



**THE INFLUENCE OF THE THEORY OF PLANNED
BEHAVIOR (TPB) AND PUSH-PULL THEORY OF CHINESE
TOURISTS TO REVISIT INTENTION IN
BANGKOK, THAILAND**

RUIJIA YANG

**A THESIS SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF MANAGEMENT IN MANAGEMENT SCIENCE
INSTITUTE OF SCIENCE INNOVATION AND CULTURE
RAJAMANGALA UNIVERSITY OF TECHNOLOGY KRUNGTHEP
ACADEMIC YEAR 2024
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ABSTRACT

This research aims to investigate the influence of demographics, the theory of planned behavior (TPB), and push-pull theory on Chinese tourists' revisit intention in Bangkok, Thailand. The researcher used a questionnaire as the research tool and collected data from 416 tourists who had visited Bangkok. Descriptive statistics were used to analyze the data, including Frequency, Percentage, Mean, Standard Deviation, and inferential statistics, such as the independent-samples t-test, One-way ANOVA, LSD, and multiple linear regression, at a significance level of 0.05. The results showed that the majority of respondents were females aged 45-54, most of whom held a bachelor's degree, were employed as company workers, and had a monthly income of less than 5,000 CNY. The first hypothesis was tested, and the results found that age significantly influences revisit intention. The results of the second hypothesis, which tested the influence of all TPB factors (attitude, subjective norms, and perceived behavioral control) on revisit intention, found that all factors were significant. For the last hypotheses tested, push and pull factors also show a positive and significant influence on Chinese tourists' revisit intention in Bangkok, Thailand.

Keywords: Revisit Intention, Theory of Planned Behavior (TPB), Push-Pull Theory, Chinese Tourists

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CHAPTER I

INTRODUCTION

1.1 Background and Statement of the Problem

Over the past decade, China's outbound tourism has grown significantly, driven by rising disposable incomes, an expanding middle class, and relaxed visa policies. According to the World Tourism Organization (UNWTO), China has been the world's largest outbound tourism market since 2012, both in terms of the number of travelers and total expenditure. Before the global pandemic, over 155 million Chinese citizens travelled abroad in 2019, with a significant portion visiting Southeast Asian countries such as Thailand (UNWTO, 2021). Despite the challenges posed by COVID-19, Chinese tourists have global spending exceeding \$255 billion (UNWTO, 2023a). As the Asia-Pacific region gradually recovered from the pandemic, China regained its position in 2023 as the world's top spender on international tourism, surpassing high-income countries such as the United States, Germany, and the United Kingdom (UNWTO, 2023b).

In 2024, Thailand's tourism industry underwent significant changes following the implementation of a visa-free policy for Chinese tourists. Data from the Ministry of Tourism and Sports, Thailand, revealed that in the first half of 2024, the number of Chinese tourists traveling to Thailand increased by approximately 138% year-on-year, reaching around 3.5 million visitors. This surge in tourism was driven by the visa-free policy, which made travel more convenient for Chinese tourists and encouraged more people to visit Thailand (Ministry of Tourism and Sports, Thailand, 2024).

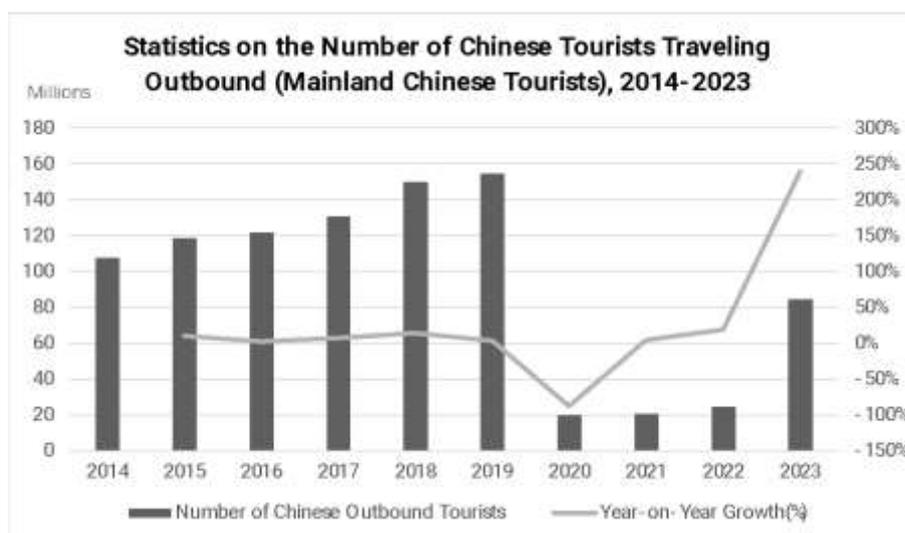


Figure SEQ Figure * ARABIC 1. Statistics on the Number of Chinese Tourists Traveling Out of China (Mainland Chinese Tourists), 2014-2023 Source: China Tourism Academy (2024)

Table 1.1 Tourist Arrivals in Thailand in the First Half of 2024 and Year-on-Year Growth Rate

Rank	Country of Nationality	2024 (Jan-Jun)	2023 (Jan-Jun)	Change%
1	North Korea	41	1	+4,000.00
2	China	3,439,482	1,443,119	+138.34
3	Sri Lanka	23,883	12,569	+90.02
4	Lebanon	2,824	1,542	+83.14
5	Kyrgyzstan	4,319	2,402	+79.81
6	Taiwan China	533,280	317,890	+67.76
7	Colombia	5,897	3,550	+66.11
8	Turkey	51,792	31,303	+65.45
9	Poland	95,837	58,890	+62.74
10	Croatia	4,598	2,970	+54.81

Source: Ministry of Tourism & Spots (2024)

Bangkok, the capital of Thailand, has become one of the most popular international travel destinations for Chinese tourists due to its convenient location, rich cultural experiences, shopping options, and competitive value for money. After Thailand implemented its visa-free policy, Bangkok quickly rose to the top of Chinese tourists' search rankings for overseas travel destinations. According to data from

Qunar.com, search interest increased by 14% from the previous week, indicating strong interest among Chinese tourists in visiting Bangkok (Global Times, 2024).

This study utilises the Theory of Planned Behavior (TPB) and the Push-Pull Theory to conduct a comprehensive analysis of Chinese tourists' intentions to revisit Bangkok. TPB examines the psychological factors influencing behavior, attitudes, subjective norms, and perceived behavioral control, while the Push-Pull Theory explores internal motivations (push factors) and external attractions (pull factors).

Chinese tourists hold a significant position in the global tourism market, while studies focusing on the intentions and motivations of Chinese tourists to revisit Bangkok remain limited. Research combining the Theory of Planned Behavior (TPB) and Push-Pull Theory is particularly scarce. While TPB has been widely used to predict individual intentions, its application in studying Chinese tourists' group intention to revisit remains poorly understood. Although the Push-Pull Theory has been widely applied to explore tourists' motivations and behaviors, there is a lack of research integrating it with the TPB to provide a more holistic understanding of Chinese tourists' revisit intentions. (Basmantra et al., 2022; Nam, 2023).

Thus, examining how the Theory of Planned Behavior (TPB), Push-Pull Theory, and demographic factors influence Chinese tourists' intention to revisit Bangkok is crucial for developing targeted marketing strategies and enhancing the destination's competitiveness. This study fills a gap in the current literature while providing valuable insights for destination stakeholders and policymakers to better understand and influence Chinese tourists' behavior, thereby contributing to the sustainable development of Bangkok's tourism industry.

1.2 Research Questions

1. How do demographic factors influence Chinese tourists' intention to revisit Bangkok?
2. How does the Theory of Planned Behavior (TPB) explain the intention of Chinese tourists to revisit Bangkok?

3. How does the Push-Pull Theory explain the intention of Chinese tourists to revisit Bangkok?

1.3 Research Hypotheses

Hypothesis 1 (H1): Demographic factors influence the intentions to revisit Bangkok by Chinese tourists

Hypothesis 2 (H2): The Theory of Planned Behavior (TPB) gives insights into the intentions to revisit Bangkok by Chinese tourists

Hypothesis 3 (H3): The Push-Pull Theory provides insights into Chinese tourists' revisit intention to Bangkok.

1.4 Research Objectives

1. To study demographic factors that explain differences in Chinese tourists' revisit intentions to Bangkok.

2. To study the Theory of Planned Behavior (TPB) influence on the revisit intention of Chinese tourists to Bangkok.

3. To study the Push-Pull Theory influence on the revisit intention of Chinese tourists to Bangkok.

1.5 The Scope and Limitation of the Study

1.5.1 Content

This study explored the factors influencing Chinese tourists' intention to revisit Bangkok. The intention to revisit Bangkok serves as the dependent variable, while demographic factors, elements from the Theory of Planned Behavior (TPB), and the Push-Pull Theory are the independent variables. Quantitative research was employed to collect data from Chinese tourists who had visited Bangkok.

The scope of this study was limited to Chinese tourists' intention to revisit Bangkok and may not be generalizable to other countries or destinations. Also, time

constraints limited the depth of data collection and analysis. Despite these limitations, the study provides actionable insights for tourism stakeholders, including hotel managers, marketers, and policymakers, to develop effective strategies that enhance tourist satisfaction and loyalty, thereby reinforcing Bangkok's position as a preferred destination for Chinese tourists.

1.5.2 Area of Study

This study focuses on Bangkok, Thailand, as a tourist destination.

1.5.3 Sample and Population

The target population consisted of mainland Chinese tourists who had visited Bangkok. The population is unknown, so it is considered an unlimited population. Cochran's sample size formula: this study used a margin of error of 0.05 (5%; corresponding to a 95% confidence level), requiring a minimum sample size of 416.

1.5.4 Sampling Method

The sampling method was non-probability, or convenience sampling.

1.5.5 Duration

Data collection and analysis were conducted during the 2024 academic year to ensure that the study results reflected the latest trends and behaviors of Chinese tourists in the post-pandemic period.

1.6 Research Framework

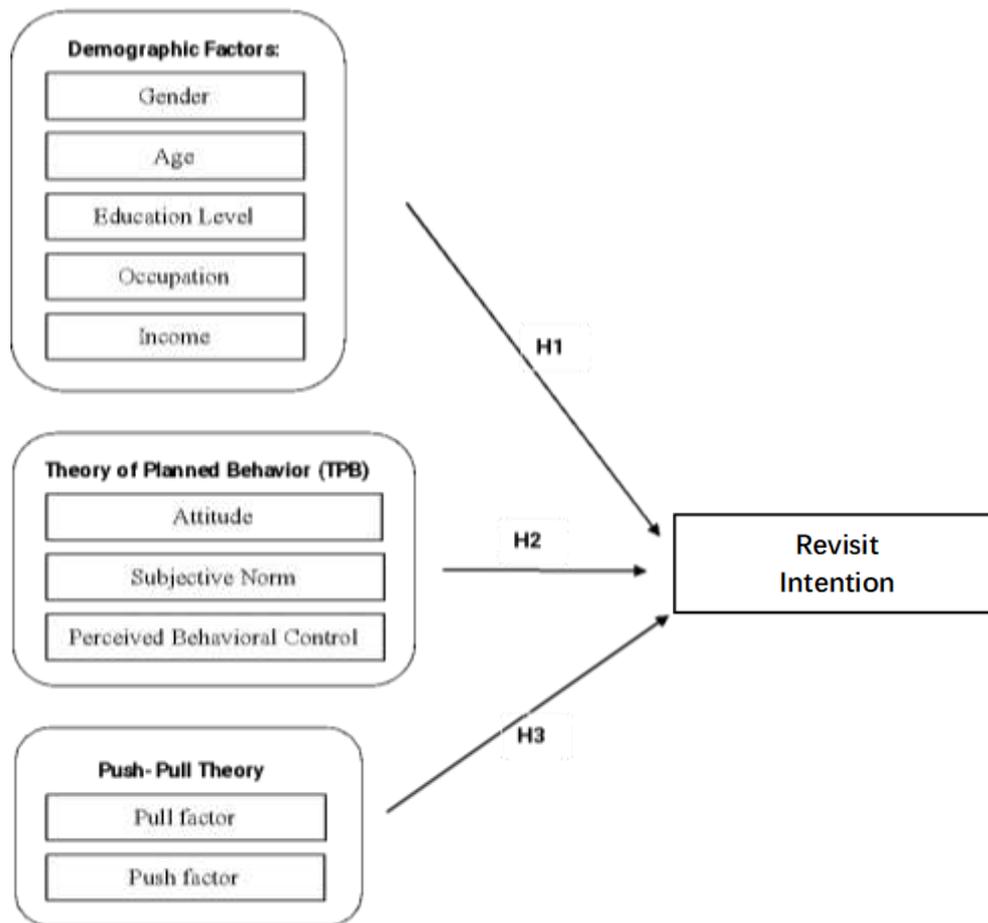


Figure 1.2 Research Framework

1.7 Definition of Key Terms

Theory of Planned Behavior (TPB): The Theory of Planned Behavior (TPB) is a psychological theory widely used to predict an individual's behavioral outcomes. It proposes that these intentions are determined by three main factors: attitudes (an individual's positive or negative evaluations), subjective norms (social pressures or expectations), and perceived behavioral control (the individual's perceived ability to perform the behavior). In tourism research, TPB has been applied to explain tourists' behavioral intentions, including destination choice, consumption, and the intention to revisit.

Push-Pull Theory: A framework used to explain tourists' motivations. Push factors are internal or psychological motivations that drive individuals to take action, such as the desire for adventure, relaxation, or escape from daily life. In contrast, pull factors relate to the external attractions or characteristics of a destination, such as natural beauty, cultural heritage, and available facilities. This theory is commonly used to study tourists' motivations and behaviors in destination selection.

Revisit Intention: Revisit intention refers to the likelihood or willingness of a tourist to return to a previously visited destination. This study specifically examines the propensity of Chinese tourists to revisit Bangkok, Thailand.

Chinese Tourists: Chinese tourists refer to travelers from mainland China who choose Bangkok, Thailand, as their travel destination. Chinese tourists are a significant segment of Thailand's tourism industry, and their behaviors and motivations have a considerable influence on tourism development in Bangkok.

1.8 Benefit of The Study

This study offers several significant benefits for both academic research and practical applications in the tourism industry. From an academic perspective, the research enriches the existing literature on tourism by integrating the Theory of Planned Behavior (TPB) and the Push-Pull Theory to examine the factors influencing Chinese tourists' intention to revisit Bangkok. By providing new insights into the decision-making processes of Chinese tourists, particularly in the post-pandemic context, the study contributes to understanding consumer behavior in emerging markets.

Practically, the findings provide actionable insights for tourism stakeholders, including hotel managers, tour operators, and marketers in Bangkok. Understanding the key factors that drive intention to revisit enables these stakeholders to develop targeted marketing strategies, enhance service quality, and improve the overall tourist experience, thereby fostering greater satisfaction and loyalty among Chinese tourists. Additionally, the study offers policy recommendations for tourism authorities to strengthen Bangkok's appeal as a preferred destination. These insights can

guide infrastructure development, promotional activities, and tailored policies that cater to the specific needs of Chinese tourists.

By identifying and analyzing the factors that influence revisit intentions, the study enhances the competitiveness of Bangkok's tourism industry. It helps stakeholders understand how to retain customers and attract repeat visitors in a competitive global market, ultimately contributing to sustainable tourism growth and long-term economic benefits.

CHAPTER II

LITERATURE REVIEW

2.1 Related Theories

This study explores the factors influencing Chinese tourists' intention to revisit Bangkok, Thailand, by applying the Theory of Planned Behavior (TPB) and the Push-Pull Theory. TPB examines how attitudes, subjective norms, and perceived behavioral control collectively shape tourists' intentions to revisit a destination. Whereas, the push-pull theory categorizes the intrinsic motivations that drive individuals to travel (push factors) and the external attractions that entice them to a specific destination (pull factors). Together, these theories provide a framework for understanding the psychological and environmental factors that influence tourists' decisions to revisit Bangkok.

2.1.1 Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB), introduced by Ajzen (1991), explains the psychological basis of behavior. It extends the Theory of Reasoned Action (TRA), which focuses solely on volitional factors and predicts behavior based on attitudes and subjective norms (Ajzen & Fishbein, 1980). TPB expands beyond volitional control by incorporating three key factors: attitudes toward action, subjective norms, and perceived control of actions (Ajzen, 1991). Both volitional and non-volitional controls are integrated to explain behavior (Zailani et al., 2016; Soliman, 2019), significantly improving TPB's predictive power (Perugini & Bagozzi, 2001; Han & Kim, 2010; Manosuthi et al., 2020).

2.1.1.1 Attitude

In the Theory of Planned Behavior (TPB), an individual's positive or negative beliefs about undertaking a specific behaviour are one of the key determinants of intention.(Bianchi et al., 2017). Attitude consists of beliefs and evaluations of possible outcomes, an individual's expectations of those outcomes, and their assessment of those outcomes (Ajzen, 1991). Research has shown that positive attitudes towards a destination significantly increase intentions to revisit, particularly when the destination

offers attributes that meet or exceed tourists' expectations (Ajzen, 1991; Vesci & Botti, 2019; Meng & Cui, 2020).

In the context of tourism, this refers to tourists' positive or negative perceptions of revisiting a destination. For example, if tourists perceive revisiting Bangkok as an enjoyable and satisfying experience, their attitudes will likely be positive, increasing their willingness to return (Ajzen, 1991; Quintal et al., 2010).

2.1.1.2 Subjective Norm

The Theory of Planned Behavior (TPB), subjective norms relate to perceived social pressure to perform or not perform particular behaviors. This factor reflects the influence of family, friends and social norms on an individual's decision-making process. In the tourism industry, subjective norms may manifest as expectations or advice from peers or relatives about destination choice. Empirical studies have shown that when significant others, friends, or family endorse revisiting a destination, individuals are more likely to develop stronger intentions to do so (Ajzen, 1991; Roustafar & Jamshidi, 2020; Hasan et al., 2023). Subjective norms play a key role in Chinese tourists' consideration of revisiting Bangkok, especially in cultures with strong social influences and family expectations (Quintal et al., 2010).

2.1.1.3 Perceived Behavioral Control (PBC)

In the Theory of Planned Behavior (TPB), perceived behavioral control refers to an individual's perception of the ease or difficulty of performing a behavior, which is influenced by past experiences and anticipated barriers. In the tourism context, this may include factors such as perceived travel affordability, destination accessibility, and the overall ease of revisiting (Ajzen, 1991; Phetvaroon, 2006). When tourists feel that they have sufficient resources and control to revisit a destination, their willingness to do so is stronger (Meng & Cui, 2020). For instance, if Chinese tourists believe they have adequate financial resources and time and find Bangkok easily accessible, their perceived behavioral control will increase their intention to revisit.

Conclusion

The Theory of Planned Behavior (TPB) offers a robust theoretical framework for understanding the factors influencing tourists' intention to revisit a destination. By examining attitudes, subjective norms, and perceived behavioral

control, researchers and practitioners can gain valuable insights into the motivations behind tourists' revisiting decisions. This understanding is essential for developing effective marketing strategies and enhancing the overall appeal of destinations like Bangkok to Chinese tourists.

2.1.2 Push and Pull Theory

The Push-Pull Theory, initially introduced by Tolman (1959) and later developed by Dann (1977), is a key model in tourism research. Push factors represent internal psychological motivations, such as the need for relaxation or adventure, while pull factors refer to external destination attributes, such as natural beauty or cultural experiences. Understanding these motivations is crucial for market segmentation, improving tourism products, and developing effective destination marketing strategies (Crompton & McKay, 1997).

2.1.2.1 Push Factors

Push factors are intrinsic desires and needs that motivate individuals to seek tourism experiences, such as relaxation, escape from routine, self-exploration, or adventure (Crompton, 1979; Klenosky, 2002). Research indicates that when tourists' intrinsic needs are effectively satisfied through their tourism experiences, their willingness to revisit a destination increases. Yoon and Uysal (2005) found that intrinsic motivations, relaxation, escape, and novelty-seeking were strongly linked to tourist satisfaction, which subsequently influenced their intention to revisit. Similarly, intrinsic motives such as personal development and social interaction were associated with higher levels of satisfaction and loyalty among tourists, thereby increasing the likelihood of revisiting (Kim et al., 2003; Jang & Cai, 2002).

2.1.2.2 Pull Factors

Pull factors are the attributes of a destination that attract tourists, such as natural beauty, cultural attractions, recreational opportunities, and the destination's overall perception. These factors play a crucial role in shaping tourists' decisions to visit and revisit a destination (Baloglu & Uysal, 1996; Prayag & Ryan, 2012). When tourists have positive perceptions, pull factors—such as a welcoming environment, unique cultural experiences, or high-quality amenities—strongly influence their intention to revisit. Prayag and Ryan's (2012) study demonstrated that destination attributes,

including cultural attractions and natural beauty, significantly influence tourists' satisfaction and loyalty, thereby enhancing their willingness to revisit. Additionally, the uniqueness of pull factors directly influences tourists' behavioral intentions, such as the likelihood of recommending the destination to others and revisiting it themselves (Uysal & Jurowski, 1994; Meng et al., 2008).

2.1.2.3 Combined Influence of Push and Pull Factors

Push and pull factor modeling analyzes the combination of internal motivations and external attractions that influence tourists' overall satisfaction and willingness to revisit. An integrated approach that considers both types of motivation offers a comprehensive understanding of intentions to revisit (Gnoth, 1997; Uysal et al., 2009). This combination allows destination managers to address tourists' psychological needs while enhancing destination attributes to encourage repeat visits. According to Uysal and Hagan (1993), the synergy between push and pull factors not only affects satisfaction but also strengthens tourist loyalty and increases the likelihood of revisiting the destination.

Conclusion

The Push and Pull Theory effectively captures the dynamic interaction between internal motivations and external destination attributes in shaping tourists' intention to revisit. Understanding these factors enables stakeholders to enhance both the personal and environmental aspects of travel, fostering a cycle of tourist satisfaction and repeat visits.

2.1.3 Intention to Revisit

The concept of intention to revisit arises from behavioral intention, which refers to an individual's anticipated or planned future action (Fishbein & Ajzen, 1977). Research has established intention as a reliable predictor of social action, making it widely used in explaining tourists' decision-making processes (Campo et al., 2010; Chen & Chen, 2010; Darnell & Johnson, 2001; Mohammad, 2014; Pratminingsih et al., 2014). Khuong and Ha (2014) define intention to revisit as the likelihood that tourists will return to a destination or attraction.

If a destination offers improvements or added value over time, the

likelihood of a return visit increases. Revisit intention is closely linked to destination loyalty and plays a critical role in maintaining stable tourism revenue. Stakeholders should prioritize cultivating tourists' revisit intention, as returning visitors significantly contribute to a destination's overall success and economic stability (Pratminingsih et al., 2014).

2.1.4 Summary

The integration of the Theory of Planned Behavior and the Push-Pull Theory provides a robust explanation of the factors influencing Chinese tourists' intentions to revisit Bangkok. By examining psychological factors such as individual attitudes and social influences, along with destination attributes that enhance appeal, this study underscores the importance of increasing overall tourist satisfaction. This approach is effective in encouraging repeat visits and supports the sustainable development of Bangkok's tourism industry by addressing both the internal motivations and external characteristics that attract tourists.

2.2 Related Studies

2.2.1 Demographic Variables

Demographic variables, gender, age, education level, occupation and monthly income significantly influence revisit intentions among tourists. In the context of Chinese tourists visiting Bangkok, understanding these variables provides valuable insights into their travel patterns and motivations.

2.2.1.1 Gender

Gender differences significantly influence the intention to revisit. Research has shown that Chinese tourists' revisit intentions are more sensitive to destination image among female tourists, whereas male tourists are more sensitive to destination personality (Yang et al., 2021). Female tourists are more willing to revisit if their experience aligns with their self-concept and if push factors such as safety and value for money are present. In contrast, male tourists are more likely to be influenced by pull factors, particularly the unique experiences and adventure opportunities offered by destinations (Lhendup & Panda, 2023). Understanding these gender differences is

critical to developing effective, gender-specific marketing strategies that aim to increase Chinese tourists' revisit intentions.

2.2.1.2 Age

Age is a key factor affecting revisit intentions, as different age groups have varying travel motivations and preferences. Younger tourists are often motivated by a desire for adventure and new experiences, whereas older tourists may prioritize comfort and relaxation (Lhendup & Panda, 2023). Wang et al. (2022) found that age influences intentions, with older tourists drawn to cultural and historical attractions that satisfy their interest in educational and enriching experiences (Shi et al., 2020).

2.2.1.3 Education Level

Education influences how tourists perceive and evaluate their travel experiences. Tourists with higher levels of education have specific expectations related to cultural enrichment and learning opportunities, which affects their likelihood of revisiting a destination (Wang et al., 2020). Among Chinese tourists in Bangkok, those with higher educational backgrounds may be more attracted to cultural and historical sites, aligning their revisit intentions with destinations that offer rich educational content (Shi et al., 2020).

2.2.1.4 Occupation

Occupation influences revisit intentions. An individual's occupation can influence travel frequency, duration, and preferences. Professionals with greater job stability and higher income tend to travel more frequently and are more likely to revisit destinations that offer relaxation and luxury experiences (Lhendup & Panda, 2023). Conversely, individuals in occupations with less flexibility may prefer shorter, budget-friendly trips and are more inclined to revisit destinations like Bangkok, which offers affordable and diverse experiences within a limited timeframe (Wongmonta, 2021).

2.2.1.5 Monthly Income

Monthly income directly influences travel decisions, including the intention to revisit a destination. Higher-income tourists typically have greater discretionary spending power, enabling them to explore destinations more thoroughly and consider multiple revisits if the experience is perceived as valuable (Borges et al., 2020). For Chinese tourists, Bangkok's affordability and value-for-money offerings make it

appealing to people across income groups. However, higher-income tourists are more likely to seek premium experiences, such as luxury accommodations and exclusive tours, which can further boost their intention to return (Thipsingh et al., 2022).

2.2.2 Theory of Planned Behaviour (TPB)

2.2.2.1 Chen (2023) examined the factors influencing Chinese tourists' intention to revisit Thailand using the Theory of Planned Behavior as a framework. The study analyzed data from 305 respondents, focusing on young, middle-income primarily women aged 25-34, and employed a regression model to assess the influence of three factors: attitude, subjective norms, and perceived behavioral control, on intention to revisit. The results indicated that perceived behavioral control had the strongest impact on an intention to revisit showing a significant positive correlation, followed by attitude and subjective norms.

2.2.2.2 Anugrah and Maruf's (2023) study refined the Theory of Planned Behavior (TPB) to better tourists' intentions to revisit the island of Silanda, West Sumatra, Indonesia, after the outbreak of the COVID-19 pandemic. The study introduced perceived risk as a mediating variable between the traditional TPB constructs (attitudes, subjective norms, and perceived behavioral control) and revisit intention. A non-probability sampling technique was used to survey 165 respondents, and the data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicated that the modified TPB constructs (attitudes, subjective norms, and perceived behavioral control) significantly influenced perceived risk. Additionally, perceived risk significantly affected tourists' intention to return, and attitudes, subjective norms, and perceived behavioral control directly influenced tourists' return behavior through perceived risk as a mediating variable.

2.2.2.3 Hamid and Mohamad's (2020) study enhanced the Theory of Planned Behavior (TPB) by incorporating affective attitudes to better international tourists' intentions to revisit the UNESCO World Heritage Site in Melaka, Malaysia. A survey of 238 international tourists was conducted, and Partial Least Squares Structural Equation Modeling (PLS-SEM) was used to assess the relationships between affective attitudes, subjective norms, perceived behavioral control, and revisit intention. The study found that attitude, subjective norms, and perceived behavioral control all positively and significantly influenced revisit intentions. Notably, affective attitudes

were found to be more influential than subjective norms and perceived behavioral control in predicting revisit intentions, highlighting the critical role of tourists' emotional responses to destinations in the decision-making process.

2.2.2.4 Wang and Lee's (2022) study analyzed the factors influencing Chinese tourists to revisit Southeast Asian countries using an extended Theory of Planned Behavior (TPB). The study enhanced the model's predictive ability by incorporating destination attachment and past travel experiences. Through structural equation modeling and qualitative analysis, the research examined the moderating effects of these factors on tourists' attitudes and intentions to revisit, using data from 314 respondents. The findings indicated that attitude and perceived behavioral control significantly and positively influence the decision-making process of Chinese tourists considering revisiting Southeast Asian countries. However, the influence of subjective norms was relatively minor, suggesting that they may have limited ability to predict behavioral intentions in specific cultural or individual contexts.

2.2.3 Push and Pull Theory

2.2.3.1 Sukaatmadja et al. (2022) explored the factors influencing revisit intention among domestic tourists in Bali, Indonesia, during the COVID-19 outbreak, focusing on push-pull motivation and perceived health risk. The study employed a quantitative approach with a sample of 200 respondents. The findings indicate that both push and pull motivations positively influence revisit intentions and tourist attitudes, whereas perceived health risks negatively influence them. The study suggests that enhancing motivation and minimizing health risks can improve tourists' attitudes and encourage revisit behavior, offering valuable insights for tourism management and marketing strategies.

2.2.3.2 Basmantra et al. (2022) studied to uncover the moderators of tourists' behavior towards Bali after the epidemic. An improved Theory of Planned Behavior (TPB) model was proposed that includes push and pull motivation, destination image, tourist satisfaction, revisit intention, IWOM recommendation intention, and perceived risk. Data were collected from 252 domestic and international tourists through an online survey. The data was analyzed through a structural equation modeling approach (PLS-SEM). The study's results confirmed that push and pull

motivations are significant determinants of tourists' intention to revisit Bali, particularly perceived risk.

2.2.3.3 Anuar et al. (2021) investigated the motivations of tourists to revisit Langkawi, focusing on push and pull factors. Push factors included internal motives such as self-growth and nostalgia related to cultural heritage, while pull factors encompassed external factors such as the heritage environment and cultural activities. The study analyzed how these motives influence tourists' revisit intentions to this cultural heritage destination by surveying 150 tourists who had visited Langkawi Island. The findings revealed a strong positive correlation between both push and pull motivations and revisit intention, indicating that both significantly influence tourists' decisions to return.

2.2.3.4 He and Luo's (2020) study developed a model based on push-pull motivation theory to investigate the motivation, satisfaction, and revisit intention of ski tourists at the Silk Road ski resort in Urumqi. The relationships among these factors were examined using a questionnaire administered to 278 ski tourists, and structural equation modeling (SEM) was used to validate the proposed connections. The study specifically focused on the influence of push and pull factors on tourist satisfaction and loyalty. The findings revealed that both push and pull motivations positively influence ski tourists' intentions to revisit. Push motivation directly enhances revisit intention, while pull motivation positively affects tourists' willingness to re-engage with the destination, including redefining their travel experiences and recommending it to others. This positive relationship suggests that greater attention should be given to tourists' emotional experiences to increase revisit rates.

2.2.4 Summary

This section examined the influence of demographic variables, the Theory of Planned Behavior (TPB), and travel motivation on Chinese tourists' revisit intentions to Bangkok. Key demographic factors, such as gender, age, education level, occupation and monthly income, play significant roles in shaping travel decisions. TPB highlights the influence of attitudes, subjective norms, and perceived behavioral control on revisit intentions, emphasizing the psychological aspects of travel behavior. Meanwhile, the push-pull theory explores internal motivations and external attractions, demonstrating

that a combination of personal desires and appealing destination features can significantly enhance tourists' satisfaction and their likelihood of returning to Bangkok.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

This study adopted a quantitative research design to explore the factors that influence Chinese tourists' revisit intention to Bangkok, Thailand. This study combined the Theory of Planned Behavior (TPB) and Push-Pull Theory to provide a comprehensive understanding of Chinese tourists' decision-making process. This study used a combination of quota sampling and convenience sampling to collect data from Chinese tourists who had visited Bangkok.

3.2 Research Population and Samples

3.2.1 Population

The survey population for this study comprises mainland Chinese tourists who have visited Bangkok, Thailand. The population is unknown, unlimited. The population is defined by several key characteristics: nationality (Chinese citizens, including those residing in mainland China), age, and experience (Chinese tourists who visited Bangkok).

3.2.2 Samples

The sample size for this study was determined using Cochran's sample size formula, which is suitable when the population size and the population proportion are unknown. However, the overall sample size is large (Uakarn, Chaokromthong, & Sintao, 2021).

$$n = \frac{z^2}{4e^2}$$

$$n = \frac{1.96^2}{4(0.05)^2} = 384.16$$

n = sample size

e = acceptable sampling error ($e = 0.05$)

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

Reliability level 95% or significance level 0.05; $z = 1.96$

Reliability level 99% or significance level 0.01; $z = 2.58$

Given a confidence level of 95% and a margin of error of 5%, the estimated sample size was approximately 384 respondents. To account for potential non-responses or incomplete surveys, the target sample size was increased to 416 respondents.

3.2.3 Sampling Methods

Due to the large population, the sampling method in this study is non-probability sampling, specifically convenience sampling.

3.3 Data Collection

Data was collected through online platforms such as WeChat, Douyin, and Xiaohongshu. These platforms were chosen due to their high engagement with the target audience. The survey was conducted in Mandarin to ensure clarity and accuracy of responses. The data collection period was the 2024 academic year to capture the most recent behaviors and trends.

3.4 Research Instrument

Part 1: Demographic factors

The questions are gender, age, education level, occupation and monthly income. This information helped to understand the diverse characteristics of the sample population and how these demographic factors influence their intention to revisit Bangkok. The questionnaire used closed-ended questions.

Part 2: Theory of Planned Behavior

This section explores the structure of the Theory of Planned Behavior (TPB), including its three components: attitudes, subjective norms, and perceived behavioral control. Respondents were asked to assess their attitudes toward revisiting

Bangkok, social pressures or norms that might influence their decision, and how easy or difficult they found it to revisit. These questions were measured on a five-point Likert scale ranging from "Strongly Disagree" to "Strongly Agree".

Part 3: Push and Pull Theory

This section examined the push and pull factors influencing tourists' decisions to revisit Bangkok. Push factors refer to internal motivations, the desire for relaxation, adventure, or cultural exploration. At the same time, pull factors refer to Bangkok's external attributes, such as its cultural attractions, shopping experiences, and hotel services. A five-point Likert scale, ranging from "strongly disagree" to "strongly agree," was used to assess how these factors influence respondents' intentions to revisit, providing insights into their intrinsic and extrinsic motivations.

Part 4: Revisit Intention

The final section focuses on respondents' intentions to revisit Bangkok. It includes questions designed to assess the likelihood of revisiting, the frequency of past visits, and the factors that encourage or discourage revisitation. This section utilizes a five-point Likert scale, ranging from "Strongly Disagree" to "Strongly Agree."

3.5 Content Validity and Reliability

3.5.1 Content Validity

Content validity refers to the extent to which the items in a questionnaire accurately represent the construct being measured. In this study, content validity was assessed using the Item-Objective Congruence (IOC) method, as recommended by Hambleton and Cook (1977). This method involves systematically evaluating questionnaire items by experts to determine how well they align with the research objectives.

Three experts in consumer tourism management reviewed the questionnaire. Each item in the questionnaire was rated for its alignment with intended objectives using the following scale:

- A score of 1 indicates that the item is fully consistent with the measurement objective.
- A score of 0 indicates uncertainty about the item's consistency.
- A score of -1 indicates that the item is not consistent with the measurement objective.

The IOC index for each item was calculated using the following formula:

$$IOC = \frac{\sum R}{N}$$

$\sum R$ is the sum of the ratings from all experts for each item.

N is the total number of experts.

Items with an IOC index of 0.5 or higher were considered valid and aligned with the research objectives. Items that did not meet this criterion were revised based on the experts' feedback.

Table 3.1 IOC on Likert Scale

IOC on Theory of Planned Behavior (TPB)		Expert 1	Expert 2	Expert 3	IOC Index
Attitude	I believe that revisiting Bangkok will be a pleasant experience.	+1	+1	+1	1
	Thailand offers valuable cultural and recreational experiences.	+1	0	+1	0.67
	The hospitality experience in Thailand is excellent.	+1	+1	+1	1
	The quality of attractions and services in Thailand is satisfactory.	0	+1	+1	0.67
	Revisiting Bangkok would provide me with enjoyable and valuable experiences.	+1	+1	+1	1
Subjective Norms	My family and friends support revisiting Bangkok.	+1	+1	+1	1
	I feel like everyone is recommending revisiting	+1	+1	+1	1

IOC on Theory of Planned Behavior (TPB)		Expert 1	Expert 2	Expert 3	IOC Index	
Bangkok						
Perceived Behavioral Control (PBC)	People important to me would approve of my decision to revisit Bangkok.	+1	0	+1	0.67	
	Tourist reviews and opinions positively influence my decision to revisit Thailand.	+1	+1	+1	1	
	Popular culture positively influences my intention to revisit Thailand.	+1	0	+1	0.67	
	I felt nothing would prevent me from revisiting Bangkok if I wanted to.	+1	+1	+1	1	
	I have the financial resources to revisit Bangkok.	0	+1	+1	0.67	
	I have plenty of time to revisit Bangkok.	+1	+1	+1	1	
	The visa-free policy makes it easy for me to revisit Bangkok	0	+1	+1	0.67	
	If I wanted, I could easily revisit Bangkok	+1	0	+1	0.67	
	IOC on Push-Pull Theory		Expert 1	Expert 2	Expert 3	IOC Index
	Push Factors	I want to revisit Bangkok for relaxation and leisure.	0	+1	+1	0.67
I am motivated by the adventure and exploration opportunities in Bangkok.		+1	+1	+1	1	
Reacquainting myself with Bangkok's local culture is one of the reasons I am visiting again.		+1	+1	+1	1	
I am driven to escape my routine and experience something different in Bangkok.		0	+1	+1	0.67	
Revisiting Bangkok will allow me to grow personally and fulfill my need for self-awareness.		+1	+1	0	0.67	

IOC on Theory of Planned Behavior (TPB)		Expert 1	Expert 2	Expert 3	IOC Index
	Bangkok's cultural attractions (e.g., temples and festivals) appeal to me.	+1	+1	+1	1
	I am attracted to Bangkok due to its shopping and dining options.	0	+1	+1	0.67
Pull Factors	The hospitality and quality of services in Bangkok influence my decision to revisit.	+1	+1	+1	1
	Bangkok's nightlife makes it a desirable destination.	+1	+1	+1	1
	The natural beauty and nearby attractions (e.g., rivers, parks) of Bangkok encourage me to revisit.	0	+1	+1	0.67

IOC on Revisit Intention		Expert 1	Expert 2	Expert 3	IOC Index
	I am likely to revisit Bangkok in the next 12 months.	+1	0	+1	0.67
	I feel confident in recommending Bangkok as a travel destination to others.	+1	+1	+1	1
	I am satisfied with my previous visits to Bangkok, which increases my intention to revisit.	+1	+1	+1	1
	I prefer Bangkok over other similar tourist destinations.	0	+1	+1	0.67
	I want to explore more of Bangkok	+1	+1	+1	1

3.5.2 Reliability

Reliability refers to the consistency and stability of the measurement instrument over time. In this study, the questionnaire's reliability was evaluated using a test administered to 30 Chinese tourists who intended to revisit Bangkok. The questionnaire's internal consistency was measured using Cronbach's alpha (Cronbach,

1951). According to Hair et al. (2010), a Cronbach's alpha coefficient greater than 0.70 indicates satisfactory reliability, suggesting that the items within each scale consistently measure the underlying construct.

The constructs of the Theory of Planned Behavior (TPB) demonstrated high reliability. The Cronbach's alpha values for Attitude, Subjective Norms, and Perceived Behavioral Control (PBC) were 0.943, 0.910, and 0.879. Similarly, Push-Pull Theory has Cronbach's alpha values of 0.906 for push factors and 0.922 for pull factors. Finally, the Revisit Intention construct achieved a Cronbach's alpha of 0.878.

As all Cronbach's alphas exceeded 0.70, the questionnaire demonstrated strong reliability and was appropriate for use.

3.6 Data Analysis

3.6.1 Descriptive Statistics

Frequencies and percentages were used to summarize the demographic factors of the respondents, gender, age, education level, occupation and monthly income. The mean and standard deviation were calculated for key variables in the Theory of Planned Behavior (TPB) and Push-Pull Theory.

The mean value and interval formula is as follows (Batterton & Hale, 2017):

$$N(\text{Width of the range}) = \frac{(\text{Maximum} - \text{Minimum})}{\text{Level}}$$

$$= \frac{(5 - 1)}{5}$$

Scores of 4.21 – 5.00 Strongly agree.

Scores of 3.41 – 4.20 Agree.

Scores of 2.61 – 3.40 Neutral.

Scores of 1.81 – 2.60 Disagree.

Scores of 1.00 – 1.80 Strongly disagree.

3.6.2 Inferential Statistics

Inferential statistics were used to test the research hypotheses at a significance level of 0.05 and to evaluate the independent variables (Demographic factors, Theory of Planned Behavior (TPB), Push-Pull Theory) on the dependent variable revisit intention.

The following hypotheses were tested:

Hypothesis 1 (H1): Demographic factors generate differences in the revisit intention of Chinese tourists to Bangkok. An Independent Samples t-test was employed for the gender variable, while a one-way ANOVA was applied for age, education level, occupation and Monthly Income.

Hypothesis 2 (H2): The Theory of Planned Behavior (TPB) influences Chinese tourists' revisit intention to Bangkok. Multiple Linear Regression Analyses were conducted to test this hypothesis.

Hypothesis 3 (H3): Push-Pull Theory influences Chinese tourists' revisit intention to Bangkok. Multiple Linear Regression Analyses were conducted to test this hypothesis.

CHAPTER IV

ANALYSIS RESULT

This study emphasised the influence of demographic factors and utilised the Theory of Planned Behavior (TPB) and Push-Pull Theory to understand tourists' revisit intentions. It explores how these independent variables affect the dependent variable, revisit intention.

The study's findings are in two sections. The first section presents descriptive statistics summarizing the key variables, demographic characteristics and constructs related to TPB and Push-Pull Theory. The second section discusses the empirical results obtained using multiple regression analysis, ANOVA, and independent-samples t-tests to test the research hypotheses. Statistical symbols and relevant interpretations are used to analyze and present the data findings in a meaningful way.

N= Number of population

n=Number of samples

X=Mean

SD=Standard Deviation

t=t-Distribution

F=F-Distribution

df = Degree of freedom

LSD= Least Significant Difference

Sig=The level of statistical significance to test the hypothesis

*=The statistical significance is at the 0.05 level

4.1 Descriptive Statistics

Part 1: Demographic data

Part 2: The theory of planned behavior (TPB) and push-pull theory factors

4.1.1 Demographic Factors

Table 4.1 Frequency and Percentage of Respondents

		Frequency	Percent
Gender	Male	190	45.7
	Female	226	54.3
Age	18-24	70	16.83
	25-34	76	18.27
	35-44	68	16.35
	45-54	115	27.64
	55 and above	87	20.91
Education	Less than Bachelor	70	16.8
	Bachelor	275	66.1
	Higher than Bachelor	71	17.1
Occupation	Government Officer	65	15.63
	Company worker	126	30.29
	Self-employed	61	14.66
	Unemployed	5	1.20
	Student	61	14.66
	Other	98	23.56
Monthly Income (CNY)	Less than 5,000	150	36.06
	5,000-10,000	116	27.88
	10,001-20,000	94	22.60
	More than 20,000	56	13.46
Total		416	100

Gender: females accounted for 54.3% of respondents, while males accounted for 45.7%, reflecting a slightly higher proportion of female participants.

Age, the largest group was 45-54 (27.64%), followed by 55 and above (20.91%). Respondents aged 25-34, 18-24, and 35-44 accounted for 18.27%, 16.83%, and 16.35%, respectively.

Education: 66.1% of respondents had a bachelor's degree, while 17.1% held a higher degree, and 16.8% had a lower degree.

Occupation, the largest group was company workers (30.29%), followed by individuals in the "other" category (23.56%), with smaller proportions for government officers (15.63%), self-employed (14.66%), students (14.66%), and unemployed respondents (1.20%).

Monthly income, the largest group (36.06%) earned less than 5,000 CNY, followed by those earning between 5,000-10,000 CNY (27.88%) and 10,001-20,000 CNY (22.60%). Only 13.46% earned more than 20,000 CNY.

4.1.2 Theory of Planned Behavior

Table 4.2 The Descriptive Statistics of the Theory of Planned Behavior

	Mean	SD	Meaning	Range
Attitude	3.8870	1.01754	Agree	2
Subjective Norms	3.7981	1.01914	Agree	3
Perceived Behavioral Control	3.9038	1.00379	Agree	1
Theory of Planned Behavior	3.8317	.97711	Agree	

Table 4.2 presents the descriptive statistics for the Theory of Planned Behavior (TPB). Perceived Behavioral Control had the highest mean score of 3.9038 (SD = 1.00379), indicating the highest level of agreement among Chinese tourists. Attitude with a mean of 3.8870 (SD = 1.01754), agree level. Subjective Norms rank lowest, with a mean of 3.7981 (SD = 1.01914) on the agree scale. The mean value for the theory of planned behavior was 3.8317, indicating that Chinese tourists' opinions on the three aspects of planned behavior were in agreement.

4.1.3 Push and Pull Theory

Table 4.3 The Descriptive Statistics of Push and Pull Theory

	Mean	SD	Meaning	Range
Push Factors	3.8245	1.0438	Agree	1
Pull Factors	3.8101	.9940	Agree	2
Push and Pull Theory	3.9784	.9998	Agree	

Push Factors had the highest mean score of 3.8245 (SD = 1.0438), indicating that Chinese tourists' opinions on push factors are at the "agree" level. Pull Factors follow with a mean score of 3.8101 (SD = 0.9940), indicating that Chinese tourists' opinions on pull factors were also at the "agree" level. The overall Push and Pull Theory construct had a mean score of 3.9784 (SD = 0.9998), indicating that Chinese tourists' opinions on the combined push and pull factors are at the "agree" level.

4.1.4 Revisit Intention

Table 4.4 The Descriptive Statistics of Revisit Intention

	Mean	SD	Meaning
Revisit Intention	3.7764	1.0508	Agree

The mean score of 3.7764 (SD = 1.0508) indicates that Chinese tourists' intentions to revisit were at the "agree" level.

4.2 Inferential Statistics

Statistical hypothesis testing was employed with a significance level of 0.05 to analyze the influence of the independent variables on the dependent variable under the following hypotheses:

Part 1: Demographic factors shape the intention to revisit Bangkok among Chinese tourists.

Part 2: The Theory of Planned Behavior (TPB) identifies significant influences on Chinese tourists' intention to revisit Bangkok.

Part 3: The Push-Pull Theory elucidates Chinese tourists' intentions toward Bangkok.

4.2.1 Demographic and Intention to Revisit

H1a: Gender

H0 : $\mu_1 = \mu_2$

Hi: $\mu_1 \neq \mu_2$

Table 4.5 Gender

Revisit Intention	Gender	N	Mean	SD	t	df	Sig.
	Male	190	3.8316	1.0706	.9813	414	.327
	Female	226	3.7301	1.0339			

No significant difference in the intention to revisit based on gender ($t(414) = 0.9813, p = 0.327$).

H1b: Age

H0 : $\mu_1 = \mu_2 = \mu_3 = \mu_4 = \mu_5$

Hi: $\mu_i \neq \mu_j$ at last one Pair $i \neq j$

Table 4.6 Age

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	13.523	4	3.381	3.125	.015
Within Groups	444.686	411	1.082		
Total	458.209	415			

Age ($F = 3.125, p = 0.015$) significantly influenced revisit intention.

Table 4.7 Comparisons of Age

Age	Group J	18-24	25-34	35-44	45-54	55 and above
Group I	(I-J)	3.9428 6	4.02632	3.70588	3.53913	3.77644
18-24	3.94286	-	-.0835 (.6284)	.2370 (.1816)	.4037 (.0108)*	.1498 (.3704)
25-34	4.02632		-	.3204 (.0657)	.4872 (.0016)*	.2332 (.1541)
35-44	3.70588			-	.1668 (.2953)	-.0872 (.6047)
45-54	3.53913				-	-.2540 (.0865)
55 and above	3.77644					-

* The mean difference is significant at the 0.05 level.

Dependent Variable: Revisit Intention

The mean value for the 18-24 age group is higher than that for the 45-54 age group, with a significant difference of 0.0108. The mean value for the 25-34 age group is higher than that for the 45-54 age group, with a significant difference of 0.0016.

H1_c: Education

H₀ : $\mu_1 = \mu_2 = \mu_3$

H_i: $\mu_i \neq \mu_j$ at last one Pair $i \neq j$

Table 4.8 Education

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.424	2	1.712	1.555	.212
Within Groups	454.785	413	1.101		
Total	458.209	415			

Education ($F = 1.555$, $p = 0.212$) did not have a significant effect on the intention to revisit.

H1a: Occupation

$$H_0 : \mu_1 = \mu_2 = \mu_3 = \mu_4 = \mu_5 = \mu_6$$

$$H_i : \mu_i \neq \mu_j \text{ at last one Pair } i \neq j$$

Table 4.9 Occupation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.548	5	.910	.822	.534
Within Groups	453.661	410	1.106		
Total	458.209	415			

From Table 4.9, the influence on revisit intention was analyzed using a one-way ANOVA at the 0.05 significance level. Occupation ($F = 0.822$, $p = 0.534$) did not have a significant impact on the intention to revisit.

H1e: The difference in the revisit intention based on monthly income.

$$H_0 : \mu_1 = \mu_2 = \mu_3 = \mu_4$$

$$H_i : \mu_i \neq \mu_j \text{ at last one Pair } i \neq j$$

Table 4.10 Monthly Income Influence

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.286	3	1.095	.992	.396
Within Groups	454.923	412	1.104		
Total	458.209	415			

Monthly income ($F = 0.992$, $p = 0.396$) did not have a significant effect on revisit intention.

4.2.2 Theory of Planned Behavior (TPB) and the Revisit Intention

Part 2:

In Hypothesis 2, Y = Revisit Intention, X1, X2, and X3 are Attitude, Subjective Norm and Perceived Behavioral Control.

Table 4.11 Summary of the Model of Theory of Planned Behavior (TPB) and Revisit Intention

Model	R	R Square	Adjusted R-Square	Std. Error of the Estimate
3	.831 ^c	.691	.689	.586

Predictors: (Constant), Subjective Norms, Attitude, Perceived Behavioral Control

Table 4.11 summarizes the multiple linear regression results, showing that TPB constructs—Attitude, Subjective Norms, and Perceived Behavioral Control—significantly influence revisit intention, with a multiple correlation coefficient (R) of 0.831 at the 0.05 significance level; the predictive capability is 68.9%.

Table 4.12 The Multiple Linear Regression Coefficients Showing the Ranking of Variables in the Theory of Planned Behavior (TPB) on Revisit Intention

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.218	.122		1.782	.075
Attitude	.414	.051	.402	8.083	.000*
Subjective Norms	.325	.052	.315	6.251	.000*
Perceived Behavioral Control	.185	.051	.176	3.657	.000*

a. Dependent Variable: The intention to revisit

$$\text{Equation 1: } Y = 0.218 + 0.414 X_1 + 0.325 X_2 + 0.185 X_3$$

(0.075) (0.000*) (0.000*) (0.000*)

FOR Y= Revisit Intention

X₁= Attitude, X₂= Subjective Norms, X₃= Perceived Behavioral Control

From Table 4.12, Attitude was the most crucial variable influencing the intention to revisit, with a regression coefficient of 0.402. followed Subjective Norms and Perceived Control, with coefficients of 0.315 and 0.176, respectively.

4.2.3 Push-Pull Theory and the Revisit Intention

Part 3: Push-Pull Theory and the Revisit Intention

Hypothesis 3, Y = Revisit Intention, X₁ and X₂ are Push Factors, Pull Factors

Table 4.13 Summary of the Model of Push-Pull Theory and the Intention to Revisit

Model	R	R Square	Adjusted R-Square	Std. Error of the Estimate
2	.836b	.699	.697	.578

b. Predictors: (Constant), Push Factors, Pull Factors

Table 4.13 summarizes the multiple linear regression results, showing that push and pull factors significantly influence revisit intention, with a multiple correlation coefficient (R) of 0.836 at the 0.05 significance level. The predictive analysis equation's capability is 69.7%.

Table 4.14 The Multiple Linear Regression Coefficients for the Influence of Push or Pull Factors on the Intention to Revisit

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.334	.115		2.895	.004*
Push Factors	.472	.048	.469	9.885	.000*
Pull Factors	.429	.050	.406	8.553	.000*

Dependent Variable: Revisit Intention

$$\text{Equation 2: } Y = 0.334 + 0.472 X_1 + 0.429 X_2$$

$$(0.004^*) (0.000^*) (0.000^*)$$

FOR $Y = \text{Revisit Intention}$

$X_1 = \text{Push Factors}$, $X_2 = \text{Pull Factors}$

From Table 4.14, the Standardized Coefficients showed that Push Factors were the most crucial variable influencing the intention to revisit, with a regression coefficient of 0.469, and Pull Factors, with a coefficient of 0.406.

Table 4.15 Summary Result on Hypothesis 1

Demographic	Revisit Intention
Gender	-
Age	√
Education Level	-
Occupation	-
Monthly Income	-

- The mean difference has a significant value of more than 0.05.
 √ The mean difference is significantly different from 0 at the 0.05 level.

Table 4.15: This study found that age ($F = 3.125$, $P = 0.015$) significantly influences revisit intention. However, gender ($t(414) = 0.9813$, $p = 0.327$), education level ($F = 1.555$, $p = 0.212$), occupation ($F = 0.822$, $p = 0.534$) and monthly income ($F = 0.992$, $p = 0.396$) were found not to have had a significant influence on revisit intention.

Table 4.16 Summary Result on Hypothesis 2

Theory of Planned Behavior (TPB)	Revisit Intention
Attitude	√
Subjective Norms	√
Perceived Behavioral Control	√
<i>- The mean difference has a significant value of more than 0.05.</i>	
<i>√ The mean difference is significantly different from 0 at the 0.05 level.</i>	

Table 4.17 Summary Result on Hypothesis 2 on Equation

Revisit Intention	Forecasting Equations
	$Y=0.218 + 0.414 X_1 + 0.325 X_2 + 0.185X_3$
	$(0.075) (0.000^*) (0.000^*) (0.000^*)$

$Y =$ Revisit Intention

$X_1 =$ Attitude, $X_2 =$ Subjective Norms, $X_3 =$ Perceived Behavioral Control

Table 4.17: Attitude was the most significant variable influencing revisit intention.

Table 4.18 Summary Result on Hypothesis 3

Push-Pull Theory	Revisit Intention
Push Factors	√
Pull Factors	√
<i>- The mean difference has a significant value of more than 0.05.</i>	
<i>√ The mean difference is significantly different from 0 at the 0.05 level.</i>	

Table 4.19 Summary Result on Hypothesis 3 on Equation

Revisit Intention	Forecasting Equations
	$Y=0.334 + 0.472 X_1 + 0.429X_2$
	$(0.004^*) (0.000^*) (0.000^*)$

Y= Revisit Intention

X₁= Push Factors, X₂= Pull Factors

CHAPTER V

CONCLUSION

The objective of this study was to examine the factors influencing Chinese tourists' revisit intention to Bangkok and to provide practical recommendations for stakeholders in the tourism industry. Based on the analysis results from Chapter 4, this chapter is organized into five parts:

5.1 Conclusion

5.1.1 Demographic Factors

The study examined the demographic characteristics and their influence on Chinese tourists' intention to revisit Bangkok. A total of 416 valid responses were collected, with female respondents slightly outnumbering males, comprising 54.3% of the sample. The majority of participants were aged 45-54 (27.64%), with smaller proportions across other age groups. Most respondents held a bachelor's degree (66.1%), while 17.1% had higher education, and 16.8% had less than a bachelor's degree. In terms of occupation, the largest group was company workers (30.29%), followed by individuals in the "other" category (23.56%). Regarding monthly income, the majority earned less than 5,000 CNY (36.06%), with fewer respondents earning higher income levels.

The analysis focused on the influence of five demographic factors—gender, age, education level, occupation, and monthly income on the revisit intention of Chinese tourists. Among these factors, age was found to have a statistically significant influence on revisit intention ($F = 3.125, p = 0.015$). In contrast, the other demographic variables, including gender ($t(414) = 0.9813, p = 0.327$), education level ($F = 1.555, p = 0.212$), occupation ($F = 0.822, p = 0.534$), and monthly income ($F = 0.992, p = 0.396$), did not demonstrate statistically significant effects on revisit intention.

5.1.2 Theory of Planned Behavior (TPB)

Based on the results, the three components of the Theory of Planned Behavior (TPB)—attitude, subjective norms, and perceived behavioral control —

significantly influence revisit intention, with a multiple correlation coefficient (R) of 0.831 at the 0.05 significance level. The predictive analysis equation's capability is 68.9%.

Among the TPB constructs, Attitude is the most crucial variable influencing the intention to revisit, with a standardized coefficient of 0.402. Subjective Norms and Perceived Behavioral Control had coefficients of 0.315 and 0.176, respectively.

5.1.3 Push-Pull Theory

The two components of the Push-Pull Theory—push factors and pull factors—significantly influence the intention to revisit, with a multiple correlation coefficient (R) of 0.836 at the 0.05 significance level. The predictive analysis equation's capability is 69.7%.

Push Factors play a slightly more prominent role in influencing the intention to revisit, with a regression coefficient of approximately 0.469, and Pull Factors, with a regression coefficient of 0.406.

5.2 Discussion

5.2.1 Demographic Factors

Age significantly influences Chinese tourists' intention to revisit Bangkok. These results are consistent with Wang et al. (2020), Examining Chinese Tourists' Revisit Intention in Southeast Asian Countries, where age generated differences in the intention to revisit.

5.2.2 Theory of Planned Behavior (TPB)

The results of this study were consistent with Chen (2023). They showed that attitude, subjective norms, and perceived behavior control (PBC) influenced Chinese tourists' revisit intentions to Thailand, with PBC exerting the strongest positive influence, followed by attitude and subjective norms.

This finding aligns with Anugrah and Maruf (2023), who analyzed attitudes, subjective norms, and PBC in relation to the intention to revisit Silanda Island, West Sumatra, Indonesia. The results were that all three factors had a significant positive influence. The result aligns with Hamid and Mohamad (2020), who focused on

international tourists' revisit intentions to the UNESCO World Heritage site in Melaka, Malaysia. The result found that attitude, subjective norms, and PBC all had a positive and significant influence. Wang and Lee (2022) examined TPB constructs in relation to Chinese tourists' revisit intentions to Southeast Asia, identifying attitude and PBC as significant predictors, while subjective norms were less influential.

5.2.3 Push-Pull Theory

The results of this study are consistent with those of Sukaatmadja et al. (2022), who examined the influence of push and pull motivations on domestic tourists' revisit intentions to Bali during the COVID-19 pandemic. The study found that both push and pull motivations positively influenced tourist attitudes and the intention to revisit. Similarly, Basmantra et al. (2022) applied an enhanced Theory of Planned Behavior (TPB) model that incorporated push and pull motivations to predict tourists' revisit intentions for Bali. The study demonstrated that push and pull motivations were significant predictors of the intention to revisit, with perceived risk moderating their effects. This study's findings are in line with those of Anuar et al. (2021), who investigated the influence of push and pull motivations on tourists' revisit intentions to Langkawi. The study revealed a strong positive correlation between push and pull factors and the intention to revisit. These results were consistent with He and Luo's (2020) analysis of the role of push and pull motivations among ski tourists at the Silk Road ski resort, demonstrating that push factors directly enhanced the intention to revisit, while pull factors reinforced tourists' willingness to return.

5.3 Implications for Practice

The findings of this study provide significant insights into the factors influencing Chinese tourists' intention to revisit Bangkok, particularly the roles of age, attitude, and push factors. These insights can guide practical strategies for tourism stakeholders to enhance revisit rates.

This study identified age as a significant determinant of revisit intention, with older age groups (45-54 and 55+) showing stronger intentions to return to Bangkok. This indicates that tourism stakeholders need to develop targeted offerings for older tourists. Marketing strategies should emphasize cultural exploration and

relaxation activities that align with the preferences of these age groups. Packages highlighting visits to historical landmarks, wellness-focused services, and leisurely travel experiences can effectively appeal to this demographic. Furthermore, advertising efforts should consider the platforms and communication styles preferred by older audiences to maximize engagement.

Attitude was found to be the most influential predictor of the intention to revisit, demonstrating the importance of fostering positive emotional and cognitive perceptions of Bangkok as a destination. Tourism operators should prioritize enhancing tourists' experiences by emphasizing the city's cultural richness, hospitality, and unique attractions. Additionally, creating opportunities for Marketing campaigns that showcase the vibrancy of Bangkok's culture, such as its temples, traditional festivals, and local cuisines, can reinforce positive attitudes. Immersive, authentic cultural interactions can strengthen tourists' emotional connections to the destination, thereby further encouraging revisit behavior.

Push factors, such as the desire for relaxation, escape from routine, and cultural exploration, were also significant predictors of revisit intention. Tourism stakeholders should design offerings that cater to these intrinsic motivations. For example, wellness retreats that provide relaxation opportunities, cultural tours featuring historical and artistic landmarks, and tailored itineraries that offer unique and enriching experiences can appeal to tourists driven by these internal factors. Promoting these elements through targeted marketing campaigns can effectively capture the attention of potential repeat visitors.

By addressing the influences of age, attitude, and push factors, tourism stakeholders can develop comprehensive strategies to enhance Chinese tourists' satisfaction and revisit intentions. These measures are crucial for sustaining Bangkok's competitiveness as a leading tourist destination.

5.4 Recommendations for Future Research

This study provides insights into the influence of Push-Pull Theory on Chinese tourists' intention to revisit Bangkok; however, certain limitations suggest avenues for future research.

First, this study focused exclusively on Chinese tourists. Future research could expand the sample to include tourists from other nationalities to compare cross-cultural differences in the influence of Push-Pull factors on revisit intentions. Such comparative studies would provide a more global understanding of tourist motivations.

Second, this study employed a quantitative approach; future studies could incorporate qualitative methods, such as interviews and focus groups, to gain deeper insights into tourists' subjective experiences. This mixed-method approach enriches the findings by capturing nuanced motivations behind revisit intentions.

Third, while this study found push factors to be stronger than pull factors as significant predictors of revisit intention, it did not explore potential moderating or mediating variables, such as travel experience, destination image, or perceived risk. Future research could examine these variables to provide a more comprehensive understanding of the decision-making process.

Finally, this study was focused on Bangkok. Future research could explore similar factors in other destinations to determine whether the findings are generalizable or specific to Bangkok's unique characteristics. Comparative studies across different types of destinations, urban versus rural or cultural versus leisure-focused, offer valuable insights into the applicability of Push-Pull Theory.

5.5 Limitations of the Study

This study has several limitations that may influence the interpretation and generalizability of its findings.

First, the study was conducted within a specific timeframe, capturing data from Chinese tourists who visited Bangkok in 2024. The behaviors and revisit intentions observed in this study may be influenced by time-specific factors such as

post-pandemic tourism recovery and economic conditions. Future research could use a longitudinal design to examine how revisit intentions change over time and in response to varying external influences.

Second, the research was limited to Bangkok as the focal destination. While this provided valuable insights into the motivations and preferences of Chinese tourists visiting an urban cultural destination, the findings may not apply to other locations with different attributes, such as rural, leisure-oriented, or nature-based destinations. Comparative studies across multiple destinations could provide a broader understanding of how Push-Pull operates in diverse contexts.

Finally, the sample population was restricted to Chinese tourists. While focusing on a single cultural group enabled targeted analysis, the findings may not be generalizable to tourists from other cultural or demographic backgrounds. Including a more diverse sample in future research could help determine the extent to which the results apply to other tourist groups, enhancing the applicability of the study's conclusions.

Recognizing these limitations provides a basis for future research to build upon and expand the scope of this study, thereby contributing to a more comprehensive understanding of the factors influencing tourist revisit intentions.

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APPENDICES

Appendix A: Questionnaire (English)

Dear Participant,

I am an RMUTK ISIC student researching Chinese tourists' intentions to revisit Bangkok, utilising the theory of planned behavior (TPB) and push-pull theory. Thank you for taking the time to participate in this survey. The purpose of this study is to understand the factors influencing Chinese tourists' intention to revisit Bangkok, Thailand. Your responses will remain anonymous and confidential. The survey will take approximately 5 minutes to complete.

Thanks!

Have you ever travelled to Bangkok? Yes No

Part 1: Demographic Information

Please answer the questions by checking the box for the appropriate answer.

1. What is your Gender:
 - Male Female

2. What is your Age:
 - 18-24 25-34 35-44
 - 45-54 55 and above

3. What is your Education Level:
 - Less than Bachelor Bachelor
 - Higher than a Bachelor's degree

4. What is your Occupation:
 - Government Officer Company worker
 - Self-employed Unemployed
 - Student Other

5. What is your Monthly Income (CNY):
 - Less than 5,000 5,000-10,000
 - 10,001-20,000 More than 20,000

Part 2: Theory of Planned Behavior

Please read the following questions carefully and check in the boxes according to your opinion on consumption behavior using the following scale:

1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

No.	Attitudes:	1	2	3	4	5
6	I believe that revisiting Bangkok will be a pleasant experience.					
7	Thailand offers valuable cultural and recreational experiences.					
8	The hospitality experience in Thailand is excellent.					
9	The quality of attractions and services in Thailand is satisfactory.					
10	Revisiting Bangkok would provide me with enjoyable and valuable experiences.					
No.	Subjective Norms:	1	2	3	4	5
11	My family and friends support me in revisiting Bangkok.					
12	I feel like everyone is recommending revisiting Bangkok.					
13	People important to me would approve of my decision to revisit Bangkok.					
14	Tourists' reviews and opinions positively influence my decision to revisit Bangkok.					
15	Popular culture positively influences my intention to revisit Bangkok.					
No.	Perceived Behavioral Control:	1	2	3	4	5
16	I felt nothing would prevent me from revisiting Bangkok if I wanted to					
17	I have the financial resources to revisit Bangkok.					
18	I have plenty of time to revisit Bangkok.					
19	The visa-free policy makes it easy for me to revisit Bangkok.					
20	If I wanted, I could easily revisit Bangkok					

Part 3: Push and Pull Theory

Please read the following questions carefully and check in the boxes according to your opinion on consumption behavior using the following scale:

1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

No.	Push Factors:	1	2	3	4	5
21	I want to revisit Bangkok for relaxation and leisure.					
22	I am motivated by the adventure and exploration opportunities in Bangkok.					
23	Reacquainting myself with Bangkok's local culture is one of the reasons I am visiting again.					
24	I am driven to escape my routine and experience something different in Bangkok.					
25	Revisiting Bangkok will allow me to grow personally and fulfill my need for self-awareness.					
No.	Pull Factors:	1	2	3	4	5
26	Bangkok's cultural attractions (e.g., temples and festivals) appeal to me.					
27	I am attracted to Bangkok due to its shopping and dining options.					
28	The hospitality and quality of services in Bangkok influence my decision to revisit.					
29	Bangkok's nightlife makes it a desirable destination.					
30	The natural beauty and nearby attractions (e.g., rivers, parks) of Bangkok encourage me to revisit.					

Part 4: Intention to Revisit

Please read the following questions carefully and check in the boxes according to your opinion on consumption behavior using the following scale:

1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

No.	Intention to Revisit	1	2	3	4	5
31	I am likely to revisit Bangkok in the next 12 months.					
32	I feel confident in recommending Bangkok as a travel destination to others.					
33	I am satisfied with my previous visits to Bangkok, which increases my intention to revisit.					
34	I prefer Bangkok over other similar tourist destinations.					
35	I want to explore more of Bangkok.					

THANK YOU FOR YOUR COOPERATION!

Appendix B :问卷调查

尊敬的参与者：

我是 RMUTK ISIC 学生，正在研究计划行为理论 (TPB) 和推拉理论对中国游客重游泰国曼谷意愿的影响。

感谢您抽出时间参与本次调查。本研究旨在了解影响中国游客重游泰国曼谷意愿的因素。您的回答会保持匿名和保密。调查大约需要 5 分钟完成。

感谢您的配合！

您到过泰国曼谷旅游吗？ 是 否

第一部分：个人基本信息

请你根据问题在请在适当的方框中打

1. 性别：
 男 女
2. 年龄：
 18-24 25-34
 35-44 45-54
 55 以上
3. 教育程度：
 本科以下 本科 本科以上
4. 职业：
 政府部门 私人企业 自由职业
 失业 学生 其他
5. 月收入（人民币）：
 少于5,000 5,000-10,000
 10,001-20,000 大于 20,000

第二部分：计划行为理论 (TPB)

请仔细阅读以下问题，并根据您的消费行为意见在方框中打☑

使用以下评分标准：1=非常不同意，2=不同意，3=中立，4=同意，5=非常同意

No.	态度	1	2	3	4	5
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6 我相信重游曼谷会是一次愉快的经历。

7 泰国提供了宝贵的文化和娱乐体验。

8 泰国的接待体验非常好。

9 泰国的景点和服务质量令人满意。

10 重游曼谷将为我提供愉快而宝贵的体验。

No.	主观规范	1	2	3	4	5
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11 我的家人和朋友支持我重游曼谷。

12 我觉得每个人都在推荐我重游曼谷

13 对我而言重要的人会赞同我重游曼谷的决定。

14 游客的评论和意见对我重游曼谷的决定产生了积极影响。

15 流行文化对我重游曼谷的意图产生了积极影响。

No.	感知行为控制	1	2	3	4	5
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16 我觉得如果我想的话，没有什么可以阻止我重游曼谷

17 我有足够的财力重游曼谷。

18 我有足够的时间重游曼谷。

19 免签政策让我可以轻松重游曼谷

20 如果我愿意，我可以轻松重游曼谷

第三部分：推拉理论

请仔细阅读以下问题，并根据您的消费行为意见在方框中打☑

使用以下评分标准：1=非常不同意，2=不同意，3=中立，4=同意，5=非常同意

No.	推动因素	1	2	3	4	5
21	我想再次访问曼谷，放松身心、休闲娱乐。					
22	曼谷的冒险和探索机会激励着我。					
23	重新了解当地文化和人民是我再次访问的原因。					
24	我渴望摆脱日常生活，在曼谷体验一些不同的东西。					
25	再次访问曼谷将使我实现个人成长或满足自我意识需求。					
No.	拉动因素	1	2	3	4	5
26	曼谷的文化景点（例如寺庙、节日）对我很有吸引力。 。					
27	曼谷的购物和餐饮吸引了我。					
28	曼谷的热情好客和服务质量影响了我再次造访的决定。 。					
29	曼谷的夜生活使其成为一个令人向往的目的地。					
30	曼谷的自然美景和附近的景点（例如河流、公园）鼓励我再次造访。					

第四部分：重游意愿

请仔细阅读以下问题，并根据您的消费行为意见在方框中打☑

使用以下评分标准：1=非常不同意，2=不同意，3=中立，4=同意，5=非常同意

No.	重游意愿	1	2	3	4	5
31	我很可能在未来 12 个月内再次访问曼谷。					
32	我有信心向其他人推荐曼谷作为旅游目的地。					
33	我对之前对曼谷的访问感到满意，这增加了我再次访问的意愿。					
34	与其他类似的旅游目的地相比，我更喜欢曼谷。					
35	我想探索更多曼谷					

感谢您的参与！