

# The Leisure Experience and Consumer Behavior of Winery Visitors - A Study of Che Chen Winery

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## ABSTRACT

The research mainly discussed the visitors to Che Chen of the winery, their leisure experience and the consumer behavior, then explor the relation of leisure experience and consumer behavior. This research questionnaire was developed in referring researdes of the domestic and foreign scholars. There are three dimensions of leisure experience be-ing idified " the body and mind experience ", " the service experience " and " the vigor experience ". There were vaild questionnaire of 380 among 400 responce. The research finds as a result are the followings:

1. About Che Chen in the winery leisure experience, the tourist opresented " the body and mind experience " the most significantly.
2. The different population statistic tourist of with the tourist characteristic, has the remarkable difference variable in the leisure experience.
3. The different population statistic tourist of with the tourist characteristic, has the remarkable difference variable in the consumer behavior.
4. Leisure experience and consumer behavior have positively low correlation.

Keywords : leisure winery、leisure experience、consumer behavior

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