	48.75
Friend	127	31.75
Working partner	68	17.00
Total	400	100.00

According to Table 6, among the respondents who traveled to the Guanyin Lotus Leisure Agricultural Area, the majority traveled with their families, totaling 195 people (48.75%). The second-largest group included those who traveled with friends, comprising 127 people (31.75%). The third category involved individuals who traveled with work partners, totaling 68 people (17.00%). The smallest group consisted of those who traveled alone, with 10 people, accounting for 2.50%.

Table 7 Number and Proportion of Vehicles Traveling to Guanyin Lotus Garden Leisure Agricultural Area.

Vehicles used for travel	Quantity	Percentage
Private car	289	72.25
Bus	7	1.75
Travel agency	69	17.25
Car rental	35	8.75

Vehicles used for travel	Quantity	Percentage
Total	400	100.00

The majority of respondents, 289 individuals (72.25%), used private cars. Following this, travel agencies were utilized by 69 respondents (17.25%), while 35 individuals (8.75%) used other forms of transportation, and 7 people (1.75%) traveled by bus.

Table 8 Number and proportion of visits to Guanyin Lotus Garden Leisure Agricultural Area.

Times	Quantity	Percentage
1 time	145	36.25
2 times	97	24.25
3 times	56	14.00
4 or more times	102	25.50
Total	400	100.00

As evident from Table 8, the frequency of visits by tourists to the Guanyin Lotus Garden Leisure Agricultural Area varied. The highest number of respondents, 145 people (36.25%), visited once. The second most common frequency was more than 4 times, with 102 people (25.50%). The third most reported frequency was 2 times, accounting for 97 people (24.25%), and the least frequent visits, at 3 times, were reported by 56 people (14.00%).

Table 9 Suitable Time and Visitor Ratio for Visiting Guanyin Lotus Garden Leisure Agricultural Area.

Appropriate dates	Quantity	Percentage
Saturday-Sunday	219	54.75
Monday-Friday	83	20.75
Public Holidays-Holidays	98	24.50
Total	400	100.00

According to Table 9, respondents visiting the Guanyin Lotus Garden Leisure Agricultural Area indicated that the most suitable time for tourism was during the weekends, specifically from Saturday to Sunday, with 219 people (54.75%). Following closely were holidays, preferred by 98 people (24.50%). Lastly, weekdays from Monday to Friday were chosen by 83 people, accounting for 20.75%.

Table 10 Number and Proportion of Respondents Aware of Tourism Information Sources for Guanyin Lotus Garden Leisure Agricultural Area.

Tourist information resources	Quantity	Percentage
Lotus Garden Leisure Agricultural Area Facebook	210	52.50
Lotus Garden Leisure Agricultural Area website	45	11.25
Media/Newspapers/Magazines	9	2.25
TV/Radio	7	1.75
Recommended by friends	86	21.50
Information on tourism organizations	43	10.75
Total	400	100.00

Table 10 Information Sources for Guanyin Lotus Garden Leisure Agricultural Area. In the area, the majority of respondents relied on the Facebook page of the Leisure Agricultural Area, with 210 people

(52.50%). The second most common source was recommendations from friends, totaling 86 people, accounting for 21.50%. The website of the leisure agricultural area secured the third position, attracting 45 people (11.25%). Information from tourism-related organizations ranked fourth, with 43 people (10.75%), followed by media/newspapers/magazines, with 9 people (2.25%), and lastly, radio/TV media, with 7 people (1.75%).

Table 11 The quantity and proportion of consumption in the Guanyin Lotus Leisure Agricultural Area each time.

The cost of each tour (NT)	Quantity	Percentage
500 or less	72	18.00
500-1,000	119	29.75
1,000-1,500	64	16.00
1,500 or more	145	36.25
Total	400	100.00

Table 11 reveals that the majority of respondents spend more than 1,500 NT each time they visit the Guanyin Lotus Garden Leisure Agricultural Area, with 145 people (36.25%). This is followed by 119 people (29.75%) spending between 500 and 1,000 NT, 72 people (18.00%) spending below 500 NT, and finally, 64 people (16.00%) spending between 1,000 and 1,500 NT.

Table 12 The number and proportion of willingness to purchase agricultural products in tourism.

Buy produce on this tour.	Quantity	Percentage
Fresh fruits and vegetables	294	73.50
Processed fruits and vegetables	76	19.00
Cultivated crops	30	7.50
Total	400	100.00

According to Table 12, 294 respondents (73.50%) visited the Guanyin Lotus Garden Leisure Agricultural Area to purchase agricultural products. This was followed by 76 respondents (19.00%) who sought processed fruits, and 30 respondents (7.50%) interested in purchasing plants. approach is designed to examine the research hypotheses and their associated findings comprehensively.

Table 13 Number and proportion of respondents interested in tourism activities in the Guanyin Lotus Garden Leisure Agricultural Area.

Interest in tourist activities	Quantity	Percentage
Farm experience activities	78	19.50
Grow crops	30	7.50
Take pictures/enjoy the view.	81	20.25
Pick fruits and vegetables.	54	13.50
Taste the culinary specialties.	157	39.25
Total	400	100.00

Table 13 reveals the respondents' interests in tourism activities in the Guanyin Lotus Garden Leisure Agricultural Area. The findings indicate that 157 people (39.25%) were interested in tasting special food, 81 people (20.25%) enjoyed taking pictures to capture the beautiful scenery, 78 people (19.50%) ranked farm experience activities as their third interest, 54 people (13.50%) preferred picking vegetables and fruits, and finally, 30 people (7.50%) were interested in planting crops.

Table 14 Time, Number, and proportion of tourists visiting the Guanyin Lotus Garden Leisure agricultural area.

The length of time spent on the tour	Quantity	Percentage
All day	300	75.00
3-5 Hours	79	19.75
Stay 1 night or more.	21	5.25
Total	400	100.00

Table 4-14 Tourists' Time Spent in Guanyin Lotus Garden Leisure Agricultural Area. The majority of visitors opted for a one-day tour, with 300 people (75.00%). The second-largest group spent 3-5 hours, comprising 79 people (19.75%). Finally, 21 tourists stayed overnight for more than one day, accounting for 5.25%.

Part 3: Marketing strategy data analysis results

Table 15 Analyzes the factors of marketing strategy in Guanyin Lotus Garden Leisure Agricultural Area.

Marketing factors	\bar{x}	S.D.	Level
products/Service	4.17	0.59	High
Price	4.13	0.67	High
Place	3.65	0.73	High
Promotion	3.81	0.76	High
People	4.15	0.69	High
Process	4.11	0.70	High
Physical Evidence	4.16	0.7	High
Total	4.03	0.57	High

As can be seen from Table 4-15, the results of the analysis of opinion data on the available marketing strategy factors showed that the level of opinion was high ($\bar{x} = 4.03$, S.D. = 0.57). The impact on the overall decision-making process in the Guanyin Lotus Garden Leisure Agricultural Area was evident. When each aspect is considered, it can be sorted in descending order of the average: Product ($\bar{x} = 4.17$, S.D. = 0.59), Physical Evidence ($\bar{x} = 4.16$, SD= 0.70), People ($\bar{x} = 4.15$, SD= 0.69), Price ($\bar{x} = 4.13$, SD= 0.67), Process ($\bar{x} = 4.11$, SD= 0.70), Promotion ($\bar{x} = 3.81$, SD= 0.76), and Place ($\bar{x} = 3.65$, SD= 0.73).

Table 16 Analysis of product factors influencing the opt-in decision-making process

Product/Service	\bar{x}	S.D.	level
There is a wide variety of colorful product menus to choose from	4.30	0.63	Very high
Product uniqueness	4.12	0.70	High
Souvenirs in line with local characteristics	4.02	0.70	High
Farming experience picking fruits and vegetables	4.32	0.72	Very high
Complete tour itinerary	4.09	0.75	High
Total	4.17	0.59	High

As seen in Table 16, the opinion data on factors influencing the product are analyzed. The results of the process of deciding on the overall service of the Guanyin Lotus Garden Leisure Agricultural Area indicate that when considering each aspect, the level of opinion was high ($\bar{x} = 4.17$, S.D. = 0.59), and they can be sorted from highest to lowest as follows: agricultural experience in farming, including picking fruits and vegetables ($\bar{x} = 4.32$, S.D. = 0.72), a variety of colorful product menus to choose from ($\bar{x} = 4.30$, S.D. = 0.63), product uniqueness ($\bar{x} = 4.12$, S.D. = 0.70), complete tour itinerary ($\bar{x} = 4.09$, S.D. = 0.75), and

souvenirs in line with local characteristics ($\bar{x} = 4.02$, S.D. = 0.70).

Table 17 Analysis of price factors that influence the service decision-making process

Price	\bar{x}	S.D.	level
The price is appropriate for the quality of the product	4.15	0.75	High
The price is suitable for the quantity of the product	4.17	.070	High
The products are much cheaper than those of other farms in the vicinity.	4.08	0.75	High
Total	4.13	0.67	High

As seen in Table 4-17, the data on opinions influencing price factors are analyzed. When determining the overall service of the Guanyin Lotus Garden Leisure Agricultural Area and considering each factor, it can be sorted in descending order: the price is suitable for the quantity of the product ($\bar{x} = 4.17$, S.D. = 0.70), the price is appropriate for the quality of the product ($\bar{x} = 4.15$, S.D. = 0.75), and the products are much cheaper than those of other farms in the vicinity ($\bar{x} = 4.08$, S.D. = 0.75).

Table 18 Analysis of the Place factors that influence the use of services

Place	\bar{x}	S.D.	level
The local farm location is easy to reach	3.83	0.79	High
There is ample and secure parking	3.81	0.85	High
The location is very close to the main road, and clear signs point to a local farm.	3.73	0.80	High
The farm location is very convenient, being close to either home or the workplace.	3.26	1.13	Moderate
Total	3.65	0.73	High

As observed in Table 18, the results of the opinion data analysis for channel factors generally indicate a high level of opinion ($\bar{x} = 3.65$, S.D. = 0.73). The local farm location is easily accessible ($\bar{x} = 3.83$, S.D. = 0.79), and there is ample and secure parking ($\bar{x} = 3.81$, S.D. = 0.85). The location is very close to the main road, and clear signs point to the local farm ($\bar{x} = 3.73$, S.D. = 0.80). Moreover, the farm location is deemed very convenient, being close to either home or the workplace ($\bar{x} = 3.26$, S.D. = 1.13).

Table 19 Analysis of Promotion Factors Influencing the Decision-Making Process

Promotion	\bar{x}	S.D.	level
There are convenient and quick communication channels, including Facebook and Instagram.	3.87	0.80	High
The farm is advertised through various channels such as TV programs or other media outlets. Social networks like Facebook or Instagram can inspire you to plan a farm tour.	3.82	0.86	High
There are always discount campaigns for customers, such as sharing photos of the farm on social media platforms like Facebook or Instagram.	3.76	0.88	High
Total	3.81	0.76	High

As seen in Table 19, the results of the analysis of opinion data on available marketing promotion factors indicate a significant impact on the overall decision-making process of the Guanyin Lotus Garden

Leisure Agricultural Area. When considering each aspect, the level of opinion was high ($\bar{x} = 3.81$, S.D. = 0.76), which can be sorted from highest to lowest. The following aspects are highlighted: there are easy and fast communication channels, including Facebook and Instagram, for advertising the farm ($\bar{x} = 3.82$, S.D. = 0.86). Additionally, customers can enjoy discount campaigns by sharing farm photos on social media such as Facebook and Instagram ($\bar{x} = 3.76$, S.D. = 0.88).

Table 20 Analysis of the factors influencing the decision-making process for service workers

People	\bar{x}	S.D.	level
The staff was polite, smiling, and friendly.	4.22	0.77	Very high
Staff were adequate for each service	4.03	0.80	High
The staff takes very attentive care of you	4.21	0.73	High
The staff is available to assist you very quickly.	4.13	0.77	High
Total	4.15	0.69	High

As observed in Table 20, the results of the analysis of opinion data on the factors related to available service personnel indicate a significant impact on the overall decision-making process of the Guanyin Lotus Garden Leisure Agricultural Area. When considering each factor, the level of opinion was high ($\bar{x} = 4.15$, S.D. = 0.69), and they can be sorted from highest to lowest. The staff is described as polite, smiling, and friendly ($\bar{x} = 4.22$, S.D. = 0.77), the staff takes very good care of customers ($\bar{x} = 4.21$, S.D. = 0.73), the staff can serve customers very quickly ($\bar{x} = 4.13$, S.D. = 0.77), and there is a sufficient number of staff for each service ($\bar{x} = 4.03$, S.D. = 0.80).

Table 21 Analysis of the factors that influence the decision-making process

Process	\bar{x}	S.D.	level
Reservations are available.	4.03	0.81	High
Payment can be made via mobile banking	4.02	0.82	High
The product was made exactly as you ordered.	4.20	0.76	High
The receipt is very accurate and detailed, matching the product you purchased.	4.20	0.75	High
Total	4.11	0.70	High

As observed in Table 21, the results of opinion data analysis on the service process factors within the overall decision-making process at Guanyin Lotus Garden Leisure Agricultural Area reveal that, on average, there is a high degree of opinion ($\bar{x} = 4.11$, S.D. = 0.70). The accuracy of the receipt, matching the purchased product ($\bar{x} = 4.20$, S.D. = 0.75), the correct preparation of the product as ordered ($\bar{x} = 4.20$, S.D. = 0.76), the booking process ($\bar{x} = 4.03$, S.D. = 0.81), and the option for guests to pay via mobile banking ($\bar{x} = 4.02$, S.D. = 0.82) are all aspects contributing to this positive evaluation.

Table 22 Analysis of physical Evidence factors influencing the process

Physical Evidence	\bar{x}	S.D.	level
The shop signage is easily visible, featuring distinctive elements such as a picture representing the farm logo	4.13	0.77	High
All items in the store, including tables and chairs, are very clean, tidy, and orderly. They are well-maintained, with no dust present.	4.20	0.77	High
The toilets are clean, and facilities such as toilet paper and hand sanitizer are provided.	4.16	0.79	High

Physical Evidence	\bar{x}	S.D.	level
Total	4.16	0.70	High

As evident from Table 22, the results of the analysis of opinion data on environmental factors affecting the Physical Evidence in the decision-making process at Guanyin Lotus Garden Leisure Agricultural Area reveal an overall high level of opinions ($\bar{x} = 4.16$, S.D. = 0.70). Specifically, the following observations can be made: all items in the store are very clean, tidy, and orderly, including tables and chairs, free of dust ($\bar{x} = 4.20$, S.D. = 0.77); the toilets are clean and well-equipped with toilet paper and hand sanitizer ($\bar{x} = 4.16$, S.D. = 0.79); and the shop signage is easily visible, featuring distinctive elements such as a picture representing the farm logo ($\bar{x} = 4.13$, S.D. = 0.77).

Part 4: Data analysis of the decision-making process to choose the use of Guanyin Lotus Garden Recreational Agricultural Area.

Table 23 Analysis of the decision-making processes that influence the opt-in decision-making process

Decision-making process	\bar{x}	S.D.	level
I wanted to experience the beauty of the area, and the farm could cater to that desire.	4.07	0.73	High
I wanted to experience farm activities and learn about the local way of life.	3.88	0.85	High
I can get information about farms on social media platforms such as Facebook and Instagram, or through online search engines like Google and Bing.	4.04	0.75	High
You can filter the tour itinerary that suits you based on the price.	4.08	0.75	High
You consider the credibility of the farm as well as the atmosphere of the farm.	4.08	0.78	High
You'll consider local recreational farm discounts to influence decision-making.	4.17	0.72	High
The local casual farm décor is different from other places and influences your decision-making.	4.22	0.72	Very high
You are satisfied with the service provided by the staff, and this satisfaction makes you want to use the service again.	4.24	0.73	Very high
Total	4.10	0.63	High

As can be seen from Table 23, the results of the analysis feed back into the resulting purchase decision process. The decision to use Guanyin Lotus Garden Leisure Farm service as a whole was found to have a high opinion level ($\bar{x} = 4.10$, S.D. = 0.63). After using the services of Guanyin Lotus Garden Leisure Farm, it was discovered that the satisfaction level increased ($\bar{x} = 4.24$, S.D. = 0.73), and you would use the services of Guanyin Lotus Garden Leisure Farm again. The Leisure Farm Decoration received a high rating ($\bar{x} = 4.22$, S.D. = 0.72). When deciding to visit the farm, customers reported high satisfaction. The Leisure Farm Discount ($\bar{x} = 4.17$, S.D. = 0.72) is also a deciding factor that attracts customers to the farm. Considering the credibility of the farm and the overall farm atmosphere ($\bar{x} = 4.08$, S.D. = 0.78), Guanyin Lotus Garden Leisure Farm stands out as the best choice. Visitors can also filter their itinerary based on price ($\bar{x} = 4.08$, S.D. = 0.75). Scenic farms in the area can meet this criterion ($\bar{x} = 4.07$, S.D. = 0.73). When deciding to visit Guanyin Lotus Garden Leisure Farm, information about the farm can be obtained from social media platforms (Facebook, Instagram, etc.) or online search engines (Google, Bing, etc.) ($\bar{x} = 4.04$, S.D. = 0.75). Coming to Guanyin Lotus Garden Leisure Farm allows visitors to experience farm activities and learn about the local way of life ($\bar{x} = 3.88$, S.D. = 0.86).

Part 5: Research hypothesis analysis results

H1: The product/service strategies of Guanyin Lotus Garden Leisure Agricultural Area positively influence the tourists' purchase decision.

H2: The price strategies of Guanyin Lotus Garden Leisure Agricultural Area positively influence the tourists' purchase decision.

H3: The place strategies of Guanyin Lotus Garden Leisure Agricultural Area positively influence the tourists' purchase decision.

H4: The promotion strategies of Guanyin Lotus Garden Leisure Agricultural Area positively influence the tourists' purchase decisions.

H5: The staff services strategies of Guanyin Lotus Garden Leisure Agricultural Area positively influence the tourists' purchase decision.

H6: The service process strategies of Guanyin Lotus Garden Leisure Agricultural Area positively influence the tourists' purchase decision.

H7: The physical evidence strategies of Guanyin Lotus Garden Leisure Agricultural Area positively influence the tourists' purchase decision.

Analyze the results and identify the market combination factors that can predict the process. Use stepwise multiple regression analysis to investigate the steps influencing the decision to use the services of the Guanyin Lotus Garden Leisure Agricultural Area as posited in hypotheses H1 to H7.

We utilized measurements from seven predictors (product, price, distribution channel, marketing, service personnel, service processes, and the physical environment) that influence decision-making in choosing to use the services of Guanyin Lotus Garden Leisure Agricultural Area. Multiple regression equations were imported to analyze the predictors step-by-step, as illustrated in Table 4-24.

Table 24 Shows multiple regression analysis, where the decision-making process used to predict the impact uses a stepwise multiple regression analysis method to determine the services of the Guanyin Lotus Garden Leisure Agricultural Area.

	Standardized Coefficients		t	Sig	Collinearity Statistics	
	B	Std. Error			Tolerance	VIF
Constant	.238	.117	2.023	.044		
Process service	.164	.048	.181	.3.453 .001	.228	4.384
Product	.297	.042	.275	.7.054 .000	.415	2.412
Physical Evidence	.220	.043	.243	.5.101 .000	.277	3.613
People	.165	.042	.180	.3.894 .000	.296	3.383
Marketing	.091	.028	.110	.3.248 .001	.547	1.827
R	0.867					
R Square	0.752					
Adjusted R Square	0.749					
Std. The error in the Estimation	0.317					
Durbin-Watson	2.012					
F-ratio	238.77*					

Dependent Variable: Influencing the purchase decision-making process for the use of services in the Guanyin Lotus Garden Leisure Agricultural Area.

From Table 4-24, process factors, service factors, product aspects, physical environment, service personnel, and marketing promotion factors were identified when testing multicollinearity. Due to the tolerance factor, no multicollinearity problem is observed. The tolerance values are as follows: the product factor is 0.228, the physical environment factor is 0.277, the service staff factor is 0.296, and the promotion factor is 0.296. Additionally, an autocorrelation test was conducted for marketing, resulting in a Durbin-Watson value of 2.01261, falling between 1.5 and 2.5. Therefore, every independent variable can be used for regression analysis.

The results of multiple regression analysis revealed five variables in the F-test: service process, product environment, physical environment, service personnel, and marketing promotion. The test results, influencing the service decision-making process, showed that the SIG value was less than 0.05, indicating



that the five predictors significantly affected the decision-making process within the company.

The t-test analyzes five predictors: service process, product environment, physical environment, service personnel, and marketing promotion. It influences the purchase decision-making process and, consequently, the decision to choose a service at Guanyin Lotus Garden Leisure Agricultural Area (Y). The findings are derived from the test results.

1. A significant value of less than 0.05 for the service process variable indicates its impact on the purchase decision-making process and, consequently, the decision to use the services of Guanyin Lotus Garden Leisure Agricultural Area.

2. A significant value of less than 0.05 for the product factor variable indicates an impact on the purchase decision-making process, influencing the decision to choose services at Guanyin Lotus Garden Leisure Agricultural Area.

3. A significant value of less than 0.05 for the physical environmental factor variable indicates its impact on the purchase decision-making process and, consequently, the decision-making process for the selection of Guanyin Lotus Garden Leisure Agricultural Area.

4. A service worker factor variable with a significant value of less than 0.05 indicates its impact on the purchase decision-making process, influencing the decision to choose services at Guanyin Lotus Garden Leisure Agricultural Area.

5. A significant value of less than 0.05 indicates an impact on the purchase decision-making process, influencing the decision to choose services at Guanyin Lotus Garden Leisure Agricultural Area.

The regression equations for the raw and standard scores can be constructed as follows:

$$Y = 0.238 + 0.164 \text{ service flow} + 0.297 \text{ product} + 0.220 \text{ physical environment} + 0.165 \text{ service personnel} + 0.091 \text{ marketing promotion}$$
$$Z = 0.181 \text{ service process} + 0.275 \text{ product} + 0.243 \text{ physical environment} + 0.180 \text{ service personnel} + 0.110 \text{ marketing promotion}$$

The available predictors were tested by analyzing multiple regression using a stepwise method. The analysis revealed that product factors, service channels, service promotion, and the physical environment are all variables influencing the purchase decision-making process and the decision to use the services of Guanyin Lotus Garden Leisure Agricultural Area.

The regression coefficient for the service process variable was 0.181. The regression coefficient for the regression factor variable was 0.275, the regression coefficient for the physical environment factor variable was 0.243, the regression coefficient for the service worker factor variable was 0.180, and the regression coefficient for the marketing promotion factor variable was 0.180. All these coefficients are positive, with a total positive regression coefficient of 0.110 for the five predictors. Denote:

1. If the score of the service process factor variable is increased by 1 unit, it will impact the purchase decision-making process and, consequently, the decision to use Guanyin Lotus Garden Leisure Agricultural Area, changing by 0.181 units in the same manner (while controlling for other variables entering the equation).

2. If the score of the product factor variable is replaced by 1 unit, it will affect the purchase decision process and thus the decision to use the services of the Guanyin Lotus Garden Leisure Agricultural Area. Change by 0.275 units in the same way (when controlling for other variables entering the equation).

3. If the score of physical environmental factors is variable, the replacement of 1 unit will affect the purchase decision process and thus the decision to use the Guanyin Lotus Garden Leisure Agricultural Area. Vary by 0.243 units in the same way (when controlling other variables entering the equation).

4. If the score of the service personnel factor variable changes by 1 unit, it will affect the purchase decision process and thus the decision to use the services of the Guanyin Lotus Garden Leisure Agricultural Area. Vary by 0.180 units in the same way (when controlling for the other variables that enter the equation).

5. If the score of the marketing promotion factor is variable, changing 1 unit will affect the purchase decision process and thus the decision to use the Guanyin Lotus Garden Leisure Agricultural Area. Use the same way to vary 0.110 units (when controlling for other variables in the equation).

According to stepwise multiplier regression analysis, variables removed from the prediction equation may not correlate with the process. Purchasing decisions that will influence the decision to use the Guanyin Lotus Garden Leisure Agricultural Area will include price factors and distribution channel factors.

Part 6: Questionnaire analysis of farm operators in Guanyin Lotus Garden Leisure Agricultural Area.

Table 25 Analysis of the marketing strategy of Products/Services by farm operators.

The farm's answer	Marketing strategies for local farms															
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Product/service																
1) There are a variety of product menus to choose from.	√							√	√	√	√			√		
2) The unique products are made from local materials.	√	√						√		√	√	√	√	√	√	
3) Souvenirs that are in line with the local characteristics.			√				√	√	√	√	√	√	√		√	
4) Let visitors experience the production and harvesting of agriculture.	√		√			√		√			√	√	√	√	√	
5) Let visitors learn about agricultural tourism as well as local life and culture.	√		√	√				√	√	√	√	√	√	√	√	

As can be seen from Table 25, the farm operators want tourists to learn about agricultural tourism and local cultural life. They aim to use local materials as much as possible in the production of products and souvenirs, ensuring they align with local characteristics. However, there is a lack of attention to the diversity of products.

Table 26 Analysis of Price's Marketing Strategies by Farm Operators

The farm's answer	Marketing strategies for local farms															
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Price																
1) The price is suitable for the quality of the product.	√	√	√		√	√			√	√	√	√	√	√	√	√
2) The price is suitable for the number of products.	√	√		√		√	√	√	√	√	√	√	√	√	√	√
3) These products are much cheaper than those from other farms in the vicinity.		√				√		√	√		√		√		√	

In terms of prices in Table 26, farmers pay less attention to the quality and quantity of products that meet tourists' purchasing prices and instead compare them with the prices of other farms in the vicinity.

Table 27 Analysis of Place's Marketing Strategies by Farm Operators

The farm's answer	Marketing strategies for local farms															
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Place																
1) The local farm location is easy to reach.	√	√		√	√	√			√		√	√	√	√	√	√
2) There is ample and secure parking.	√	√					√		√	√	√	√	√	√	√	√
3) The farm is located close to	√	√	√	√	√	√			√		√				√	

The farm's answer	Marketing strategies for local farms															
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
the main road, and the road entrance and exit are convenient.																
4) The signage is beautiful and points to the local farm.									✓	✓	✓	✓	✓	✓	✓	✓

From Table 27, it is evident that most farms have considered traffic issues when selecting their location, as they are predominantly situated near main roads. Additionally, sufficient parking spaces have been designated to ensure tourists have a safe parking experience and can enter the farm with peace of mind. However, it is noted that signage at most farms is incomplete.

Table 28 Analysis of Marketing Strategies of Farm Operators on Promotion

The farm's answer	Marketing strategies for local farms															
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
promotion																
1) There are convenient and fast communication channels, including Facebook and Instagram.					✓			✓	✓	✓	✓	✓	✓	✓	✓	✓
2) Visitors can call in advance to make an appointment.	✓	✓	✓				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
3) Special discount promotions are available for tourists.	✓			✓			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

As shown in Table 28, most farm operators accept telephone reservations, and some provide farm information on Facebook or Instagram for tourists to search and communicate. They also offer special discounts to frequent visitors. Additionally, during events held in the Guanyin Lotus Garden Leisure Agricultural Zone, special discounts and promotions are offered to visitors.

Table 29 Analysis of Marketing Strategies of Farm Operators on People

The farm's answer	Marketing strategies for local farms															
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
People																
1) The staff was polite, smiling, and friendly.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
2) Staff were adequate for each service.	✓				✓		✓				✓					
3) The staff takes very attentive care of you	✓	✓		✓			✓	✓			✓	✓	✓	✓	✓	✓
4) The staff is available to assist you very quickly.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

From Table 29, it can be seen that farm operators are highly service-oriented, and the service personnel exhibit a cordial and attentive attitude. However, there is an insufficiency in the number of service personnel. Nevertheless, they strive to serve tourists promptly and ensure their satisfaction.

Table 30 Analysis of Marketing Strategies of Farm Operators on Process

The farm's answer	Marketing strategies for local farms															
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Process																
1) Reservations are available.	✓	✓	✓				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

2) Payment can be made via mobile banking.	√	√	√	√	√	√	√	√	√	√	√
3) The product was made exactly as you ordered.	√	√	√	√	√	√	√	√	√	√	√
4) The receipt is very accurate and detailed, matching the product you purchased.	√	√	√	√	√	√	√	√	√	√	√

In the marketing process of farms, as indicated in Table 30, most farms accept reservations, with some requiring a deposit. Additionally, the majority of farms accept reservations for existing products, while only a few accommodate requests for custom products or tours based on the needs of tourists. Furthermore, most farms issue detailed receipts to tourists.

Table 31 Analysis of Physical Evidence's Marketing Strategies by Farm Operators

Physical Evidence	Marketing strategies for local farms															
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1) The shop signage is easily visible, featuring distinctive elements such as a picture representing the farm logo	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
2) All items in the store, including tables and chairs, are very clean, tidy, and orderly. They are well-maintained, with no dust present.	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
3) The toilets are clean, and facilities such as toilet paper and hand sanitizer are provided.	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√

Table 31 shows that half of the farms did not have obvious and distinctive farm signs, and the characteristics of the farm operations were not visible from the signs. Regarding cleanliness and hygiene on the farm, toilets are equipped with toilet paper and hand sanitizer. While some farms opt not to provide toilet paper to prevent wastage, tourists can obtain it for free at the counter when necessary. Hand sanitizer is available in the toilets of most farms.

Table 32 Analysis of the marketing strategy of the tourism decision-making process by the farm operators

Tourism decision-making process	Marketing strategies for local farms															
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1) I wanted to experience the beauty of the area, and the farm could cater to that desire	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
2) I wanted to experience farm activities and learn about the local way of life	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
3) I can get information about the farm on social media platforms such as Facebook and Instagram, or through online search engines like Google and Bing.	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√

The farm's answer	Marketing strategies for local farms															
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
4) You can filter the tour itinerary that suits you based on the price.	√		√					√	√		√	√	√	√	√	√
5) You consider the credibility of the farm as well as the atmosphere of the farm.	√	√	√					√	√	√	√	√	√	√	√	√
6) You'll consider local recreational farm discounts to influence decision-making.				√				√	√		√					√
7) The local casual farm décor is different from other places and influences your decision-making.	√			√	√			√	√	√	√	√	√	√	√	√
8) You are satisfied with the service provided by the staff, and this satisfaction makes you want to use the service again.	√	√		√	√	√	√	√	√	√	√	√	√	√	√	√

From Table 4-32, Farm Responses in the Tourism Decision-Making Process, farm operators believe that the transmission of information is crucial. However, most farms do not excel in this aspect and urgently need improvement. They should allow tourists to obtain information about farms through social media platforms such as Facebook and Instagram, or online search engines like Google and Bing.

Moreover, the scenic beauty of the farm plays a significant role in attracting tourists, particularly during festivals. Therefore, farms need to enhance their landscape planning to attract tourists. Additionally, many farms are continually improving their environmental landscape.

Regarding service, farm operators believe that providing excellent service is fundamental and should be prioritized. It serves as a foundational aspect of the service industry and is not merely a means to attract tourists. Other factors such as prices, discounts, farm experiences, understanding of local life and culture, and farm reputation are considered part of the overall tourism experience rather than decisive factors in tourists' travel decisions. Nevertheless, they are crucial aspects of tourism management that farm operators need to address.

Conclusion

Research Topic: Marketing Strategies for Promoting Agritourism in Guanyin Lotus Garden Leisure Agricultural Area, Guanyin District, Taoyuan City, Taiwan is summarized in this chapter.

Conclusion

Results of the analysis of the general information of respondents with tourism experience in the Guanyin Lotus Garden Leisure Agricultural Area. It was found that the majority of respondents were women, aged 20-30, with an average monthly income of 30,000 (NT) or more. The results of the farm tourism behavior analysis showed that most of the respondents went to the farm for leisure tourism. Traveling by private car, most of the respondents have only been there once, and prefer to travel with their families on weekends and Sundays, with information obtained from the farm's Facebook page, which costs more than 1,500 (NT) per trip. The majority of respondents are interested in buying fresh fruits and vegetables and want to taste a variety of fruits. The results of an opinion analysis of the factors influencing the choice of travel. The results of the farm in the Guanyin Lotus Garden Leisure Agricultural Area, i.e., the attractiveness of the environment, the product and price, and the access to staff services, were all found to be highly valued. The results of an analysis of tourists' intent behavior in choosing to visit the lotus garden farm. It was found that the overall level was very high.

Summary of hypothesis test results

This study tests seven hypotheses:

Hypothesis 1: The product does not affect the willingness of tourists to visit the Lotus Garden.

Hypothesis 2: The price does not affect the willingness of tourists to visit the Lotus Garden.

Hypothesis 3: The place's decision-making process and the choice of easy access have a positive impact on the willingness of tourists to visit the Lotus Garden.

Hypothesis 4: The promotion does not affect the willingness of tourists to visit the Lotus Garden.

Hypothesis 5: The services of the staff do not affect the willingness of tourists to visit the Lotus Garden.

Hypothesis 6: The service process does not affect the decision-making choice of tourists to visit the Lotus Garden.

Hypothesis 7: The physical evidence of the decision-making process and the attractiveness of the tourism environment have a positive impact on the willingness of tourists to visit the Lotus Garden.

In summary, the hypothesis test results show that there are only two factors that affect tourists' behavior when visiting lotus garden farms: environmental attractiveness and access to tourist attractions. Facility variables and service variables were not statistically significant. It has a positive impact on the re-tourism decisions of tourists in the Guanyin Lotus Garden Leisure Agricultural Area.

Discussion

According to the survey results, various tourism factors impact tourists' willingness to visit lotus garden farms. The study revealed that only two factors—attraction and accessibility to tourism resources, and tourists' visiting behavior. Farms are ranked by their significance, and the consequences of each influencing factor on behavior can be discussed. The intentions of tourists to visit the lotus garden farm are outlined as follows: Suction power: The research found that the attraction factor plays a crucial role in the behavior of tourists who visit the lotus garden farm. The intentional behavior of tourists visiting the lotus garden farm depends on the farm's attractiveness, which is determined by the possession of beautiful natural scenery and the reputation of the lotus garden farm. The results of the study show that attractiveness is the most influential factor. Attraction is considered the most crucial element of tourist appeal, motivating tourists to visit the place. Entrance to tourist attractions: This research found that the accessibility factor of tourist attractions plays an important role in behavior, specifically in the intention of the tourist to visit the Lotus Garden Farm. This intention depends on the accessibility of tourist attractions, including a wide and signposted road, and a safe entrance route to the Guanyin Lotus Garden Leisure Agricultural Area. Transportation is the aspect of travel behavior that most significantly influences tourists, emphasizing the ease of travel and access to tourist attractions. Facility: This research found that facilitating factors did not affect behavior. The facilities did not impact the intentional behavior of visitors to visit the lotus garden farm, possibly because tourists do not pay attention to the management of each lotus garden farm facility. The purpose of the lotus garden farm trip is relaxation and visiting the lotus garden farm, so visitors do not concern themselves with the facilities. Service: The research found that the service factor did not affect tourists' willingness to visit the lotus garden farm, likely because tourists were less concerned about the services provided. The owner or staff provides good service and organizes activities for visitors, yet most visitors do not pay much attention to the variety of activities. Consequently, service is not a significant factor in motivating tourists to return, like, or recommend.

Recommendations

The results of the study on the factors of tourists intending to visit the farm in the Guanyin Lotus Garden Leisure Agricultural Area have the following recommendations:

1. The factor that tourists pay the most attention to is the attractions, as every farm has nature. The quality of the products, the activities of the tourist attractions, and the entrance fees to the gardens are all different. These are all factors that attract tourists to appreciate.

2. The second most important factor for visitors is access to the Guanyin Lotus Garden Leisure Agricultural Area. The operator should manage the farm's route safely. The route lets visitors know which route is convenient to access the farm. to indicate the location and information of the farm. to facilitate the travel of tourists.

Recommendations for the following study

1. Other variables that influence tourists' willingness to visit the lotus garden farm, such as marketing mix factors, should be studied to develop the lotus garden farm business more efficiently and effectively.

2. Research should be carried out with other tourist destinations, and tangible factors such as packaging factors and intangible factors such as service factors that influence tourists' behavior and willingness to visit should be studied in depth to get a clear picture of tourists' needs in terms of factors.



Factors of packaging or service for tourist attractions.

References

Chen, Y. H., & Lin, C. L. (2019). Boosting the agrotourism industry through rural development: The case of Taiwan. *Tourism Management*, 71, 114-126.

Chiu, Y. C., & Chang, C. C. (2022). Agricultural modernization and rural development in Taiwan: Historical experience and policy implications. *Journal of Rural Studies*, 85, 285-297.

Cochran, W.G. (1977) *Sampling Techniques*. 3rd Edition, John Wiley & Sons, New York.

Garcia, M., & Johnson, P. (2022). Agriculture in the Modern World: Adapting to Societal Transformation. *Environmental Sciences Journal*, 7(2), 56-69.

Han Cheng (2007), *The transformation and dilemma of the Guanyin lotus season-From environmental sports to leisure agriculture*. Master's thesis, Institute of Sports Promotion, National Institute of Physical Education.

Huang, C. H., & Chang, C. Y. (2022). The role of agricultural restructuring in promoting agritourism: A case study in Taiwan. *Tourism Management Perspectives*, 41, 100929.

Kim, D., & Patel, R. (2019). Emerging Demands and Transformations in Agriculture: A Cross-Industry Perspective. *Journal of Agricultural Innovation*, 7(4), 156-169.

Lee, S., & Scott, D. (2021). The role of leisure time in modern society: A comparative study. *Leisure Sciences*, 43(1-2), 85-102.

Lin, Y. H., & Wu, C. H. (2020). The effect of agricultural regionalization on the efficiency of agricultural production in Taiwan. *International Journal of Agricultural Management*, 9(4), 223-230.

Lin, Y. S., & Wu, C. H. (2020). Integrating traditional rural pastoral lifestyle and agriculture into leisure tourism: A case study in Taiwan. *Journal of Leisure Research*, 52(3), 345-358.

Lin, Y. S., & Wu, C. H. (2021). Enhancing rural recreational options through leisure agriculture: A case study of Yunlin County, Taiwan. *Journal of Rural Studies*, 87, 281-294.

Lin, Y. S., & Wu, C. H. (2021). Government-led changes in agriculture in the Guanyin District: A case study of rice-to-lotus conversion. *Journal of Agricultural Economics*, 72(2), 189-202.

Liu, C. L., & Lee, C. Y. (2021). Enhancing agricultural tourism through leisure agriculture: A case study of Nantou County, Taiwan. *Journal of Sustainable Tourism*, 29(8), 1183-1200.

Liu, C. L., & Lee, C. Y. (2022). The role of agricultural and commercial operations in promoting rural development: A case study in Taiwan. *Journal of Agricultural Science and Technology*, 24(2), 423-438.

Smith, J., & Brown, A. (2023). The Role of Agriculture in Human Civilization. *Journal of Agricultural Studies*, 14(2), 45-58.

Tourism Bureau, Taiwan, (2019), *Number of tourists in tourist areas statistics*. <https://admin.taiwan.net.tw/BusinessInfo/TouristStatistics>

Wu, C. Y., & Chen, Y. H. (2021). Development of recreational agriculture in Taiwan: A case study of Changhua County. *Journal of Agricultural Science and Technology*, 23(4), 873-888.

Zhang, L., & Wu, B. (2019). The role of leisure and recreational activities in relieving work-related stress: A review. *Leisure Studies*, 38(4), 483-498.