The Chinese Consumers' Service Quality Satisfaction Differences of Cruise Tourism and Precision Marketing Strategy

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The paper selected Chinese Cruise Line as the case study. Having based on the survey data of Chinese cruise tourism consumers, the factor analysis method, one-way analysis of variances method, cluster analysis method, and other quantitative and qualitative methods were taken to analyze Chinese consumers' satisfaction differences of cruise tourism service quality with different segmentation markets and clusters markets, and the reasons of satisfaction differences were also explored. Then precision marketing strategy of Chinese cruise tourism with different segmentation markets and clusters markets from the supply-side reform perspective was discussed. The purpose of current research was to provide suggestions of precision management and precision marketing of Chinese cruise tourism for relevant enterprises and government departments.

Keywords: cruise tourism, service quality, satisfaction, market segmentation, precision marketing

Introduction

The major cruise companies of all over the world had entered China in quick succession. Under the state that the European and American markets of cruise tourism had been increasingly saturated, the eastward shift of the crux of the cruise industry was an inevitable trend. With the rapid development of cruise markets of China and global, the cruise industry had entered the parallel stage of port service and citizen outbound service. Chinese cruise tourism had shown great potential in markets development, played an important role in stimulating domestic demand, and had become a new growth point of China's economy (Sun, 2014). However, the current Chinese cruise tourism development situation was showing a "low permeability, low price" features, the potential risks resulted from that the concentrated delivery during a short term and therefore oversupply existed, and the cruise consumer culture had not yet been formed; the stimulating of the cruise tourism markets vitality was in challenges (Lvmama, 2017). Therefore, how to stimulate the vitality of cruise markets through the supply-side

reform should be an important subject for the development and study of cruise tourism. So, having taken Chinese Cruise Line as a case study, this paper had analyzed Chinese consumers' satisfaction differences of cruise tourism service quality with different segmentation markets and clusters markets, and the reasons of satisfaction differences were explored. Then precision marketing strategy of Chinese cruise tourism with different segmentation markets and clusters markets from the supply-side reform perspective was discussed. The purpose of the research was to provide suggestions of precision management and precision marketing of Chinese cruise tourism for relevant enterprises and government departments. The research was of great significance for understanding the domestic markets demand of Chinese cruise tourism, improving the supply-side of Chinese cruise tourism, and promoting the development of China's cruise tourism industry.

Review of Tourism Service Quality and Satisfaction Literature

The research on tourism service quality and satisfaction in foreign countries was early than China, and focused on their connotative characteristics, model construction, and relationship properties between the tourism service quality and satisfaction. Based on the cognitive psychology perspective, Gronroos (1982) pointed out that service quality was the comparison between the customer's expectation and actual perception on the service, which belonged to the subjective category. Zeithaml, Berry, and Parasuraman (1988) put forward five distinct dimensions which affected the perception to service quality, including tangibles, reliability, responsiveness, assurance, and empathy, and built SERVQUAL model for evaluating service quality. Brown (1996) extended service quality to nine dimensions. Zhang and Lam (1999) examined service quality satisfaction of travel agency and the correlation of five dimensions based on the SERVQUAL model. Arie, Oded, and Ady (2000) explored the tourist expectation and perception of service quality of rural tourism by using Gronroos model. Ho and Lee (2007) measured the service quality of online travel, and then pointed out that the service quality of online travel has a strong predictability to tourists' satisfaction and loyalty.

For China, the research of tourism service quality and satisfaction was later than other countries, and the influence factors and the empirical test based on model of tourism service quality satisfaction were the research hotspot. Shen (1999) explored the factors which affected the tourists' service quality perception, satisfaction, and consumer behavior during the journey. Wang and Wu (2008) discussed and measured the service quality satisfaction of inbound tourism based on Grey relational analysis from seven aspects of catering, accommodation, transportation, sightseeing, shopping, entertainment, and telecommunication, and put forward the future direction of inbound tourism service development in all parts of China. Yang and Su (2010) examined the tourism service quality and satisfaction based on the expectation-difference theory and the tourist satisfaction index model, and then pointed out that when the tourists' perception was higher than expectation, the tourism service quality satisfaction was high and would gain better reputation effect. W. L. Li and M. Li (2011) explored the influence factors of tourists' satisfaction on the tourism service quality based on a comparison analysis of three tourist regions. Wang (2012) discussed the impacts of tourist participation behavior on service quality and tourist satisfaction from four dimensions of preparation, information sharing, cooperation behavior, and personal interaction. Geng and Wu (2016) established the evaluation model of ethnic tourism service quality, and also explored the differences of satisfaction and importance among dimensions via IPA method.

However, there was little research paying attention to the service quality satisfaction of cruise tourism, and especially, few studies have focused on the service quality satisfaction of cruise tourism with Chinese consumer.

The paper had taken the Chinese Cruise Line as empirical study. Under the factor analysis method, one-way analysis of variances method, cluster analysis method, and other quantitative and qualitative methods, the satisfaction of cruise tourism service quality with different segmentation markets and clusters markets was discussed. This research would enrich the research foundation and expand the research path of cruise tourism service quality.

Methods

Questionnaire Design and Data Collection

Based on the existing literature and in-depth interviews with relevant managers of cruise company, tourism experts, and scholars, the questionnaire of this research was designed. Then the shortcomings of the questionnaire design were modified through a pretest of small-sampling survey, and the questionnaire was finally determined. The questionnaire consisted of two parts. The first part examined the satisfaction of cruise tourism service quality, and a seven-point Likert Scale (from seven denoting "completely agree" to one as "completely disagree") was adopted. The second part was the demographic characteristics of respondents, including gender, age, marital status, education background, family monthly income, occupation and frequency of cruise tourism.

The study data had been obtained by the field investigation and questionnaire survey on the "Golden Era" of the SkySea Cruise Line. The research team a total of five people participated in the "Golden Era" cruise tourism of Japan and South Korea route during January 10th to January 14th ("Shanghai-Jeju-Sasebo-Shanghai" of four nights five days), and data were collected through random sampling with cruise tourists. A total of 850 questionnaires were distributed and 783 valid questionnaires were finally coded and used for analysis, with an effective response rate of 92.1%.

Analysis Methods

On the basis of literature induction, and after statistical screening (Guo, Zang, & Jiang, 2009), the influence factors of this study were constructed. Firstly, principal component analysis with varimax rotation was carried out to extract factors, and Cronbach's alpha was computed to check the factors reliability. Secondly, one-way analysis of variances method was used to identify the differences of Chinese consumers' satisfaction of cruise tourism service quality with different segmentation markets. Finally, a cluster analysis was employed to classify the respondents into mutually exclusive clusters group according to cruise tourism service quality satisfaction of Chinese consumers, and analysis of variance was employed to examined any significant differences among clusters group.

Results

Sample Characteristics

As indicated in Table 2, the proportion of male respondents (51.3%) was slightly higher than female. The majority of respondents were in the age group of over 36 years old. Most were married (90.4%). As for the education background, the proportion of respondents of undergraduate and above was 77.6%. Most of respondents' family monthly income were more than 5,000 RMB, and the percentage of respondents in the category of 6,001-8,000 RMB was 25.7%. The percentage of enterprise staff (28.2%) was higher than other occupation. About 79.1% of respondents were first time participated in cruise tourism.

Service Quality Satisfaction Dimensions

The Kaiser-Meyer-Olkin (KMO) statistic (0.683 > 0.6) (Wang & Li, 2015) and Bartlett's test of sphericity (1,462.390; $p < 0.000$) confirmed the appropriateness to run factor analysis (Yu, 2010). Three factors were generated with the remaining nine items according to that all factors with eigenvalues greater than one and all items with a factor loading greater than 0.5. The first factor was labeled as "satisfaction level", the second factor was "recommendation intention", and the third was "affective identification" which based on the semantic meanings of core items under each factor. This three-factors solution explained 60.647% of the total variance of items, and the factors of "satisfaction level", "recommendation intention", and "affective identification" explained 26.310%, 20.453%, and 13.884% of the total variance respectively (Table 1).

Table 1

Results of Principal Component Analysis of Service Quality Satisfaction

Factors and items	Factor loading	Eigenvalue	Variance (%)	Cumulative variance (%)
F1: Satisfaction level		2.368	26.310	26.310
This cruise company is trustworthy	0.721			
Choose this cruise company again	0.706			
High pleasure during cruise journey	0.705			
In general, feel happy during cruise journey	0.600			
In general, satisfied with this cruise journey	0.566			
F2: Recommendation intention		1.841	20.453	46.763
Sharing cruise travel experience proudly	0.884			
Recommend this cruise to relatives or friends	0.882			
F3: Affective identification		1.250	13.884	60.647
Have affection on this cruise company	0.675			
A positive evaluation on this cruise company	0.667			

Among the factor of "satisfaction level", the items of "this cruise company is trustworthy", "choose this cruise company again", and "high pleasure during cruise journey" were with factor loading greater than other items. For the factor of "recommendation intention", the items of "sharing cruise travel experience proudly" and "recommend this cruise to relatives or friends" were all have high factors loading. And the factors loading of all items under the factor of "affective identification" were also high. Above were because of that high quality of cruise tourism service, high grade of cruise tourism, and charming of cruise tourism. Firstly, the cruise tourism service quality enjoyed by the Chinese consumers was reasonable, which met the needs of consumers and affected the recommendation intention and affective identification of consumers. Secondly, cruise tourism is a status symbol in some degree, for which the consumers are generally the rich and leisure class group, and the consumers were "showing off" to some extent when shared or recommended the cruise tourism experience. Finally, cruise tourism was as an elegant and leisurely tourism, for which charming attribute was the main motivation for consumers to choose it.

As shown in Table 2, there were significant differences in satisfaction of cruise tourism service quality with the segmentation markets of gender, age, education background, family monthly income, and occupation. The features of differences of service quality satisfaction with different segmentation markets were as follows.

First, the differences of service quality satisfaction with gender market. The P value of the factor of "recommendation intention" was 0.037, indicated that there were significant differences between the different

gender segmentation markets' respondents. It was because of the adventure characteristic of cruise tourism and the dominance characteristic of male group. Firstly, cruise tourism is more adventurous than other general tourism products, which were conformed to the male group's characteristics, and were more concerned and preferred by the male group, so the intention of male respondents to recommend cruise tourism was higher than that of female respondents. Secondly, the cruise tourism was more favored by the male group because of its high grade and adventurous characteristic, so the male group is generally the initiator and the decision maker of consuming the cruise tourism, and the female groups are the participants or followers usually.

Second, the differences of service quality satisfaction with age market. The P values of the factors of "satisfaction level" and "affective identification" were 0.040 and 0.002 respectively, indicated that there were significant differences between the different age segmentation markets' respondents. It was because of the differentiation of leisure time and consumption attribute in consumers. Firstly, cruise tourism consumers are generally the rich and leisure class group; however, the leisure time of different age segmentation markets' respondents is different due to the influence of family and job, which affected respondents' service quality perception of cruise tourism. Secondly, the consumption attribute of different age segmentation markets is different due to their different conditions of economic, family, job, and life experience, which affected respondents' demand and service quality perception of cruise tourism, and then influenced their satisfaction level and affective identification to service quality of cruise tourism.

Third, the differences of service quality satisfaction with education background market. The P value of the factor of "satisfaction level" was 0.016, indicated that there were significant differences between the different education background segmentation markets' respondents, and the satisfaction level of junior college and undergraduate group were higher than other groups. It was because of the novelty characteristic of cruise tourism. The vision and culture insight of different education background groups were so different that their pursuits and acceptance to news things or products were different, and the junior college and undergraduate group were more interesting in new things or product than other groups.

Fourth, the differences of service quality satisfaction with family monthly income market. The P value of the factor of "affective identification" was 0.011, indicated that there were significant differences between the different family monthly income segmentation markets' respondents. Cruise tourism is currently in the high paid consumption stage, and there are requirements to the consumers' economic condition. However, the consumption ability of cruise tourism's product or service of different family monthly income segmentation markets was different, and the service quality of cruise tourism enjoyed by different consumption levels was also different, which thus affected the respondents' affective identification on the cruise tourism service quality.

Fifth, the differences of service quality satisfaction with occupation market. The P values of the factors of "recommendation intention" and "affective identification" were 0.014 and 0.000 respectively, indicated that there were significant differences between the different occupation segmentation markets' respondents. It was because of the diversity of social classes and consumption pursuits. Firstly, the different occupational groups' income level, social status, and social groups belongs were different, which therefore affected the respondents' recommendation intention and affective identification of cruise tourism. Secondly, the consumption attribute, consumption concept, and consumption behavior of different occupational groups were different due to their diversified social classes, and then influenced their service quality perception.

Table 2

Results of ANOVA of Service Quality Satisfaction With Different Segmentation Markets

Variables	Category	Percentage (%)	Satisfaction level			Recommendation intention			Affective identification		
			Mean	F	Sig.	Mean	F	Sig.	Mean	F	Sig.
Gender	Male	51.3	5.04	0.320	0.572	4.95	4.370	0.037*	4.55	0.508	0.476
	Female	48.7	5.00			4.75			4.49		
Age	≤25	11.7	4.89			4.74			4.17		
	26-35	18.4	4.87			4.86			4.67		
	36-45	22.5	5.05	2.524	0.040*	4.72	1.009	0.402	4.39	4.176	0.002**
	46-55	23.5	5.14			4.96			4.65		
	≥56	23.9	5.05			4.92			4.56		
Marital status	Single	9.6	5.07	0.335	0.563	5.04	1.624	0.203	4.49	0.065	0.799
	Married	90.4	5.02			4.83			4.52		
Education background	Middle school and below	9.6	4.89			4.91			4.27		
	Junior college	12.8	5.11	3.464	0.016*	4.84	1.196	0.310	4.47	2.334	0.073
	Undergraduate	45.3	5.11			4.93			4.50		
	Graduate and above	32.3	4.90			4.73			4.64		
Family monthly income (RMB)	4,000 and below	11.6	4.98			4.79			4.22		
	4,001-5,000	17.2	5.11			4.94			4.37		
	5,001-6,000	23.4	5.04	0.817	0.514	4.86	0.189	0.944	4.67	3.276	0.011*
	6,001-8,000	25.7	5.04			4.85			4.60		
	8,001-10,000	22.1	4.94			4.85			4.55		
Occupation	Enterprise staff	28.2	5.09			5.07			4.43		
	Government staff	18.4	4.91			4.71			4.59		
	Public institution staff	7.4	4.95	1.381	0.229	4.57	2.881	0.014*	4.55	4.931	0.000***
	Technician	6.3	4.85			4.51			3.85		
	Freelancer	22.3	5.09			4.92			4.59		
	Students	17.4	5.04			4.80			4.0		
Frequency of cruise tourism	Once	79.1	5.04			4.87			4.55		
	Twice	20.0	4.96	0.926	0.396	4.77	0.337	0.714	4.44	3.037	0.131
	Three times	0.9	4.74			4.86			3.79		

Notes. * P < 0.05, ** P < 0.01, *** P < 0.001.

Differences of Service Quality Satisfaction With Different Clusters Markets

As shown in Table 3, the cluster analysis was employed to classify respondents of cruise tourism service quality into high satisfaction group and general satisfaction group. The results of ANOVA shew that there were significant differences on service quality satisfaction of cruise tourism between the two cluster groups. Among the high satisfaction group, male respondents were more than female; the majority of respondents were in the age group of over 56; the percentage of respondents' family monthly income in the category of 6,001-8,000 RMB was 25.1%, followed closely by the category of 5,001-8,000 RMB (24.3%); the enterprise staff (29.2%) was the largest group, and then was the freelancer (25.1%). Among the general satisfaction group, female respondents were more than male; the majority of respondents were in the age group of 45-55; the percentage of respondents' family monthly income in the category of 6,001-8,000 RMB was 25.9%; the enterprise staff (27.3%) was the largest group. The features of demographic profiles for the two different satisfaction cluster groups were in the following (Table 4).

Table 3

Results of ANOVA of Service Quality Satisfaction Clusters

Factors	Cluster 1 High satisfaction	Cluster 2 General satisfaction	F	Sig.
Satisfaction level	5.36	4.68	137.411	0.000***
Recommendation	5.83	3.88	879.286	0.000***
Affective identification	5.14	3.90	336.534	0.000***

Table 4

Social Demographic Characteristics of Cluster Groups

Variables	Category	High satisfaction (N = 391)	Low satisfaction (N = 392)
Gender	Male	54.9	47.8
	Female	45.1	52.2
Age	≤25	9.5	14.0
	26-35	18.1	18.6
	36-45	18.7	26.3
	46-55	26.6	20.4
	≥56	27.1	20.7
Marital status	Single	10.5	8.7
	Married	89.5	91.3
Education background	Middle school and below	8.2	11.0
	Junior college	13.8	11.7
	Undergraduate	47.1	43.6
	Graduate and above	30.9	33.7
Family monthly income (RMB)	4,000 and below	10.5	12.8
	4,001-5,000	17.4	17.2
	5,001-6,000	24.3	22.6
	6,001-8,000	25.1	25.9
	8,001-10,000	22.7	21.5
Occupation	Enterprise staff	29.2	27.3
	Government staff	17.9	18.9
	Public institution staff	6.9	7.9
	Technician	3.8	8.7
	Freelancer	25.1	19.6
	Students	17.1	17.6
Frequency of cruise tourism	Once	79.3	78.8
	Twice	20.2	19.9
	Three times	0.5	1.3

In the first group, high satisfaction cluster group. For high satisfaction group, the evaluation values of factors of "satisfaction level", "recommendation intention", and "affective identification" were all greater than five, and far greater than the evaluation values of general satisfaction group's, which was in line with the characteristic of high satisfaction group. Above were because of unique consumption demands of male group, consumption freedom of elderly group, high educational level of respondents, and time freedom of freelancer. Firstly, the male group is more interested in new things or products, and more generosity in economic expenditure than female

group; most of them have not too many life trifles compared to female. Secondly, rich and leisure are the characteristics of cruise tourist; the elderly group (56 years old and above) have strong economic ability and ample time, which provides a good basic guarantee for the consumption of cruise tourism. Thirdly, the proportion of education background with undergraduate and above was very high, and these people have the strong pursuit to new things and culture, so the cultural connotation of cruise tourism met with their needs. Finally, the freelancers were a large group in the high satisfaction group, who have high control over the time, and arrange their work and leisure time by their own because of their professional freedom; the time for them is relatively unrestricted.

In the second group, the low satisfaction cluster group. For low satisfaction group, the evaluation values of factors of "satisfaction level", "recommendation intention", and "affective identification" were all under five. The evaluation value of "recommendation intention" was highest of the three factors among high satisfaction group; however, it was lowest among general satisfaction group. Above were because of consumption restriction of the middle age group, bounding by the working time or current holidays and vacations time, and cognitive deviation to cruise tourism. Firstly, the middle age group (36-45 years old) has a certain economic strength, but due to the influence of family and job, there is no sufficient time and energy for them to consume cruise tourism, which directly affected their satisfaction of cruise tourism service quality. Secondly, the working time of general occupation is usually fixed and regular, two days a week holiday only enough for people to rest and relax after a week's work, which greatly hinders their consumption and enjoyment of cruise tourism which needs more time and energy. Thirdly, Chinese holidays are three to seven days, but cruise tourism requires more than five days, and there also needs some time to transfer various transportation for leaving for and leaving from the ports, all of which make the tourists feel tense and tired about the entire cruise itinerary. Finally, most of the respondents of general satisfaction group were the first time to take part in cruise tourism, who simply thought that the cruise tourism cost was expensive due to the limited information reception. They did not know that the cruise tourism is a tourism product with catering, accommodation, transportation, sightseeing, shopping, entertainment, which means consumer needs not too much extra cost. In addition, cruise tourist also doubts about cruise safety problems. Therefore, they maintained a relatively cautious attitude to cruise tourism.

Managerial Implications

Precision Marketing of Segmentation Markets

The precision marketing strategy of gender market was guiding the male group's consumption demand and diversifying cruise tourism product and image. Firstly, cruise managers could try to guide and strengthen the attention of male group to cruise tourism by taking creative marketing to the male group given the dominance of the male group to cruise tourism consumption, in order to stimulate their potential consumption intention and recommendation intention of cruise tourism. Secondly, the recommendation intention of cruise tourism of male respondents was higher than female respondents because of the adventure characteristic of cruise tourism, so the managers should pay attention to the development of cruise tourism with different price and ensure that all of different price cruise tourism product had high service quality and safety, which aimed to set up the image of cruise tourism products with high cost-performance and high safety to the female group, then changed the female group's cognition of cruise tourism, and improved their consumption intention and recommendation intention of cruise tourism.

The precision marketing strategy of age market was diversifying the cruise tourism with different time length and providing different service quality level's cruise tourism. Firstly, senior marking managers of cruise industry should develop the cruise tourism with different time length of long-distance and short-distance, which met the needs of Chinese consumers with different leisure time so that they could also enjoy the cruise tourism under the limited leisure time. Secondly, based on the differentiation of consumption attribute of different age group, providing the different service quality level's cruise tourism was a good choice. That meant to provide different service quality cruise tourism to different age group according to their consumption attribute.

The precision marketing strategy of education background market was diversifying the cruise tourism with different cultural topic and developing or training different consumption level group. Firstly, cruise managers of cruise industry may diversify the cruise tourism with different cultural topic for satisfying the different educational backgrounds group because their cultural connotation pursuits were different, and then the satisfaction level and affective identification of cruise tourism of Chinese consumers will be improved. Secondly, given that different educational level groups made up different consumption level groups, the cruise company should gather the same consumption level consumers into the same group, and develop them as the fixed consumption groups, and then provide different cultural topic cruise tourism products or service to the different target Chinese consumer groups.

The precision marketing strategy of family monthly income market was providing different price level's cruise tourism product to different family monthly income groups in order to stimulate the consumption behavior of different income family, and making the target markets precise so to take precision marketing to different family monthly income markets for providing suitable service quality. The precision marketing strategy of occupation market was including providing different topic cruise tourism to different occupational markets for satisfying the demands characteristics of different occupational groups, such as business theme cruise tourism, "ziyoupai" (freedom) theme cruise tourism. Secondly, the enterprise staff and freelancers' recommendation intention to cruise tourism were highest among the occupational market; therefore, the managers should pay more attention to marketing to these two groups for consolidating their satisfaction perception and promoting their consumption behavior, in addition, developing others occupational groups markets one by one.

Precision Marketing of Clusters Market

There were four precision marketing strategies for high satisfaction group. Firstly, cruise managers in cruise industry could further improve the service quality of cruise tourism and promote cruise tourism service quality with more rationalization, which in order to consolidate the high satisfaction group's consumption behavior and provide quality guarantee for their re-consumption and recommendation intention. Secondly, for the marital status or occupation segmentation markets, cruise companies should develop corresponding theme cruise tourism products, including business theme cruise tourism, love theme cruise tourism, and so on. Thirdly, consumers could rely on the information they receive to make judgments and decisions when they chose cruise tourism products. They tend to be inclined to the cruise tourism products with better user evaluation. Therefore, the word-of-mouth effect was an effective means to stimulate the potential consumers. Managers could guide the word-of-mouth of high satisfaction group to cruise tourism for stimulating the potential consumer markets. Finally, the publicity and marketing of cruise tourism service quality should be authentic and appropriate, and the consistency of expectation and experience should be controlled, which in order to avoid Chinese consumers' low satisfaction to cruise tourism service quality because there were too much differences between expectation and reality.

There were four precision marketing strategies for general satisfaction group. Firstly, cruise managers in cruise industry could develop medium and short distance cruise tourism itinerary. Chinese holiday was three to seven days, which restricts the time length of cruise tourism. Therefore, the medium and short distance itinerary could match the leisure time of Chinese consumers so that they could experience the cruise tourism even under the limited leisure time. Secondly, cruise senior managers in cruise industry might eliminate the cognitive deviations of Chinese consumers in attribute, cost, and safety of cruise tourism. Then cruise senior marketing managers in cruise industry could reshape the cognitive image with high cost-performance, safety, and comfort of cruise tourism, and promote the consumption behavior of Chinese consumers. Thirdly, cruise companies could provide low satisfaction group consumers with cruise tourism for free, to attract consumers' re-consumption behavior by the charisma of cruise tourism and stimulate the consumption behavior of the potential customer markets through the word-of-mouth effect. Finally, cruise managers should establish the feedback mechanism of cruise tourism service and normalize it, for understanding the situation of cruise tourism service satisfaction of consumers any time, and constantly self-evaluation for continuing to improve the service quality of cruise tourism.

Conclusions and Further Study

Conclusions

The paper had taken Chinese Cruise Line as empirical study; Chinese consumers' satisfaction perception differences to cruise tourism service quality with different segmentation markets and clusters markets were analyzed by principal component analysis, one-way analysis of variances method, cluster analysis method, and other quantitative and qualitative methods; and the reasons of satisfaction differences were discussed. The research discovered that Chinese consumers' satisfaction differences of cruise tourism service quality in the segmentation markets were significant, and the reasons of satisfaction differences of the segmentation markets of gender, age, education background, family monthly income, and occupation were analyzed. Then, it was discovered that Chinese consumers' satisfaction differences of cruise tourism service quality in the clusters markets were significant, and the reasons of satisfaction differences between the high satisfaction group and the low satisfaction group were explored. The precision marketing strategy of Chinese cruise tourism with different segmentation markets and clusters markets from the supply-side reform perspective was discussed, in order to provide suggestions of precision management and marketing of Chinese cruise tourism for relevant enterprises and government departments.

Further Study

The current study was an important step in investigating Chinese consumer satisfaction of cruise tourism service quality. However, there were several limitations and there needs to be focused in future research. Firstly, because the quantity and scope of the investigation were limited by time, we could not make a comprehensive analysis of the all markets of China, which might result in the deviation of the overall research object structure. Further research should consider expanding the scope of respondents to more cruise tourism itinerary. Secondly, though the analysis of variances and cluster analysis were used to deal with the sample data, a deeper research model should be considered in future research. Thirdly, more precise marketing strategies of cruise tourism service quality could not be put forward from more dimensions due to the limited time. The future research may pay more attention to it.

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