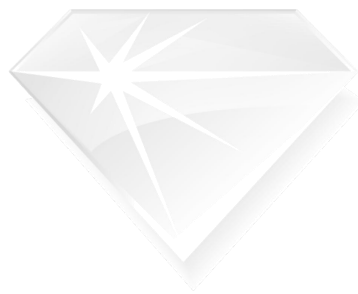


THE IMPACT OF FACILITY, COST, AND COVENIENCE OF THAILAND
WELLNESS TOURISM TOWARDS CHINESE CONSUMERS' PURCHASE INTENTION
IN THE POST PANDEMIC ERA



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WELLNESS TOURISM TOWARDS CHINESE CONSUMERS' PURCHASE INTENTION
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**BANGKOK
UNIVERSITY**

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The Impact of Facility, Cost, and Convenience of Thailand Wellness Tourism Towards Chinese Consumers' Purchase Intention in the Post Pandemic Era (95 pp.)

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ABSTRACT

This research aims to study the impact of the facility, cost and convenience of wellness tourism in Thailand on Chinese consumers' intention to purchase after Covid-19 pandemic. The quantitative method with an online five-points Likert Scale questionnaire is adopted to collect 400 responses for representing the population. The results significantly showed the following findings: 1) The cost factor is the most impact factor on Chinese consumers' intention to purchase wellness services in Thailand. Two sub-variables of the cost factor which are affordability (Sig = 0.014, Beta = 0.141) and cost performance (Sig = 0.048, Beta = 0.150) highly show the impact on Chinese consumers' purchase intention, which support the hypothesis that the cost of Thailand wellness tourism has an impact on Chinese customers' purchase intention. 2) Considering the facility of wellness service, the sub-variable of service capability (Sig = 0.001, Beta = 0.233) shows the greatest impact, supporting the hypothesis that the facility of Thailand wellness tourism has an impact toward Chinese consumers' purchase intention. 3) The factor of convenience of travel on using wellness service in Thailand has no significant impact on Chinese consumers' purchase intention, with significant value > 0.05 of all three sub-variables. The findings of this study contribute to the knowledge of the behavioral patterns of Chinese consumers engaging in wellness tourism in Thailand post-pandemic and serve as a foundation for more in-depth research and discussion in the future.

Keywords: Thailand Wellness Tourism, Purchase Intention, Chinese Consumer

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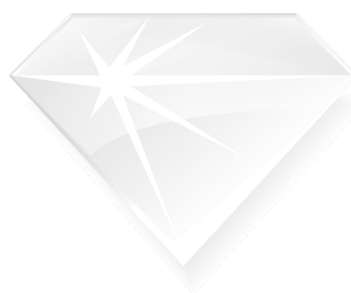
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CHAPTER 1

INTRODUCTION

1.1 The Importance and Problem of the Study

Thailand has emerged as a global leader in wellness tourism which ranked 15 out of 218 countries worldwide in industry even after Covid-19 Pandemic according to the report from Global Wellness Institute (GWI) which published in 2024 (Johnston, Yeung, & Callender, 2024). According to the GWI's report, wellness tourism is defined as travel associated with the pursuit of maintaining or enhancing people's personal well-being, wellness tourism is a growing sector within Thailand tourism industry, attracting Chinese travelers seeking physical, mental, and spiritual rejuvenation. The market size of Thailand wellness tourism in 2022 reached 7.78 billion US dollars, compared with the year 2019 it decreased -54%, but there is an increase of 35% when compared with the year 2020 (Johnston et al., 2024). It clearly shows Thailand wellness tourism is still at the world leading position and slowly recovering. Take a closer look at the recovery progress data of Thailand's wellness tourism and discovered that, the domestic wellness trips recoveries 99% compared the data of 2022 with 2019, while the inbound international wellness trips only recoveries 31% compared with same period (Johnston et al., 2024). Among the reduced gap of international wellness tourists, Chinese wellness tourists play a big part. According to the data from Ministry of Tourism and Sports of Thailand (2020), Chinese tourists made up a substantial portion of Thailand's tourism, accounting for over 11 million visitors out of 39 million total arrivals in 2019 which is the year before the Covid-19 pandemic. However, following the onset of the pandemic, international travel restrictions and China's prolonged border closures led to a sharp decrease in arrivals, there is only 273,567 Chinese tourists visited Thailand in 2022 and 3.5 million Chinese arrivals in 2023. During January to July 2024, the Chinese arrivals reached more than 4.1 million, it increased 123% compare with 2023 and only recoveries nearly 60% compare with 2019. As the wellness tourism industry continues to adapt to the challenges posed by the crisis, there is a growing emphasis on understanding

and addressing the evolving needs and expectations of wellness tourists in the post-pandemic era. This research explores the factors which impact Chinese consumers' purchase intention towards Thailand wellness tourism, to offer more knowledge for a gap in understanding what are the changes and needs of Chinese tourists in Thailand wellness travel industry in the post Covid-19 pandemic era.

Wellness tourism in China became a form of tourism emerging from the modern tourism industry, which has been highly concerned because the fast-paced lifestyle and high-pressure work are becoming a serious issue for Chinese citizens over the past decade. Back to 2017 China ranked top 1 country among Asia-pacific in both wellness tourism markets and wellness tourism spending premiums (Yeung & Johnston, 2018). According to the White Paper on the Health Status of White-Collar Workers in China's Cities, the proportion of sub-health white collar in major cities of China reached 76% in 2017, of which nearly 60% was in the status of overwork, and less than 3% was truly healthy (Henderson, 2003; Chen, 2019). 'City Escape' style of countryside short trip became a trending for the citizens who are looking for self-caring wellness in China before Covid-19 pandemic. Nevertheless, the pandemic significantly reduced the preferences of Chinese tourists to travel abroad but most of the Chinese tourists still prefer short trip with nature-based, rural, and culture destinations after Covid-19 (Huang et al., 2021). Moreover, the importance of environmental engagement and green tourist intentions in greening tourism practices has been emphasized, particularly in China, where efforts are being made to estimate the connection between green tourism inspiration and tourists' environmental wellness (Hou, Zhang, & Sun, 2023). Additionally, the trending of solo traveler trips, luxury trips, and wellness purpose trips is growing popularity (Wen et al., 2021). Tourism activities can be seen as concerted, ongoing, situated social practices (Shove & Pantzar, 2005). For Chinese young middle class individual travelers, gain social respect and expand their network is a part of reason for them to travel abroad. China's young generations have embraced mobile internet and social media as part of their daily lives and travels, the aesthetically pleasing travel photos shared on social media such help present positive self-images and gain simian (i.e., recognition and status) among their social networks (Li, 2020). Overall, the COVID-19 pandemic has

significantly impacted Chinese wellness tourism, leading to changes in consumer behavior, preferences, and intentions. There is a need to research whether new changes of the Chinese wellness tourists in China also apply on the Thailand context.

As one of the best travel destinations, Thailand is famous for its historical and cultural treasures, tropical islands, vibrant urban scenes and tourists' friendly Sabai (i.e., comfort and chill) culture, provide the perfect backdrop for developing its wellness facilities. Moreover, all year warm weather which the average temperature ranges from 18 to 38 degree create a relatively comfortable environment without extreme weather. For many Chinese wellness tourists who are usually experienced the extreme cold, continuous snow, mould-rains or sandstorm weather, Thailand can be an ideal place for a wellness trip due to its nature resource. With these unique natural resources, Thailand is developing a wide range of modern wellness facilities, including luxury spas, yoga retreats, and meditation centers. In addition, Thailand's international health caring standard and advanced technology for its wellness industry, offers superior wellness service with an inexpensive cost (Leelawatananun, 2016). The cost performance is an important factor which attracts western tourists when they consider Thailand wellness tourism (Tkachuk & Weerakit, 2023), due to Thailand has been considered as one of the affordable wellness tourism destinations in the world. One of the key attractions of Thailand as a wellness tourism destination is its rich history of traditional healing practices such as Thai massage, herbal medicine, and meditation. These ancient techniques have been passed down through generations and are still widely practiced in Thailand today, offering visitors a unique opportunity to experience the benefits of age-old healing traditions. The well-known "Nuad Thai (traditional Thai massage)" for health promotion function, offers unique Thai wellness experience for international travelers. As a non-medicinal remedy and manual therapy, "Nuad Thai" has been inscribed in 2019 on the representative list of the intangible cultural heritage of humanity (United Nations Educational, Scientific and Cultural Organization [UNESCO], 2019). In Asia, Thailand and South Korea were 2 main destinations for Chinese tourists when it comes to wellness tourism before Covid-19, and purpose of Chinese tourists go for a wellness trip in South Korea is mainly for personal care and beauty reason. South Korea became less popular due to the

increasing cases of poorer quality of services and the false qualifications of the business since 2016, bought doubts from Chinese tourists towards the quality and capacity of wellness tourism in South Korea (Ackarapun, 2017). Therefore, the standard and quality of wellness service, and its capability probably made Thailand to be a better option for Chinese wellness tourists compare with other Asia countries.

As China is Thailand's largest visitor market during past decant, two countries are developing the better relationship on tourism industry. According to Tourism Authority of Thailand (TAT, 2023), China is the one of country which is Visa-free access to Thailand since 25th September 2023, reduced the barrier for Chinese tourists, made travelling to Thailand much earlier. The number of Chinese arrivals rapidly increased during 2024 after Visa-free policy has been expended from 1st March 2024. For promoting Thailand tourism to China, TAT (2024) has announced multiple campaigns for welcoming Chinese tourists. the "Nihao Month" is one of the special promotions which scheduled in late of 2024 leading up to the year-long celebration to mark the 50th Anniversary of Thailand-China relations in 2025. Beside the Thai government part, private tourism business sectors were reacting fast accordingly. Except the airport, many of the private business operators such as shopping malls and restaurants add Chinese language to their business signboard, offer Chinese service and even Chinese payment method such as WeChat Pay and Alipay. It seems building a convenient path for Chinese tourists talking more steps to Thailand, especially for individual travelers without a tour group or a tour guide.

Wellness tourism includes two types of wellness tourists (Johnston et al., 2024). The first type is the primary wellness tourist, a tourist whose trip or destination is primarily motivated by wellness. The second type is the secondary wellness tourist, a tourist who seeks to maintain wellness while traveling, or who participates in wellness experiences while taking any type of trip for leisure or business. Both types of tourists are considered as the target research object in this research. Wellness can be experienced in many dimensions in Thailand: from meditation to its deep martial arts lineage (e.g., Muay Thai), and from Thai standard of beauty industry to the diverse offerings in its well-developed fitness market, the activities are included in the

Thai wellness trips in this research are listing as:

- 1.1.1 Medical care: such as plastic surgery, health check-up.
- 1.1.2 Mental care: such as meditation workshop, Buddhism religion workshop.
- 1.1.3 Personal care: such as massage / spa service, hot spring trip.
- 1.1.4 Health promoted wellness purpose physical activity: such as fitness class, weight lose campaign, marathon, Thai boxing workshop.

Thus, this research aims to study the relationship between three independent variables of the facility, cost and convenience of Thailand Wellness Tourism and Chinese consumers' purchase intention in the Post Pandemic Era.



1.2 Research Problems

1.2.1 Does the facility of wellness tourism in Thailand factor (natural environment, Thai unique therapy, and capability) have an influence on Chinese consumers' intention to purchase?

1.2.2 Does the cost of wellness tourism in Thailand factor (cost performance, affordability, and promotion) have an influence on Chinese consumers' intention to purchase?

1.2.3 Does the convenience of wellness tourism in Thailand factor (language barrier, travel policy, network) have an influence on Chinese consumers' intention to purchase?

1.3 Objectives of the Study

1.3.1 To study the impact of the facility of wellness tourism in Thailand factors such as the natural environment, Thai unique therapy, and capability on Chinese consumers' intention to purchase.

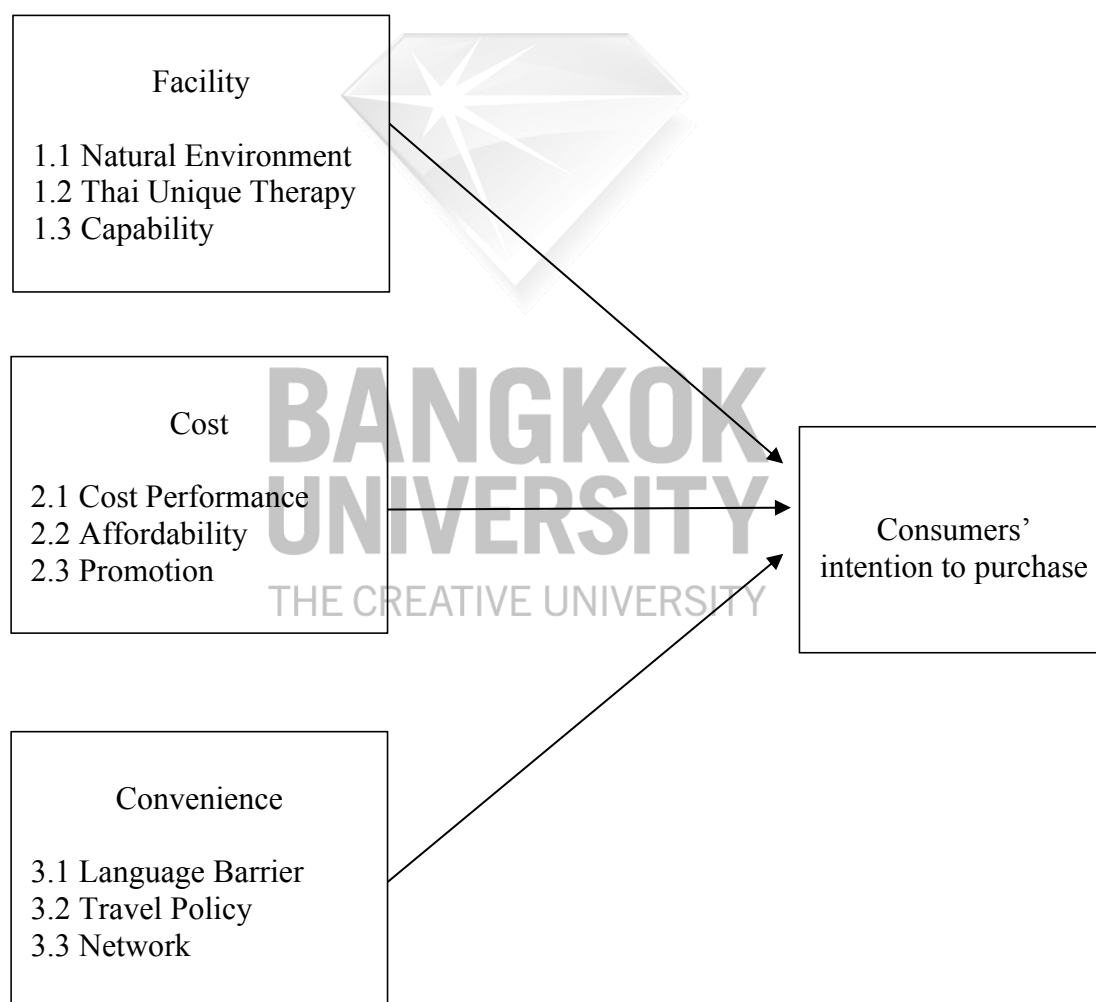
1.3.2 To study the impact of the cost of wellness tourism in Thailand factors such as cost performance, affordability, and promotion on Chinese consumers'

intention to purchase.

1.3.3 To study the impact of the convenience of wellness tourism in Thailand factors such as language barrier, travel policy, and network on Chinese consumers' intention to purchase.

1.4 The Conceptual Framework

Figure 1.1: Conceptual Framework



1.5 Method of Study

In this research, the quantitative research method was adopted as the main research method. An online questionnaire is designed to determine how facility, cost, and convenience of wellness tourism of Thailand values impact Chinese consumers' purchase intention. The sampling technique used in collecting the online survey questionnaire from the respondents is the simple random sampling from probability sampling method. The reason for the research adopting a simple random sampling method is to avoid the sample bias as the population is huge and the questionnaire was conducted online. With this method set, the researcher collects and analyzes the numerical data systematically to understand and explain the research problems in a real-world context.

1.6 Tools and Statistics Used

A five-points Likert scale is designed as the data collecting tool and the statistical software is adopted for quantitative questionnaire data analyze in this research. The reason for adopting this method is because there are three independent variables in this research and there is a possibility that three independent variables affect the dependent variable at the same time. Compared with the binary options (e.g., Yes/No), the Likert scale captures degrees of agreement, providing more depth and nuance to respondents' opinions, at the same time it provides ordinal data that can be easily analyzed quantitatively, allowing for statistical analysis of attitudes or preferences.

1.7 Scope of the Study

1.7.1 Independent Variables:

1.7.1.1 Facility of wellness tourism in Thailand

1.1. Natural environment

- 1.2. Thai unique therapy
- 1.3. Capability
 - 1.7.1.2 Cost of wellness tourism in Thailand
 - 2.1. Cost performance
 - 2.2. Affordability
 - 2.3. Promotion
 - 1.7.1.3 Convenience of wellness tourism in Thailand
 - 3.1. Language barrier
 - 3.2. Travel policy
 - 3.3. Network

1.7.2 Dependent Variable: Intention of purchase wellness service in Thailand

1.7.3 Population and Sample:

This study aims to find out how much of each factor positively affects Chinese customers' intention to purchase in the wellness tourism industry in Thailand after Covid-19 pandemic period. The population of this research is all Chinese nationality tourists from mainland China who used to visit Thailand during the year of 2024, this is because China outbound travel officially reopened in March of 2023 after Covid-19 pandemic and the latest data is considered to use as population in this research. The sample are randomly selected from the population who purchased wellness service in Thailand via an online questionnaire method to present the whole population to study the Chinese consumer's purchase intention of wellness service in Thailand.

According to the tourism statistics data from the Ministry of Tourism & Sports of Thailand (2024), there are 4,127,730 Chinese tourists who have visited Thailand during January to July of 2024. 400 are the sample size with a precision level of $\pm 5\%$ according to the Yamane's sample table for sample size when the total population is equal or greater than 100,000 (Figure 1.2). Based in the total population, the 400 were

randomly selected considering the following criteria: (1) Chinese nationality; (2) used to travelled to Thailand at least 1 time during the year 2024 and used to purchase the wellness service while travelling; (3) willing to be part of the study.

Figure 1.2: Yamane's Table for Sample Size

Size of Population (N)	Sample Size (n) for Precision (E) of:			
	±3%	±5%	±7%	±10%
500	A	222	145	83
600	A	240	152	86
700	A	255	158	88
800	A	267	163	89
900	A	277	166	90
1,000	A	286	169	91
2,000	714	333	185	95
3,000	811	353	191	97
4,000	870	364	194	98
5,000	909	370	196	98
6,000	938	375	197	98
7,000	959	378	198	99
8,000	976	381	199	99
9,000	989	383	200	99
10,000	1,000	385	200	99
15,000	1,034	390	201	99
20,000	1,053	392	204	100
25,000	1,064	394	204	100
50,000	1,087	397	204	100
100,000	1,099	398	204	100
>100,000	1,111	400	204	100

A = Assumption of normal population is poor (Yamane, 1967). The en

Source: Yamane, T. (1967). *Statistics: An introductory analysis*. New York: Harper and Row.

1.8 Benefits of the Research

Wellness tourism in Thailand is a rapidly expanding sector that capitalizes on the country's cultural heritage, natural beauty, and modern wellness infrastructure. In recent decades, Thailand has developed a robust infrastructure to cater to the growing demand for wellness tourism. This industry got strong infection due to Covid-19: on the one hand, the whole tourism has been strongly negative affected by Covid-19 pandemic, the Chinese inbound tourism still very far from fully recovery; on the other hand, people from modern city lifestyle in China are paying more attention to their well-being and willing to spending more budget on wellness trips. Thus, this research explored both challenges and opportunities in Thailand wellness tourism for Chinese travelers. This research offered the benefit for practitioner, service providers of the wellness tourism industry in Thailand, offering the further understanding of the needs and intentions of Chinese wellness tourists. What's more, this research also contributes the knowledge of the latest Chinese tourist's consumer behavior to the Thailand inbound tourists market field.

1.9 Limitations of the Research

This study had the following limitations:

1.9.1. Only the quantitative research method is adopted in this study instead of the mix method, the designed questions and given optional answers may not fully represent all Chinese consumer purchase intention.

1.9.2. The collected valid data in this research is limited as Chinese mainland tourists who travelled and purchased wellness service in Thailand during 2024, and the sample technique is simple random sample, the sample bias can still occur under certain circumstances.

1.10 Definition of Terms

The following definitions of terms explains the variables and keywords in this research:

Wellness Tourism

Travel that is associated with the pursuit of maintaining or enhancing one's personal well-being. Secondary wellness tourist: A tourist who seeks to maintain wellness while traveling, or who participates in wellness experiences while taking any type of trip for leisure or business.

Primary Wellness Tourist

A tourist whose trip or destination is primarily motivated by wellness.

Secondary Wellness Tourist

A tourist who seeks to maintain wellness while traveling, or who participates in wellness experiences while taking any type of trip for leisure or business.

The Natural Environment

The natural environment is also called the biosphere, that contains the earth's air, soil, water, and living organisms. The examples of the natural environment in this research include: the air quality of the city.

Thai Unique Therapy

A therapy is the attempted remediation of a health problem, usually following a treatment. An example of Thai unique therapy in this research is traditional Thai massage.

Capability of Wellness Tourism

Capability of wellness tourism is also known as wellness tourism carrying capacity, is an imperfect but useful approach to managing visitors in vulnerable areas for wellness tourism purpose. An example of the capability of wellness tourism in this

research is how many tourists that a wellness resort could serve per day.

Cost Performance of Wellness Tourism

The cost performance of wellness tourism refers to the wellness tourism product's ability to deliver performance, of any sort, for its price.

Affordability of Wellness Tourism

The ability to be afforded of the wellness service.

Promotion

Promotion refers to a price discount or a special offer, used to inform or persuade target audiences of the relative merits of a product, service, brand or issue.

Language Barrier

A language barrier is a figurative phrase used primarily to refer to linguistic barriers to communication, i.e. the difficulties in communication between Thai speaking wellness service providers and Chinese speaking tourists.

Travel Policy

The travel policy in this research refers to the travel policy that applied to Chinese nationality tourists when they travel to Thailand. An example of travel policy that mentioned above is visa policy.

Network

Network in this research refers to a large system consisting of many people with similar interests (such as wellness trip and others) that are connected. In this research it mainly refers to social network.

Post Pandemic Era

Post-pandemic era in this research refers to the 'New Normal' period in Asia countries, which is the period after the widespread Covid-19 virus has been brought under control.

CHAPTER 2

LITERATURE REVIEW

This chapter summarized the literature that are relevant to research project, bringing out where the gaps in the literature are, and how the research helps to fill in one or more of these gaps. For the research project, entitled “The Impact of Facility, Cost, and Convenience of Thailand Wellness Tourism Towards Chinese Consumers’ Purchase Intention in the Post Pandemic Era” can be divided into six elements. They are as follows:

2.1 The Background of Business Industry

2.2 Theories /Academic Concepts and Other Relevant Research Articles of Chinese Consumers’ Purchase Intention

2.3 Theories /Academic Concepts and Other Relevant Research Articles of Facility of Thailand Wellness Tourism

2.4 Theories /Academic Concepts and Other Relevant Research Articles of Cost of Thailand Wellness Tourism

2.5 Theories /Academic Concepts and Other Relevant Research Articles of Convenient of Thailand Wellness Tourism

2.6 Conclusion

2.1 The Background of Business Industry

According to the research paper “visual analysis of the international wellness tourism WOS literature from 1992 to 2019” from Wang, Togtokhbuyan, & Yadmaa (2021), the concept of wellness tourism was first proposed by the American management scientists Goodrich & Goodrich (1987) in their article “Health-care tourism - an exploratory study”. Goodrich & Goodrich (1987) defined wellness tourism as an attempt at tourist facilities (such as hotels) or tourist destinations (such as Baden, Switzerland) to attract tourists by promoting wellness services and wellness facilities, as well as tourism supporting facilities. The wellness tourism services

included medical examinations in the wellness destination resorts or hotels, diet designs, acupuncture, multivitamin treatments, yoga, special treatments for special diseases such as arthritis, and herbal treatment. At past decant, the G first measured wellness tourism in 2013, brought attention to the rise of wellness tourism worldwide and defined it as “travel associated with the pursuit of maintaining or enhancing one’s personal well-being”. Nowadays, wellness tourism is widely practiced in many countries. Johnston et al. (2024) in a GWI report have developed the defining of wellness tourism as the aggregation of all expenditures made by wellness tourists, primary and secondary, international and domestic, including spending on lodging, food and beverage, activities and excursions, shopping, and in-country transportation.

Phuthong et al. (2022) highlighted in their research that expansion of global wellness tourism is due to three factors: (1) the global middle-class population has increased, with higher incomes and an increased focus on tourism; (2) people now pay more attention to wellness, with increased knowledge about noncommunicable diseases (NCDs), while muscles or mental illness caused by stress-due to the burden of responsibility, and (3) tourists now recognized a new experience that did not involve buying souvenirs to take back home.

Thailand has emerged as a prominent destination for wellness tourism in recent years, attracted visitors from around the world seeking relaxation, rejuvenation, and holistic healing. Thailand's unique combination of beautiful natural landscapes, unique traditional healing practices, modern wellness facilities, and convenience of access made it as one of the top destinations for wellness tourism. With well-established tourism, medical and wellness sectors, Thailand offers its residents and visitors abundant possibilities and diverse experiences and services that support them to live well, to become well and to stay well. Johnston et al. (2024) highlighted that wellness market of Thailand reached 34.60 billion US dollars ranked as number 9 among 45 Asia-pacific countries, and Asia-pacific was one of the top three continents who accounted for 90% of the global wellness economy in 2022. However, Covid-19 had a major negative impact on wellness tourism in Thailand due to closure of wellness service providers such as accommodation, wellness treatment, and wellness

activities. The latest research data from Johnston et al. (2024) showed, the wellness tourism of Thailand has been hampered by the prolonged downturn, with this sector still at less than half its pre-pandemic level as of 2022. In addition, the wellness economy of Thailand as a share of GDP has shrunk significantly in 2022 compared with 2019, ranked as one of seven the weakest post-pandemic wellness market recovery countries. The wellness tourism of Thailand is still facing strong challenge for recovering to the same level before pandemic.

According to department of health service support of Thailand, the medical hub board approved the announcement of Thailand as a “Thailand Wellness Economic Corridor (TWC)” for the medical and wellness tourism sector in 12 target businesses in January 2023, in order to boost the economy recovery progress from the Covid-19 pandemic, generate income from the high growth potential wellness tourism sector, and enhance the capacity of the health business to support high growth in wellness tourism service. Later in June 2023, the TAT announced the “Thailand Wellness Business Make Over” project, invited health tourism entrepreneurs to redefine and elevate their offerings, creating captivating programs that attract wellness travelers from around the world.

Meanwhile, challenges and weakness of Thailand wellness tourism is also needed to take an urgent attention. Kanittinsuttitong (2018) addressed there was some business gaps in Thailand wellness tourism which include lack of a link between health service providers and travel providers; limit capacity of some wellness service to accommodate foreign visitors; not enough wellness service providers for some popular wellness activities; lack of healthcare personnel in some business.

Wongmonta & Chongsitjiphol (2021) did a SWOT analysis of Thailand wellness tourism, stated that opportunities were the expansion of health tourism, tourists being more health conscious, co-operation among ASEAN countries, and government policies and supports. The paper highlighted the weaknesses of Thailand wellness tourism include illegal and unethical augmented services and lack of management competency, in addition, the paper also mentioned the threats of Thailand wellness were lack of integrated development and promotion work force, lack of unity among

different levels of public policy administration.

Thus, both challenges and opportunities has been seen in the Thailand wellness tourism industry after Covid-19. With the global travelers returning and wellness trips needs, there is still a huge space left for developing the wellness tourism of Thailand.

2.2 Theories / Academic Concepts and Other Relevant Research Articles of Chinese Consumers' Purchase Intention

Bearden, Netemeyer, & Haws (2011) stated that, purchase intention, different from purchase desire, was regarded as consumers' subjective tendency to pay for the products or services. Kim, Lee, & Kim (2004) explained that a situation whereby a customer wishes or intends to buy a specific product was known as a consumer purchase intention. Customer purchase intention served as an early indication of the sales of the final products (Pandey & Srivastava, 2016).

Pandey & Srivastava (2016) explained that antecedents which affect purchase intention cannot be measured directly. They reviewed literature and found that some researchers have focused on single or a smaller number of antecedents while other researchers have used collection of large number of antecedents. To achieve the research goal to understand the research questions, this study seeks to examine Chinese consumers' purchase intention after Covid-19 pandemic by conducting the survey which designed according to customer perceived value theory.

Customer perceived value was overall evaluation of effectiveness of products formed between customer perceived income and perceived loss (Zeithmal, 1988). Hu (2011) found that perceived value significantly influenced customer satisfaction and customer satisfaction played a partial mediating role in the relationship between perceived value and purchase intention. Additionally, the findings of Hu (2011) also showed that perceived value, and customer satisfaction are significant predictors of

customer purchase intention. At earlier, Taylor & Baker (1994) also stated that customer satisfaction was one of the widely recognized key influences in the formation of consumers' purchase intentions in service environments.

Mosavi (2012) has examined 4 main dimensions of perceived value which are monetary value, convenience value, emotional value, and social value, the research findings showed strong positive relationship with customer satisfaction, which in turn significantly influenced purchase intention. Meanwhile, their findings provided the evidence of how the 4 dimensions affecting the customer satisfaction, also showed the most impact of customer satisfaction on repurchase intention. The findings suggested that customer satisfaction was most influenced by monetary value (0.28), convenience value (0.25), emotional value (0.23) and social value (0.20).

In the research named "Antecedents of Customer Purchase Intention", Pandey & Srivastava (2016) summarized the literature review, found that 4 values associated with the purchasing, which matched with 4 dimensions value form Mosavi (2012): enjoyment value, character competency value, social perspective value, and the last was the monetary value.

Monetary value refers to the value of a product or service measured in terms of money. Baishya & Samalia (2019) stated that the perception of monetary value played a critical role, especially in the "Bottom of the Pyramid" segment in buying decision-making process. Convenience value refers to ease and speed of achieving a task effectively and conveniently (Mathwick, Malhotra, & Rigdon 2001; Anderson & Srinivasan, 2003). Mosavi (2012) stated that monetary value and convenience value belong to functional value, it has more impact than emotional value and social value on customer satisfaction which positive affecting consumers' purchase intention.

Emotional value refers to the utility derived from the affective states that a product or service generates. Play or fun gained by using the service for its own sake is related also to emotional value (Holbrook, 1994). Emotional value has been found to be especially important for satisfied customers and help build further close

emotional links with the wanted customers (Butz & Goodstein, 1996). Enjoyment and fun seeking have been reported as customers' motives to use services (Leung & Wei, 2000). Furthermore, Wang et al. (2004) also have found that emotional value has a direct and positive effect on customer satisfaction.

Social value derives mostly from product or service use shared with others (Gilly et al., 1991), it related to social approval and the enhancement of self-image among other individuals (Bearden, Netemeyer, & Haws (2011). Sweeney & Soutar (2001) defined social value as “the utility derived from the product’s ability to enhance social self-concept”. Gratification theories also talked about fashion, status and sociability that related to similar aspects as social value indicating that use of online services may be a way to express personality, status, and image in a public context (Leung & Wei, 2000).

Thus, customer perceived value is a multifaceted construct that significantly drives consumer purchasing decisions across different sectors. This research examined the purchase intention based on customer perceived value theory, to understand the factors of facility, cost, and convenience have the impact on Chinese wellness tourists purchase intention along their traveling journey.

2.3 Theories / Academic Concepts and Other Relevant Research Articles of Facility of Thailand Wellness Tourism

This part described into three elements of the facility: natural environment, Thai unique therapy, and capability of Thailand wellness tourism. They are as follows:

2.3.1 Natural Environment

Natural Environment encompasses the interaction of all living species, climate, weather and natural resources that affect human survival and economic activity. This part reviews how do natural environment impact on wellness tourism industry

generally and specially in Thailand.

A qualitative research result of Chanin & Randall (2003) showed, the most frequently cited positive comments towards Thailand among Chinese tourists were about nice beaches (42%), Thai culture and the friendliness of the Thai people (14%) and general comments about beautiful scenery and natural beauty (14%). The desire of experience the enjoyment form a good natural environment is an important reason for Chinese tourists when they visit Thailand. The result of a research from Wang (2017) showed that natural capital and culture capital may have little positive impact on Chinese outbound tourism demand.

The natural environment has always played a key role in wellness tourism in many countries (Huang & Xu, 2018). For example, a seacoast can offer seawater-related therapies; mountain, jungles and national parks are good places for adventure and excursion; and even deserts make ideal locations for yoga and meditation. It should be noted that countries with natural healing assets such as mineral waters, thermal springs, special mud and natural herbs and medicine tend to have more advantages in developing wellness tourism. Shippen (2024) mentioned that the beautiful beaches and a tropical climate conducive for post-treatment rest and recovery makes it easy to understand why Thailand continues to lure medical tourists.

Thus, there is a common understanding that the quality of destination's natural environment is a key consideration while tourists were choosing the travel destination, as well as the wellness tourists. Ashton (2018) in his research which towards Thailand found that, spiritual wellness tourists' satisfaction was influenced by internal motivational factors and the external factors, such as natural environment and culture of the tourist destination. In addition, the research results showed that tourists' revisit intention to the same destination was more likely to occur if they were satisfied with the previous wellness travel experience. In wellness spa industry, most resorts and hotels in tourism destinations include wellness spa facilities (Atienza et al., 2014; Tsai, Suh, & Fong, 2012) as suitable nature resources (e.g. beautiful landscapes, ideal climates, mineral springs) are basic requirements for the success of wellness spas.

Tkachuk & Weerakit (2023) found the different motivations of wellness tourism among different regions, “climate and attractiveness” factors are more important for the wellness travelers from Australia and Europe than those from America and Asia.

For Chinese wellness tourists, a research from Huang & Xu (2014) argued that the behavior of Chinese wellness tourists are greatly influenced by the traditional Chinese wellness culture, where a pleasant natural environment is an optimal location for health recovery and disease curing in the Chinese traditional medical culture. For example, being in nature, doing moderate exercise in nature, and appropriate diet are the key activities for the wellness tourists in a nature-based wellness destination.

In addition, Phuthong et al. (2022) mentioned that the factors that impacted the potential of a destination environment include: political stability, number of the hospital, clearness, safety, information technology and communication infrastructures of the destination such as internet information and telecommunication system.

2.3.2 Thai Unique Therapy

Thailand owns variety of unique therapy which are widely well-known in wellness service industry, such as traditional Thai massage and traditional Thai herb spa therapy. This part discusses the impact of Thai unique therapy on wellness tourism industry in Thailand.

In the research of activities that Chinese tourists were interested in Thailand, Chanin & Randall (2003) claimed that traditional Thai massage was one of the critical reasons for the Chinese to travel to Thailand. Likewise, Chetanont (2015) also mentioned that the Spa and Thai massage were reasons why Chinese tourists visit Thailand which is an emerging market in global wellness industry.

Zhao (2016) in a research survey result showed the different spa services that spa service tourists willing to choose, 28% of the total population choose traditional

Thai massage, which was the most popular choice, followed by aromatherapy body massage (15.0%) and foot reflexology (12.0%).

United Nations Educational, Scientific and Cultural Organization has inscribed traditional Thai massage, also well-known as “Nuad Thai” on the representative list of the intangible cultural heritage of humanity (UNESCO, 2019). Thai traditional massage is regarded as part of the art, science and culture of traditional Thai healthcare. As a non-medicinal remedy and manual therapy, Nuad Thai is classified into two main types: Nuad Thai therapy and Nuad Thai for health promotion. Nuad Thai has its roots in self-care in Thai peasant society of the past; every village had massage healers whom villagers would turn to when they had muscle aches from working in the field. Over time, these experiences have evolved into a formal system of knowledge, and Nuad Thai is now an income-generating occupation. In 1985, the Project for the Revitalization of Thai Massage was launched to revitalize and maximize knowledge of Nuad Thai, and an initiative has also been taken to form an alliance of Nuad Thai practitioners who come together annually.

2.3.3 Capability

World Tourism Organization has defined tourism carrying capacity as “The maximum number of people that may visit a tourist destination at the same time, without causing destruction of the physical, economic, sociocultural environment and an unacceptable decrease in the quality of visitors' satisfaction”. This part discusses and reviews the capability of Thailand wellness tourism.

Back to 1987, Goodrich & Goodrich (1987) stated in their research that “None of the respondents, however, had used the criterion of ‘health-care facilities at the destination’ as the main reason to select that destination for a vacation”. At that time, the wellness tourism capacity almost equal to normal tourism capacity. As wellness tourism growth rapidly at recent years, Phuthong et al. (2022) stated that the capacity of wellness tourism refers to the readiness of the existing infrastructure of a potential

wellness destination that is being considered for development, improvement, or adaptation. Wellness tourism capacity is based on wellness tourism infrastructure, both medical and non-medical.

Recent research indicated that Thailand was home to over 38,000 medical facilities offering various healthcare services, making it a diverse and comprehensive destination for wellness seekers (Shippen, 2024), with 65% were private clinics and hospitals, while 35% were state-funded general and community hospitals. By year 2024, there were over 370 private hospitals, 116 were in Bangkok offering a total of 14,000 beds, and 254 in the provinces with a total of 22,000 beds. According to the government public relations department of Thailand, the country has 65 medical establishments accredited by the Joint Commission International (JCI), which is a global driver of quality improvement and patient safety in health care. This is the fourth largest number of JCI-accredited organizations in the world, behind only the United Arab Emirates, Saudi Arabia, and Brazil. It is expected that Thailand's medical tourism market will reach US\$24.4 billion (or around 838 billion baht) in 2027, against US\$9.1 billion in 2019. According to TAT, Thai government planned to turn Phuket into a world-class hub of medical tourism by 2028, an international medical tourism complex called "Medical Plaza" was planned to construct, where project comprises a one-stop medical center operated by Vachira Phuket Hospital and a 5,000-capacity multipurpose convention center.

Compare with the international standard of medical wellness tourism infrastructure, the capacity of non-medical infrastructure was way behind. Kanittinsuttitong (2018) in a research related to capacity of Thailand wellness tourism (non-medical) explained that hot springs in Thailand has limit capacity to accommodate foreign visitors. Many hot springs were still in a traditional form the business owners do not correspond to the needs of foreign tourists. The author also addressed the issue of wellness service providers in Thailand is not enough for some popular wellness activities may affecting the industry capacity. Likewise, Wongmonta & Chongsitjiphol (2021) pointed out that the spa industry in Thailand was lack of world-class standard service such as advanced management and lack of unity

strategies among different levels of public policy administration.

H1: The facility of Thailand wellness tourism has a significant impact on Chinese customers' purchase intention after Covid-19 pandemic.

2.4 Theories / Academic Concepts and Other Relevant Research Articles of Cost of Thailand Wellness Tourism

This part described into three elements of the cost: cost performance, affordability, and promotion of Thailand wellness tourism. They are as follows:

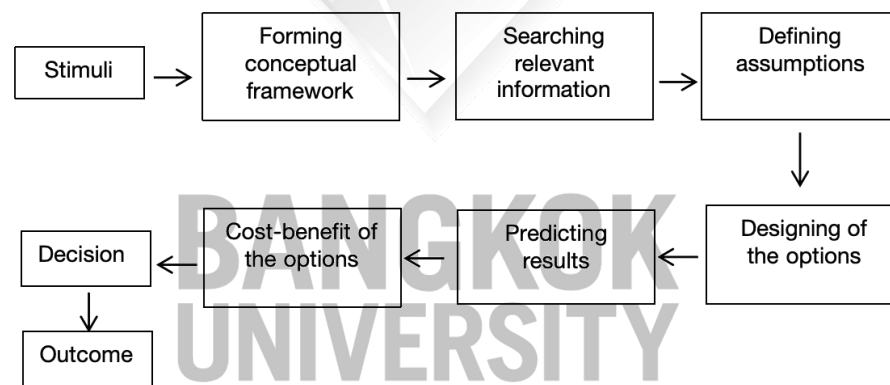
2.4.1. Cost Performance

The cost performance is a method for calculating the cost efficiency and financial effectiveness of a specific project. A high cost performance means that the project or the process is efficient and cost-effective, while a low cost performance means that there are inefficiencies, waste, or overruns that need to be addressed. As an index, cost performance is equal to earned value divide actual cost. Instead of actual price, cost performance is more likely to present consumers' perceived price. This part reviews and discusses the importance of cost performance in wellness tourism.

The price that consumers charge for a product or service is called the perceived price. Zeithmal (1988) defined as what customers relinquish or sacrifice themselves to acquire the desired product, suggested that for consumers, the perceived price is more important than the actual price of the product. When patrons perceive that the product/service is good for the price and feel that the product/service is reasonably priced as compared to other products / services available in the marketplace, they often have a positive feeling of liking the product/service and showed willingness to buy it (Ryu & Han, 2010).

In a tourism decision making model from Wahab, Crampon, & Rothfield (1976), the primary findings were that tourists make their decisions rationally based on analyzing the cost and effectiveness of a travel (Sirakaya & Woodside, 2005). Wahab et al. (1976) argued that the tourist behavior is determined and designed in the purchase, vacation purchasing behavior has the following characteristics: (1) no tangible rate of return on their investment; (2) consumption cost is major; (3) purchasing behavior is not spontaneous; (4) expenditure includes saving and pre-planning (Andrei, 2015). Yet the model has its weakness in neglecting that tourists may not make their travel decisions deliberately (Millar, 2009).

Figure 2.1: A Linear Model of The Tourism Decision-making Process



Source: Wahab, Crampon & Rothfield (1976). *Tourist Marketing*.

Generally, in wellness tourism industry, high cost performance is considered by a combination of reasonable wellness treatment costs, high-quality wellness services, advanced wellness technology and a growing wellness market. Thailand is one of the well-known countries for its quality wellness tourism service at a lower cost, a vast supply of qualified doctors and other medical practitioners, a strong presence in advanced healthcare (e.g. cardiovascular, organ transplants), high success rate in operations, internationally accredited hospitals and doctors, and diversity of tourism destinations and experiences (Connell, 2006; Sarwar, 2013). According to The Nation (2013), Thailand has emerged as an attractive destination, though

Singapore is a formidable competitor in the region, Thailand offers more cost-effective options.

Lu et al. (2022) discussed the divergence in consumption attitudes in China after COVID-19. The research highlighted the differences in spending between frugal consumers and those more willing to spend, particularly in discretionary categories like skincare and beauty. Price sensitivity became a critical factor as many brands adjusted their strategies to address consumer caution and rising digital engagement to earn more market share. The research addressed that Chinese consumers were rather than concerned about price, accurately consumers place greater emphasis on value for money and are more rational in their purchasing decisions after pandemic.

2.4.2. Affordability

Affordability in wellness tourism is often seen as the ability to afford the actual price of a wellness trip. This part reviewed the impact of affordability in wellness tourism in Thailand.

Goodrich & Goodrich (1987) explored that cost and destination attractions are main considerations for travelers when they plan their wellness trip, cost also plays an important role in product positing strategies.

Thailand has emerged as an attractive destination for foreigners seeking affordable health and medical services. The results of a research related the consumers' satisfaction toward Thai Spa from Zhao (2016) showed that, the low cost is one of the main reasons when Chinese spa services evaluate destination image. Moreover, Zhao (2016) also highlighted that low cost also lead wellness tourists to travel where lower cost of healthcare package can be chosen, especially in Asian areas.

Han et al. (2020) explained that American tourists in terms of “price perception”, was an important reason to take wellness trips to Thailand. What’s more,

Tkachuk & Weerakit (2023) addressed the different findings, stated the “price perception” was more important for the wellness travelers from Australia and Europe than those from America and Asia, and the international travelers in the age of “less than 30” were less motivated by “pricing and reputation” than other age groups while selecting trips to wellness destinations.

Borbon & Pulhin (2023) explained that an increase in the number of lower-income class people after Covid-19, caused people prioritize spending on their basic needs and saving for future needs rather than travel, or looking for a more cost-reasonable travel experience.

2.4.3. Promotion

The promotion has been defined as the coordination of all seller-initiated efforts to set up channels of information and persuasion to sell goods and services or to promote an idea. The purpose of promotion is to reach the targeted consumers and persuade them to buy. This part reviewed and explored the role of promotion in wellness service and wellness tourism.

In practice, multiple studies support the positive influence of promotion on consumer behavior. Blattberg & Neslin (1990) in their book “Sales Promotion: Concepts, Methods, and Strategies” explained the effects of sales promotions on consumer behavior, stated that increase short-term sales influence long-term brand loyalty. Peattie & Peattie (1995) discussed the impact of promotions in the services sector, point out that promotion enhance consumer perceptions and lead to higher engagement and purchase rates. Dhruv, Kent, & Ram (1998) examined the price promotions, particularly price comparison advertising, positively affect consumer perceptions of value and increase purchase intentions. Chandon, Wansink, & Laurent (2000) found that both monetary (price discounts) and non-monetary (e.g., free samples) promotions increased consumer purchase intention by enhancing perceptions of value and creating an emotional response to potential savings or gains. Chagwasha

et al. (2023) suggested that consumers are more likely to purchase the products when influenced by well-executed promotional strategies.

For Chinese consumers, who are very familiar with online promotion shopping campaigns such as “11.11” created by Alibaba. The promotional atmosphere, characterized by limited time offers and social interactions, positively influences consumer excitement and participation in shopping events, created an exciting environment that enhances consumers’ purchase intentions (Xu, Wu, & Li, 2020). Jung, Choi, & Oh (2020) found that promotional activities combined with social norms and attitudes have a strong positive impact on consumers' willingness to buy sustainable products.

H2: The cost of Thailand wellness tourism has a significant impact on Chinese customers’ purchase intention after Covid-19 pandemic.

2.5 Theories / Academic Concepts and Other Relevant Research Articles of Convenience of Thailand Wellness Tourism

This part described into three elements of the Convenience: language barrier, travel policy, and network of Thailand wellness tourism. They are as follows:

2.5.1 Language Barrier

Back to 2008, Cohen & Bodeker (2008) in an article mentioned that “Guides, speaking the patients’ language, directing them to the doctors’ offices, tests, and dispensaries as necessary”. Wellness clinic in Thailand at that time started to advertise their services in several languages, seek to reach foreign clients by means of linkages with the tourism industry.

Zhao (2016) has explained that the most popular reason influencing Chinese wellness tourists’ decision making while they travel aboard is an experience of new

culture, climate, location, scenery, novel healthcare products, and people speaking new language in that destination, even for normal tourism. Language is seeming not a major barrier when Chinese wellness tourists visit Thailand.

On the contrary, Connell (2016) mentioned that language issue is one of the reasons made the relatively wealthy medical migrants return to home country. Familiar language and culture underpin and support medical procedures, and emphasize regional relationships, border crossings, and diasporic travel. Likewise, Zhang, Lin, & Lee (2020) in a case study about Wellness-oriented seasonal tourism migration addressed the language barrier between local and new migrants is a crucial issue in their social interaction. This case study took place in a Yao ethnic area where Yao locals usually use local dialects for daily communication, and these are much different to Putonghua (standard Chinese language) in wording and pronunciation. But for the seasonal migrants, such local dialects are a “foreign language like English or French” that they cannot follow.

Goodrich & Goodrich (1987) have stated that the medical staff at the health-care facilities should be first class to maintain high quality services. Ideally, they should be fluent in at least two languages (eg English and French) since they need deal with people from different countries. Wongmonta & Chongsitjiphol (2021) also addressed that language proficiency among spa industry employees is an issue for offering service to international wellness tourists, fluency in foreign languages is needed to well communicate with international tourists.

Thus, language barrier is still a controversial factor according to the literature, it may be affected by travel style. For example, group tourists usually with local tour guide and the places they visit are usually adopting foreign language; while solo travelers are often travel by themselves without any guide, they are forced to communicate with local wellness service providers with local language.

2.5.2 Travel Policy

A travel policy is the set of rules, outlines and procedures that people must consider when they travel. In this research, travel policy is specific as the travel policies related to Chinese tourists travel aboard to Thailand.

According to a report which investigated the citizen's travel willing, from the data analysis service provider Hui Chen Research (HCR, 2023), found that for individuals with low travel aboard intentions in 2023, the top three barriers influencing their decisions were: "the complex and lengthy process of handling entry and exit procedures," "the lack of attractive travel products," and "continued concerns about the COVID-19 pandemic." In contrast, expenses such as attraction tickets, hotels, and airfare were not the primary obstacles.

According to Ministry of Foreign Affairs of Thailand, till the year of 2024 there were 4 types of visas that usually apply with wellness travel purpose for Chinese nationality, include tourist visa, medical treatment visa, retire visa and elite visa. Tourist visa is the most common visa for short trip purpose, but there is limited for stay up to 60 days. Medical treatment visa, which allows foreigners who seek medical treatment to stay in the country for up to one year. Retire visa is only apply for the foreigners aged over 50. Another type is elite visa, is known as "Thailand Elite Visa" offers a long stay in Thailand for a period between 5 and 20 years.

For Chinese nationality, according to TAT news, Thailand and China have signed an agreement for a mutual visa entry for citizens of both countries on 28 January 2024, which officially came into effect on 1st March 2024. The agreement exempted holders of valid Chinese passports from visa requirement for entering, exiting, or transiting the country's territory for a 30-day stay. The previously granted temporary visa exemption for Chinese tourists from 25 September 2023 to 29 February 2024.

2.5.3 Network

Network in this research refers to a large system consisting of many people with similar interests (such as wellness trip and others) that are connected. Nowadays, network in urban concept include online social media network (such as WeChat and Redbook for Chinese tourists) and offline social group (such as meetup). This part explores the role of network in Chinese wellness tourists' consumer behavior.

Liu et al. (2019) stated that online social media played indirect roles in the choice of travel destination, namely, as a need generator and a supporter. The authors found the online social media platforms influence Chinese tourists' decision-making processes in travel planning, specifically within niche markets such as wellness tourism by introducing destinations to viewers, inspire users to add them to their "bucket list" for further consideration and remind users their "bucket list".

Han et al. (2020) mentioned that an individual can perceive social support and encouragement from other people in his/her social context, which facilitate their positive attitudes toward wellness tourism as well. Likewise, Wangzhou (2022) explained that social needs are also known as the need for love and belonging. Tourists can travel with their families and friends so that the relationship with each other can be strengthened during traveling and their sense of belonging is improved. In addition, tourists also encounter all kinds of people (e.g. passers-by, backpackers, Bed and Breakfast owners, etc.), which meet the social needs of tourists.

For Chinese young middle class individual travelers, gain social respect and expand their network is a part of reason for them to travel abroad. According to the research from Li (2020), the findings confirmed that people gain recognition and status which interpreted as face-seeking (mianzi) in Chinese culture by sharing travel photos via social media. Mianzi can be most closely defined as dignity or prestige, and sharing travel experience through social media is seen as an activity to enhance prestige for some participants.

H3: The convenience of Thailand wellness tourism has a significant impact on Chinese customers' purchase intention after Covid-19 pandemic.

2.6 Conclusion

The Covid-19 outbreak have adverse consequences on the global tourism and hospitality industry, even wellness tourism industry. On the one hand Covid-19 had the negative impacts on almost every industry; on the other hand, the pandemic brought the attention of health care to the world. Thus, the needs to review consumers' behavior after covid-19 is created.

According to the literates review above, the factors of facility, cost, and convenience are the relevant factors to assess customers' purchase intention towards wellness tourism in Thailand after Covid-19 pandemic.



CHAPTER 3

METHODOLOGY

The primary components of this chapter included descriptions of the research design and rationale for the research, the methodology that was used in the study. Additionally, threats to content validity and reliability test were considered for the study.

Therefore, this part described into eight elements. They are as follows:

- 3.1 The Type of Research and Tool
- 3.2 The Research Design
- 3.3 The Quality of the Research Tool
- 3.4 The Data Collection
- 3.5 The Population and Sample
- 3.6 The Sampling Technique
- 3.7 The Research Procedure and Timeline
- 3.8 The Hypotheses Test and Data Analysis

3.1 The Type of Research and Tool

In this research, the quantitative research method was adopted as the research method. An online questionnaire is designed to determine how facility, cost, and convenience values impact Chinese consumers' purchase intention of wellness tourism in Thailand. The sampling technique used in collecting the online survey questionnaire from the respondents is the simple random sampling from probability sampling method. The reason for the research adopting a simple random sampling method is to avoid the sample bias as the population is huge and the questionnaire is conducted online. With this method set, the researcher collects and analyzes the numerical data systematically to understand and explain the research problems in a real-world context.

Part 1: Eligibility Verification (Screening Question) (2 questions)

The first part includes one yes/no single choice question and one closed-end multiple choice question. The yes/no single choice question asks respondents whether they have consumed wellness service in Thailand during 2024, with the purpose of screening for valid responses. The questionnaire survey is only displaying further questions if the respondent answers “yes”, it is automatically redirected to submission page if the respondent answers “no” to this question. A multiple-choice question follows, asking respondents to identify the types of wellness services they consumed. This question offers a selection of all wellness service categories covered in the study, including personal care, mental care, medical health and health promoted services.

Part 2: Demographic Data (8 questions)

The second part aims to picture and understand the respondents’ image. The first 6 questions include both single and multiple choice closed-ended questions which asked about gender, age, education level, income, occupation and working experience. Additionally, 2 multiple choice questions inquire about the channels through which respondents became aware of wellness services and whether they were satisfied with the wellness services they consumed in 2024.

Part 3: The Facility of Thailand Wellness Tourism (10 questions)

The third part includes 10 questions with a five-point Likert Scale format, asked about the first independent variable which is facility of Thailand wellness tourism. The 10 questions in this part aim to assessing the consumers’ attitude towards three sub-variables which are natural environment, Thai unique therapy and the capability of Thailand wellness tourism. The questions are about: (1) natural environment and weather of Thailand. (2) friendliness level of the locals in Thailand. (3) safety and hygienic level of Thailand. (4) traditional Thai massage therapy. (5) traditional Thai herb. (6) other Thai unique wellness treatment. (7) wellness medical technique in Thailand. (8) wellness service quality in Thailand. (9) carrying capacity

of wellness service in Thailand. Finally, (10) overall satisfaction with facility of Thailand wellness service.

Part 4: The Cost of Thailand Wellness Tourism (10 questions)

In this part, 10 questions with a five-point Likert Scale format are designed to assessing the consumers' attitude towards three sub-variables of the cost variable, which are cost performance, affordability and the promotion of Thailand wellness tourism. The questions are about: (1) the price of wellness service is reasonable. (2) the price of wellness service is worth the money. (3) the price of wellness service here is cheaper than China. (4) the price is in my budget. (5) the price of wellness service in Thailand is cheap. (6) the price is not the main consideration. (7) promotion for Chinese customers. (8) promotion intensity. (9) free gift or free trial. Finally, (10) overall satisfaction with cost of Thailand wellness service.

Part 5: The Convenience of Thailand Wellness Tourism (10 questions)

10 questions in this part are in five-point Likert Scale format, designed to assessing the consumers' attitude towards three sub-variables of the convenience variable, which are language barrier, travel policy and network of Thailand wellness tourism. The questions are about: (1) the service people speak my language. (2) no language barrier during the trip. (3) speak a new language is a new experience. (4) visa free for Chinese. (5) easy to travel to Thailand. (6) group tour to Thailand. (7) positive feedback from the family and friends about wellness service in Thailand. (8) expand the social circle during the wellness service trip. (9) family and friends are interested in wellness service in Thailand. Finally, (10) overall satisfaction with convenience of Thailand wellness service.

Part 6: The Purchase Intention (10 questions)

In the last part, 10 questions with a five-point Likert Scale format are designed to assessing the consumers' purchase intention towards wellness service in Thailand.

The questions asked the reasons of purchasing wellness service in Thailand, include: (1) the natural environment and infrastructure are good. (2) the traditional Thai unique therapy is attractive. (3) the price is reasonable. (4) the promotion is attractive. (5) going to Thailand for the wellness service is cheaper. (6) the new experience is attractive. (7) recommendation from somebody. (8) friends' invitation. (9) personal interest. And (10) whether will purchase Thailand wellness service again.

3.2 The Research Design

The online questionnaire was measured as the following:

3.2.1 Part 1-2: the fact: nominal and ordinal scales

3.2.2 Part 3-5: the attitude of facility, cost and convenience of Thailand wellness service: interval scale (strongly disagree (1) to strongly agree (5))

3.2.3 Part 6: the attitude of purchase intention: interval scale (strongly disagree (1) to strongly agree (5))

Scale 5 - Strongly Agree

Scale 4 - Agree

Scale 3 - Neutral

Scale 2 - Disagree

Scale 1 - Strongly Disagree

For part 3-6 of the questionnaire, which consists of Likert's five-point scale, the statistical mean range for the interpretation of the mean are calculated below:

$$\text{Range} = (\text{Maximum} - \text{Minimum}) / \text{Scale Level}$$

$$\text{Range} = (5 - 1) / 5 = 0.8$$

Table 3.1: The Range of Mean Interpretation

Range	Interpretation
1.00 - 1.80	Strongly Disagree
1.81 - 2.60	Disagree
2.61 - 3.40	Neutral
3.41 - 4.20	Agree
4.21 - 5.00	Strongly Agree

The statistics used were two types:

1. Descriptive statistics, which is composed of frequency, percentage, mean, standard deviation and median.
2. Inferential statistics, which is composed of the Multiple Regression Analysis Test.

3.3 The Quality of the Research Tool

The online questionnaire was checked for validity and approved by the advisor Dr. Papob Puttimanoradeekul. The reliability test was conducted with a volunteer sample group of 30 respondents. The data from the questionnaires were analyzed by using Cronbach's Alpha in the statistical software, with total reliability of 0.954. The required value to be accepted is 0.7 - 1.00.

Table 3.2: The Total Reliability Test Results

Cronbach's Alpha	N (number) of Items
.954	50

Table 3.3: The Reliability Test Results for Facility of Thailand Wellness Tourism

Cronbach's Alpha	N (number) of Items
.953	10

Table 3.4: The Reliability Test Results for Cost of Thailand Wellness Tourism

Cronbach's Alpha	N (number) of Items
.952	10

Table 3.5: The Reliability Test Results for Convenience of Thailand Wellness Tourism

Cronbach's Alpha	N (number) of Items
.951	10

Table 3.6: The Reliability Test Results for Purchase Intention

Cronbach's Alpha	N (number) of Items
.952	10

3.4 The Data Collection

The five-points Likert Scale quantitative questionnaire with closed-ended, single and multiple-choice questions is designed to collect 400 Chinese tourists' responses after being systematically studied through secondary research such as theories or concepts and relevant research articles that are related to this study. The English version of the online questionnaire was checked for validity and approved by the advisor, Dr. Papob Puttimanoradeekul, and has been translated to Chinese language from the English version before distribution and the translation work was verified by a Chinese TEFL professor from Dali university, China.

The questionnaire was distributed online via WJX.cn to the respondents. WJX.cn is a professional online questionnaire survey, test, assessment and voting platform in China. Several advantages of adopting an online questionnaire survey for Chinese respondents are: (1) the responses are more truthful. The online survey in this research is anonymous, which allow the respondents give the sensitive personal information (such as income, age and plastic surgery history) without disclose their identity. The respondents are more likely to share truthful feedback when they are assured their identities are protected, thus they tend to elicit more honest responses. (2) easier to convince respondents to participate in survey. The online survey platform WJX.cn allows respondents to participant the survey via multiple online platform such as WeChat, QQ, Weibo or email. It is easier for researcher to reach the target groups of respondents; on another hand it enables the respondents take the questionnaire without the restrictions to the time and location.

3.5 The Population and Sample

This research aims to understand the impact of the facility, cost and convenience of wellness tourism in Thailand towards Chinese consumers' purchase intention after Covid-19 pandemic, thus the population of this research is all Chinese nationality tourists from mainland China who used to visit Thailand during the year

of 2024. The reason of this population setting is because China outbound travel officially reopened in March of 2023 after Covid-19 pandemic and the latest data was considered to use as population in this research.

According to the tourism statistics data from the Ministry of Tourism & Sports of Thailand (2024), there are 4,127,730 Chinese tourists who have visited Thailand during January to July of 2024. The sample are randomly selected from the population who purchased wellness service in Thailand to present the whole population to study the Chinese consumer's purchase intention of wellness service in Thailand. The sample size is 400 with a precision level of $\pm 5\%$ according to Yamane's sample table.

3.6 The Sampling Technique

The sampling technique used in collecting the online survey questionnaire from the respondents is the simple random sampling from probability sampling method. The reason for the research adopting a simple random sampling method is to avoid the sample bias as the population is huge and the questionnaire is be conducted online.

3.7 The Research Procedure and Timeline

Four stages of research procedure are designed for this study. First stage is research concept reviewing, which was done in June and July 2024. After systematically reviewed and studied through secondary research such as relevant research articles and theories that are related to the choosing topic, the independent variables and dependent variable were confirmed of this research.

Second stage is confirmation of the research topic, which was done in August 2024. In this stage, the chapters of Introduction, Literature reviews, and Methodology

were completed and was proposed to the advisor Dr. Papob Puttimanoradeekul. The questionnaire was formed in this stage as well, it includes six parts of questions which are screening questions, demographic data, facility factors, cost factors, convenience factors and purchase intention. The questionnaire was originally designed in English and was checked for validity and approved by the advisor, Dr. Papob Puttimanoradeekul, then has been translated to Chinese language from the English version before distribution. The questionnaire translation work was verified by a Chinese TEFL professor from Dali university, China.

Third stage is data collecting, which was done in September 2024. After Cronbach's Alpha and Pilot test of 30 samples was tested for reliability, the questionnaire was distributed online to 410 respondents via WJX.cn platform. 400 valid responses out of 410 total responses have been selected through the screening questions.

The last stage is data analysis and conclusion, which was done in October 2024. The chapters of Analysis and Findings of the results, Summary, Conclusion, and Discussion were completed in this stage. Finally, the complete manuscript was submitted to Graduate School in January 2025.

3.8 The Hypotheses Test and Data Analysis Hypotheses:

H1: The facility of Thailand wellness tourism has a significant impact on Chinese customers' purchase intention after Covid-19 pandemic.

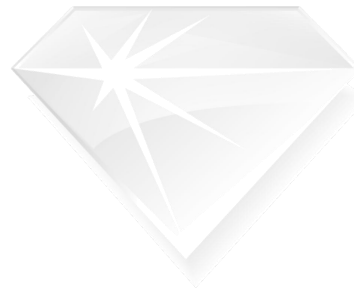
H2: The cost of Thailand wellness tourism has a significant impact on Chinese customers' purchase intention after Covid-19 pandemic.

H3: The convenience of Thailand wellness tourism has a significant impact on Chinese customers' purchase intention after Covid-19 pandemic.

The followings are the statistical tools used for data analysis:

3.8.1 Descriptive Statistics: These statistics were used to analyze the demographic data of the respondents. The information included is age, gender, education, and more. A descriptive statistic is used to analyze and summarize the characteristics and observations of the data and present them in the form of percentages.

3.8.2 Inferential Statistics: These statistics are used to interpret the meaning of the data, and the relationship between the variables. Multiple Regression Analysis was used to test the hypotheses and to study the relationship between the independent variables.



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CHAPTER 4

ANALYSIS AND FINDINGS

This chapter presented the research findings from the data analyzed using the statistical software. 410 responses were collected, and 400 valid responses were selected and analyzed to test the hypotheses according to screening questions. The data analyzed in this chapter are presented in eight elements as follows:

- 4.1: Analysis of eligibility verification (screening question)
- 4.2: Analysis of demographic data
- 4.3: Analysis of wellness tourism facility in Thailand
- 4.4: Analysis of wellness tourism cost in Thailand
- 4.5: Analysis of wellness tourism convenience in Thailand
- 4.6: Analysis of purchase intention
- 4.7: Analysis of the relationship among facility, cost, convenience of wellness tourism in Thailand and Chinese consumers' purchase intention.
- 4.8: Summary of the Hypotheses Testing

4.1 Analysis of Eligibility Verification

The primary purpose of this section is to filter out 400 valid questionnaires. In the first question, if respondents answer "yes," the questionnaire is considered valid, indicating that the respondent has visited Thailand and utilized wellness services during the year 2024. The second question asks about the type of wellness services the respondent consumed.

The following table illustrate the types of wellness service that 400 valid respondents used to purchase during 2024, values are presented in frequency and percentage (%).

Table 4.1: Eligibility Verification of Total Respondents

Demographic Data	Frequency	Percentage (%)
1. Ever purchase wellness service in Thailand during 2024		
Yes	400	97.6
No	10	2
Total	410	100.0
2. Types of wellness service the respondents consumed		
Personal care, such as massage / spa	245	61.4
Mental care, such as meditation workshop	93	23.2
Medical care, such as plastic surgery	301	75.2
Health promoted sports, such as fitness	130	32.5
Other	1	.3
Total	400	100.0

Total 410 responses were collected, and 400 responses are valid. During the trip to Thailand in 2024 of the valid respondents, the medical care and personal care are the two main wellness services that Chinese tourists purchased the most, 75.3% of respondents purchased medical care wellness services such as plastic surgery or health check-up, while 61.4% of respondents purchased personal care wellness services such as Spa or massage service.

4.2 Analysis of Demographic Data

The following tables illustrate the demographic data of the 400 valid respondents, including gender, age, education level, yearly income, work organization type, work experience, channel of knowing the service, and influence factor to purchase the wellness service in Thailand. The values for the demographic data are presented in frequency and percentage (%).

Table 4.2: Demographics Data of 400 respondents

Demographic Data	Frequency	Percentage (%)
1. Gender		
Male	147	36.8
Female	250	62.5
Prefer not to say	3	.8
Total	400	100.0
2. Age		
Below 25	45	11.3
25 - 34	143	35.8
35 - 44	137	34.3
45 - 54	41	10.3
55 - 64	25	7.0
65 and above	6	1.5
Total	400	100.0
3. Education Level		
High school / Diploma or below	167	41.7
Bachelors' Degree	171	42.8
Masters' Degree	50	12.5
Doctors' Degree or above	12	3.0
Total	400	100.0

(Continued)

Table 4.2 (Continued): Demographics Data of 400 respondents

Demographic Data	Frequency	Percentage (%)
4. Yearly Income		
Equal or more than 500,000 RMB	28	7.0
Equal or more than 300,000 and less than 500,000 RMB	41	10.3
Equal or more than 200,000 and less than 300,000 RMB	81	20.3
Equal or more than 100,000 and less than 200,000 RMB	123	30.8
Equal or more than 50,000 and less than 100,000 RMB	83	20.8
Less than 50,000 RMB	44	11.0
Total	400	100.0
5. Employment Type		
Private	155	38.8
Government	56	14.0
State Company	87	21.8
Freelance	54	13.5
Student	44	11.0
Other	4	1.0
Total	400	100.0

(Continued)

Table 4.2 (Continued): Demographics Data of 400 respondents

Demographic Data	Frequency	Percentage (%)
6. Management Level		
Owner	19	4.8
Senior Management	46	11.5
Junior Management	68	17.0
Specialist / Professional	88	22.0
Staff / Assistant	127	31.8
Other	52	13.0
Total	400	100.0
7. Channel of Awareness		
Advertising from service provider	301	74.5
Social media	197	48.8
Family member or friends	189	46.8
Travel agent / tour guide	267	66.1
Purchase when passing by the shop	127	31.4
Other	8	2.0
Total	400	100.0

(Continued)

Table 4.2 (Continued): Demographics Data of 400 respondents

Demographic Data	Frequency	Percentage (%)
8. The Influential Factors of Purchase		
Natural environment	298	73.8
Thai unique wellness service	268	66.3
High capacity	180	44.5
High cost performance	313	77.5
Inexpensive price	162	40.1
Promotion / discount	123	30.5
No language barrier	161	39.9
Visa free policy	157	38.9
Social network benefit	222	55.0
Other	7	1.7
Total	400	100.0

Table 4.2 presents a summary of the demographic data of 400 respondents. Among 400 valid respondents, 62.5% are female and 36.8% are male, with majority age range between 25 to 44 years old (70.2%). In terms of education, most of the respondents hold a bachelor's degree or above (58.3%) while the remaining 41.7% have a high school education or below. When it comes to income, the respondents are reasonably well distributed in 6 segments ranging from less than 50,000 RMB to more than 500,000 RMB. The biggest income segment is between 100,000 to 200,000 RMB with 30.8% of respondents falling in this category. To put this into perspective of Thai Baht, considering the exchange rate of 1 RMB is equal to 4.7 THB, the biggest segment of respondents earns between 470,000 to 940,000 THB annually. Most of the respondents are employed in private enterprises (38.8%), followed by government and state companies (35.8%). When it comes to their management level

in employment, the biggest segment of respondents are first level staff and assistants (31.8%), 28.5% are some levels of manager, 5% are owners and proprietors while 22% are professional specialists.

The last remaining questions of the second part are about the awareness channels and most influential factors leading to the purchase of Thai wellness services. Respondents are allowed to select multiple answers for these sections.

More than 50% of the respondents are aware of the wellness service through formal advertising from service providers (74.50%) or travel agency and tour guide (66.09%). Social media (48.8%) and word of mouth (46.8%) are also important awareness channels with almost 50% of respondents being made aware of wellness services. At the end, 31.4% of respondents also ended up purchasing the wellness service while passing by the premises.

For respondents' perspective, the cost performance of the wellness services played the most important role by influencing 77.5% of respondents in their decision to purchase a wellness service in Thailand. The natural beauty and environment (73.8%) and the uniqueness of Thai wellness services (66.3%) also influenced a majority of respondents in their purchase decision. 55% of the users were influenced by their social network. High capacity (44%) and inexpensive prices (40.1%), and no language barrier (39.9%), visa free policy (38.9%) are important factors influencing large minority of users in their decision. Interestingly, having promotions or discounts influenced only around 30.5% of respondents in their purchase decision.

4.3 Analysis of Wellness Tourism Facility in Thailand

The following table presents the analysis of the facility factors of Thailand wellness tourism. Table 4.3 illustrates the mean, standard deviation, median and interpretation of the mean for three sub-variables of the facility variable, as list following:

- 4.3.1 Natural environment
- 4.3.2 Thai unique therapy
- 4.3.3 Capability

Table 4.3: Mean, Median, and Standard Deviation of Facility Factors

Sub-variable	Mean	Stand.DV	Median	Interpretation
1.1 Natural environment	3.67	.936	4	Agree
1.2 Thai unique therapy	3.75	.985	4	Agree
1.3 Capability	3.69	.975	4	Agree
Total	3.71	.856	4	Agree

The result from table 4.3 shows most respondents agreed with the Thai unique therapy ($\bar{x} = 3.75$, S.D. = .985, Me = 4), followed by capability ($\bar{x} = 3.69$, S.D. = .975, Me = 4), and natural environment ($\bar{x} = 3.67$, S.D. = .936, Me = 4). The total mean of three sub-variables is 3.71 (agree), the standard deviation is .856, and the median is 4 (agree).

4.4 Analysis of Wellness Tourism Cost in Thailand

The following table presents the analysis of the cost factors of Thailand wellness tourism. Table 4.4 illustrates the mean, standard deviation, median and interpretation of the mean for three sub-variables of the facility variable, as shown below:

- 4.4.1 Cost performance
- 4.4.2 Affordability
- 4.4.3 Promotion

Table 4.4: Mean, Median, and Standard Deviation of Cost Factors

Sub-variable	Mean	Stand.DV	Median	Interpretation
2.1 Cost performance	3.57	1.019	4	Agree
2.2 Affordability	3.54	1.054	4	Agree
2.3 Promotion	3.56	1.027	4	Agree
Total	3.56	.934	4	Agree

According to the mean and median data from table 4.4, most respondents agreed with the cost performance ($\bar{x} = 3.57$, S.D. = 1.019, Me = 4), followed by promotion ($\bar{x} = 3.56$, S.D. = 1.054, Me = 4), and affordability ($\bar{x} = 3.54$, S.D. = 1.054, Me = 4). The total mean of 3 sub-variables is 3.56 (agree), the standard deviation is .934, and the median is 4 (agree). Meanwhile, the standard deviation of 3 sub-variables is greater than 1 which reflect greater differences among individual data points, indicating a significant divergence in the respondents' perspectives on cost factor.

4.5 Analysis of Wellness Tourism Convenience in Thailand

The following table presents the analysis of the convenience factors of Thailand wellness tourism. Table 4.5 illustrates the mean, standard deviation, median and interpretation of the mean for three sub-variables of the facility variable, as shown below:

- 4.5.1 Language Barrier
- 4.5.2 Travel Policy
- 4.5.3 Network

Table 4.5: Mean, Median, and Standard Deviation of Convenience Factors

Sub-variable	Mean	Stand.DV	Median	Interpretation
3.1 Language barrier	3.57	1.034	4	Agree
3.2 Travel policy	3.50	.995	4	Agree
3.3 Network	3.53	.978	4	Agree
Total	3.54	.890	4	Agree

The result from table 4.5 shows most respondents agreed with the language barrier ($\bar{x} = 3.57$, S.D. = 1.304, Me = 4), followed by network ($\bar{x} = 3.53$, S.D. = .978, Me = 4), and travel policy ($\bar{x} = 3.50$, S.D. = .995, Me = 4). The total mean of 3 sub-variables is 3.54 (agree), the standard deviation is .890, and the median is 4 (agree). The standard deviation of the sub-variable of language barrier is greater than 1, indicating a divergence in the respondents' perspectives on it.

4.6 Analysis of Purchase Intention

The following table represents the respondents' attitude of purchase intention towards the wellness service in Thailand. Table 4.6 illustrates the mean, standard deviation, median and interpretation of the mean for purchase intention, as shown below:

Table 4.6: Mean, Median, and Standard Deviation of Purchase Intention

Dependent Variable	Mean	Stand.DV	Median	Interpretation
Purchase Intention	3.81	.822	4	Agree

The table shows the data of dependent variable, purchase intention. It results that Chinese respondent agreed with their purchase intention ($\bar{x} = 3.81$, S.D. = .82, Me = 4).

4.7 Analysis of The Relationship Among Facility, Cost, Convenience of Wellness Tourism in Thailand and Chinese Consumers' Purchase Intention

This part of the study represents the analysis of the relationship among facility, cost, convenience of wellness tourism in Thailand and Chinese consumers' purchase intention.

The type of statistics used in this part in inferential statistics and the statistical analysis used to determine the data was the Multiple Linear Regression. The data are presented in three parts:

4.7.1 Analyzing the impact of Thailand wellness tourism facility towards Chinese consumers' purchase intention

4.7.2 Analyzing the impact of Thailand wellness tourism cost towards Chinese consumers' purchase intention

4.7.3 Analyzing the impact of Thailand wellness tourism convenience towards Chinese consumers' purchase intention

P-value is used to evaluate whether there is a significant relationship between the independent and dependent variables, was first introduced by Fisher (1925). According to Fisher, the p-value is less than significance level ($\alpha = 0.05$) means there is a significant relationship between the two variables. However, if the p-value is over the significance level ($\alpha = 0.05$), there is no significant relationship between the two variables (Biau, Jolles, & Porcher, 2010).

A variance inflation factor (VIF) value and Durbin Watson (D-W) value are used for test data model. VIF and tolerance value are the measure of the correlation

between independent variables in a regression model. Thus, the variance inflation factor can estimate how much the variance of a regression coefficient is inflated due to multicollinearity. A VIF of three or below, or the tolerance value of 0.2 or above, are not a cause for concern. The D-W value is a test for autocorrelation in the residuals from the regression analysis. The D-W value normally ranges between zero and four. A value of 2.0 indicates there is no auto-correlation detected in the sample. Values from zero to less than two points to positive auto-correlation, and values from two to four mean negative auto-correlation. The multicollinearity of test results showed all VIF values are less than three and tolerance value are greater than 0.2 which present that there is no collinearity problem. In addition, the D-W values are all approximately equal to 2.0 which present that there is no auto-correlation in the model, and there is no correlation between the sample data. The VIF values and D-W values approved for the sample data model is valid.

Table 4.7.1: Analyzing the impact of Thailand wellness tourism facility towards Chinese consumers' purchase intention

Sub-variable of Facility	b	Beta	t	Sig (P)	VIF	TOL	Interpr.
1.1 Natural Environment	0.020	0.024	0.339	0.735	2.301	0.435	Rejected
1.2 Thai Unique Therapy	0.074	0.094	1.282	0.201	2.366	0.423	Rejected
1.3 Capability	0.185	0.233	3.358	0.001**	2.138	0.468	Accepted

Adjusted R-square = .098, F = 15.407, D-W = 1.962, *P≤0.05, **P≤0.001

Independent variable = Wellness service facility

Dependent variable = Purchase intention

The result data from table 4.7.1 show the facility of wellness service overall

has an impact on Chinese consumers' purchase intention. The sub-variable of capability (Sig = 0.001, Beta = 0.233) shows significant impact toward Chinese consumers' purchase intention, but 2 sub-variables of natural environment (Sig = 0.735) and Thai unique theory (Sig = 0.201) are rejected.

Table 4.7.2: Analyzing the impact of Thailand wellness tourism cost towards Chinese consumers' purchase intention

Sub-variable of Cost	b	Beta	t	Sig (P)	VIF	TOL	Interpr.
2.1 Cost Performance	0.114	0.150	1.985	0.048*	2.559	0.391	Accepted
2.2 Affordability	0.141	0.192	2.462	0.014*	2.732	0.366	Accepted
2.3 Promotion	0.020	0.027	0.346	0.730	2.725	0.367	Rejected

Adjusted R-square = 0.109, F = 17.326, D-W = 1.984, *P≤0.05, **P≤0.001
 Independent variable = Wellness service cost
 Dependent variable = Purchase intention

Cost of wellness service shows strong impact on Chinese consumers' purchase intention according to result data from table 4.7.2. The sub-variable of affordability (Sig = 0.014, Beta = 0.141) shows highest impact toward Chinese consumers' purchase intention, follow by the sub-variable of cost performance (Sig = 0.048, Beta = 0.150). For sub-variables of promotion (Sig = 0.730) is rejected.

Table 4.7.3: Analyzing the impact of Thailand wellness tourism convenience towards Chinese consumers' purchase intention

Sub-variable of Convenience	b	Beta	t	Sig (P)	VIF	TOL	Interpr.
3.1 Language Barrier	0.064	0.085	1.078	0.282	2.596	0.385	Rejected
3.2 Travel Policy	0.059	0.076	1.013	0.312	2.321	0.431	Rejected
3.3 Network	0.072	0.091	1.154	0.249	2.572	0.389	Rejected

Adjusted R-square = .044, F = 7.122, D-W = 1.968, *P≤0.05, **P≤0.001

Independent variable = Wellness service convenience

Dependent variable = Purchase intention

Unfortunately, the convenience of wellness service shows no impact on Chinese consumers' purchase intention according to result data from table 4.7.3. The three sub-variables with p value > 0.05 result rejected.

4.8 Summary of The Hypotheses Testing

Table 4.8: Summary of the Hypotheses Testing

Hypothesis	Result
1. Facility of Thailand wellness tourism has a significant impact on Chinese customers' purchase intention after Covid-19 pandemic.	Accepted
1.1 Natural Environment	Rejected
1.2 Thai Unique Therapy	Rejected
1.3 Capability	Accepted
2. Cost of Thailand wellness tourism has a significant impact on Chinese customers' purchase intention after Covid-19 pandemic.	Accepted
2.1 Cost Performance	Accepted
2.2 Affordability	Accepted
2.3 Promotion	Rejected
3. Convenience of Thailand wellness tourism has a significant impact on Chinese customers' purchase intention after Covid-19 pandemic.	Rejected
3.1 Language Barrier	Rejected
3.2 Travel Policy	Rejected
3.3 Network	Rejected

Table 4.8 represents a summary of three hypothesis results. According to the table, two of three hypotheses were accepted, while the last hypothesis was rejected.

CHAPTER 5

SUMMARY, CONCLUSION AND DISSCUSION

This chapter covered three elements: summary and conclusion, discussion, and recommendations for implications and future research. They are as follows:

5.1 Summary and Conclusion

5.2 Discussion

5.3 Recommendations for Implications and Future Research

5.1 Summary and Conclusion

5.1.1 Eligibility Verification

Out of 410 responses, there were 400 responses are valid. The 400 respondents who completed valid questionnaires had traveled to Thailand in 2024 and utilized wellness services. The majority of respondents consumed wellness services related to personal care and medical care wellness service. Personal care wellness service refers to massage / spa service, hot spring trip. Medical care wellness service refers to the service such as plastic surgery and health check-up.

5.1.2 Demographic Data

In this study, out of 400 valid questionnaires, over 60% of the respondents were female, and nearly 40% were male. The majority of respondents were aged between 25 and 44. More than half of the respondents held a bachelor's degree or higher, with most employed as ordinary staff in private enterprises. The majority of respondents reported an annual income between 100,000 and 200,000 RMB (500,000 to 1,000,000 THB). Most respondents became aware of wellness services through advertisements from wellness service providers, followed by those who learned about

and purchased such services through travel agencies and tour guides. Respondents indicated that an attractive natural environment and Thai unique wellness therapies were appealing to them.

5.1.3 Attitudes towards variables

The attitude towards the variables is presented in three parts:

1). Independent Variable 1: Facility of Thailand Wellness Tourism

Most respondents strongly agreed with the facility factor, which are natural environment, Thai unique therapy, and capability. Overall, respondents agreed with facility factors of Thailand wellness tourism.

2). Independent Variable 2: Cost of Thailand Wellness Tourism

Most respondents agreed with the cost factor, which are cost performance, affordability, and promotion. There is a significant divergence in the respondents' perspectives on cost factor, but overall, respondents agreed with cost factors of Thailand wellness tourism.

3). Independent Variable 3: Convenience of Thailand Wellness Tourism

Most respondents agreed with the convenience factor, which are language barrier, travel policy, and network. There is a divergence in the respondents' perspectives language barrier sub-variable. Overall, respondents agreed with convenience factors of Thailand wellness tourism.

5.1.4 Hypotheses Results

There were three hypotheses proposed in this study:

Hypothesis 1: The facility of Thailand wellness tourism has a significant

impact on Chinese customers' purchase intention after Covid-19 pandemic.

Hypothesis 2: The cost of Thailand wellness tourism has a significant impact on Chinese customers' purchase intention after Covid-19 pandemic.

Hypothesis 3: The convenience of Thailand wellness tourism has a significant impact on Chinese customers' purchase intention after Covid-19 pandemic.

Analysis of the 400 valid questionnaires indicates that Hypothesis 1 and Hypothesis 2 are supported, while Hypothesis 3 is not. In post-pandemic era, the cost factor of wellness tourism in Thailand has a significant impact on the purchase intentions of Chinese consumers, as does the facility factor especially for the capability sub-factor of wellness tourism services. However, the convenience of wellness tourism in Thailand does not have a significant effect on the purchase intentions of Chinese consumers.

5.2 Discussion

According to the latest GWI report data, it indicated that the primary downturn compared to the pre-pandemic period was a significant reduction in the number of international wellness tourists, particularly from mainland China, although Thailand remains a global leader in the wellness tourism industry after Covid-19 pandemic (Johnston et al., 2024). The post-pandemic wellness tourism industry in Thailand faces both opportunities and challenges. After systematic review of relevant literature and industry data, this study selected the perceived value theory (Zeithmal, 1988) as the theoretical foundation, drawing on the four-dimensional assessment model of perceived value proposed by Mosavi (2012), to formulated the research objective which is to study the impact of the facility factors (natural environment, Thai unique therapy, and capability), cost factors (cost performance, affordability, and promotion), convenience factors (language barrier, travel policy, and network) on Chinese consumers' intention to purchase in post pandemic era.

Hu (2011) found that perceived value plays an indirect factor which influences customers' purchase intention. The research states that customer perceived value significantly influences customer satisfaction and customer satisfaction plays a mediating role in the relationship between perceived value and purchase intention. Hu show that perceived value, and customer satisfaction are significant predictors of customer purchase intention.

A study from Mosavi (2012) have examined a model which investigate the effect of perceived value (monetary value, convenience value, emotional value, and social value) and perceived sacrifices on customer satisfaction, and explore the impacts of customer satisfaction on purchase intention. The findings of this research show a strong positive relationship between 4 dimensions of perceived value and customer satisfaction, which in turn significantly influence purchase intention.

Among nine sub-factors from three main factors, the statistical analysis results shown that cost performance, affordability, and capability have a significant relationship with Chinese purchase intention towards wellness service in Thailand., while convenience factor shows no impact on Chinese consumers' purchase intention. Based on the research results and previous literature reviewing, Chinese consumers' travel consumption habits has evolved in the post-pandemic era, which has also influenced their purchase intention regarding Thailand wellness tourism services. Post-pandemic consumers show greater differentiation in their consumption attitudes, placing more emphasis on the capability and cost performance while their recent wellness services experience in Thailand. Concerns about the safety of destinations have led to significant differences in travel perceptions, with some consumers remaining cautious and adopting a wait-and-see attitude toward traveling to Thailand. The research findings are discussed in the following sections:

5.2.1 Facility Factor of Thailand Wellness Tourism

The sub-variables of the Thailand wellness tourism facility factor are natural

environment, Thai unique therapy, and capability. The sub-variable of service capability (Sig = 0.001) has the greatest impact, while other two sub-variables of natural resource (Sig = 0.735) and Thai unique therapy (Sig = 0.201) show limited impact on Chinese consumers' purchase intention. The finding supports the first hypothesis which is the facility of Thailand wellness tourism has a significant impact on Chinese customers' purchase intention after Covid-19 pandemic.

A research to study the potential effect of Covid-19 on Chinese citizen's life style and travelling from Jun et al. (2021) found that, the tourists' behavior and preferences are evolving after Covid-19. Tourists in the post pandemic era may more consider the carrying capacity of a destination than ever, avoiding visit crowded tourist destinations, instead preferring less well-known locales. Meanwhile, the research highlighted that having sufficient facilities to address emerging or existing public health crises is also paramount.

Borbon & Pulhin (2023) addressed that the travelers' attitude might have played a significant role in choosing the destination, as influenced by their perception of destination and their view of the capacity to purchase. Li et al. (2023) discussed that the carrying capacity of tourism in the region affects the service innovation of the wellness tourism industry, which may impact consumers' satisfaction thereby affecting their purchase intention.

5.2.2 Cost Factor of Thailand Wellness Tourism

The sub-variables of the Thailand wellness tourism cost factor are cost performance, affordability, and promotion. According to the research analyzing results, the most impact factor towards Chinese consumers' intention to purchase wellness service in Thailand is the cost factor. Two sub-variables of cost factor which are affordability (Sig = 0.014) and cost performance (Sig = 0.048) have high impact on Chinese consumers' purchase intentions, while the sub-variable of promotion (Sig = 0.730) shows limited impact on Chinese consumers' purchase intention. Meanwhile,

the standard deviation of all sub-variables of cost factor are greater than 1, indicating a significant divergence in the respondents' perspectives on cost factor. Therefore, the result supports the second hypothesis which is the cost of Thailand wellness tourism has a significant impact on Chinese customers' purchase intention after Covid-19 pandemic.

Zeithmal (1988) argued that some consumers perceive value when there was a low price, others perceive value when there was a balance between quality and price. Before the Covid-19 pandemic, Zhao (2016) addressed the low cost as one of the most critical reasons for Chinese tourists to purchase the spa wellness services in Thailand. However, the findings in this research matched the statement from Lu et al. (2022), they stated that Covid-19 pandemic has dramatically reshaped Chinese consumer behavior, highlighting the high divergence in consumption attitudes in China after COVID-19, especially the differences in spending between frugal consumers and those more willing to spend. Price sensitivity became a critical factor as many brands adjusted their strategies to address consumer caution of the cost, and the effect of it could be global. Borbon & Pulhin (2023) explained that an increase in the number of lower-income class people after Covid-19, caused people to prioritize spending on their basic needs and saving for future needs rather than travel, or looking for a more cost-reasonable travel experience. This finding supported the perspective that there is indeed a significant disparity in the purchasing power of Chinese consumers in post-pandemic, and different industries need to conduct targeted analyses for specific consumer segments. Obeidat, Al-Mawali, & Aldweeri (2024) found the influence of revenge buying intention on revenge buying was also stronger when added purchasing power was perceived to be high after Covid-19 pandemic.

5.2.3 Convenience Factor of Thailand Wellness Tourism

The sub-variables of the Thailand wellness tourism convenience factor are cost performance, affordability, and promotion. The research results show that the

factor of convenience of using wellness service in Thailand has no significant impact on Chinese consumers' purchase intention in the post pandemic era. The sub-variables with p value > 0.05 result there are no significant impact on Chinese consumers' purchase intention. Thus, the research data rejected the third hypothesis which is the convenience of Thailand wellness tourism has a significant impact on Chinese customers' purchase intention after Covid-19 pandemic.

The convenience of travel abroad might be an important factor to affect tourists' travel intention before Covid-19, but for Chinese tourists it may not be the priorities when they travel after pandemic. Jun et al. (2021) found that tourists travelling in the post-COVID-19 era were unwilling to participate in mass tourism and instead prefer more deliberate trips with an emphasis on extended experiences and holidays. Unlike before pandemic, people may still very cautious when traveling abroad even pandemic period has ended.

5.3 Recommendations for Implications and Future Research

This research conducted a quantitative survey through a comprehensive literature review, collected 400 valid responses and analyzed with descriptive statistics and inferential statistics, studied the impact of facility, cost, and convenience of Thailand wellness tourism towards Chinese consumers' purchase intention after Covid-19 pandemic. The findings of this research are intended to help the industry implications gain a deeper understanding of the changes in Chinese consumers' consumption behavior, and tailor their products and services to post-COVID-19 recovery. Meanwhile, this research contributes the foundation knowledge to the further research on the segment of this industry.

The analysis results of this study indicate that, first and foremost, the facility capability of wellness services in Thailand has the greatest impact on respondents' purchase intention. Zhao (2017) highlighted that no long waiting time of Thailand medical service sector was one of the key motives for mainland Chinese medical

tourists. According to the responses in this study, most Chinese wellness tourists learn about Thailand's wellness services through official advertisements by service providers, or recommendations from tour guides or tour agents. Unfortunately, there is lack of an official and systematic evaluation mechanism from Thai government for wellness and medical service providers, results the targeted international wellness tourists only can learn the wellness service information from unofficial channel. There are two risks associated with this situation: First, certain wellness medical institutions or tour guides might exaggerate their marketing claims, leading to consumer losses and causing reputational damage to Thailand's wellness services; second, many well-established wellnesses service providers may not have the opportunity to engage with international wellness tourists due to the lack of aggressive marketing strategies. Therefore, to provide more comprehensive and trustworthy promotions of Thailand's wellness services to international wellness tourists in the post-pandemic era, the Thai government may need to develop the relevant evaluation policies specifically targeting wellness institutions capable of accommodating international wellness tourists.

However, there are still limitations of this research. Combined with the research findings, a list of recommendations for wellness tourism practitioners and future research is given below.

First, the limitation in terms of the research method: Only quantitative research method is adopted in this study instead of the mix method, the designed questions and given optional answers may not fully represent all Chinese consumer purchase intention. According to the research findings, for the purpose of attracting Chinese wellness tourists, the wellness tourism practitioners in Thailand may need to pay more attention to optimize the service capacity and pricing strategies, determine how best to manage tourist flows to ensure visitors' safety and well-being. For future research, if there is a need to understand more detailed consumers' opinions of a market segment or a specific type of wellness service, the qualitative research method such as interview or experimental research may be conducted.

Secondly, the limitation in terms of the data volume: The collected valid data in this research is limited as Chinese mainland tourists who travelled and purchased wellness service in Thailand during 2024, and the sample technique is simple random sample, the sample bias can still occur under certain circumstances. Industry implications may consider increasing the application of dynamic customer data, learn better about the consumer behavior in different provinces and regions in China to adjust the product strategies. Future research which is aiming to gain a deeper understanding of the reasons behind changes in wellness consumers' purchase intention post-pandemic, it would be beneficial to extend the data collection period. Gathering consumption behavior data from the same group of consumers over different time periods would allow for a comparative analysis of the reasons for these consumers' behavioral changes.

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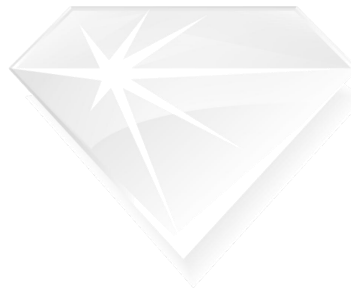
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APPENDIX

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ONLINE QUESTIONNAIRE

Title: The Impact of Facility, Cost, and Convenience of Thailand Wellness Tourism Towards Chinese Consumers' Purchase Intention in the Post Pandemic Era

Details: This survey research was aimed to comprehend the impact of the facility, cost, and convenience of Thailand wellness tourism towards Chinese consumers' purchase intention after Covid-19 pandemic. This study is a part BA715: Independent Study, Graduate School at Bangkok University.

The components of this research covered in 6 parts: participant eligibility verification, demographic data questions, measurements of facility factors, measurements of cost factors, measurements of convenience factors, and measurements of purchase intention.

The information provided will be treated highly confidential and will be used solely for the purpose of academic resources.

Please choose (✓) the option which the most matches your situation.

Thank you very much for your time.

PART 1: Eligibility Verification

1. Did you ever travel to Thailand and purchase wellness service during 2024?

- Yes
- No (If participant chooses this option, the online questionnaire will be terminated automatically)

2. Did you ever purchase any of the following wellness service during your 2024

Thailand trip (Can answer more than one):

- For personal care, such as massage, spring, spa, Thai herb treatment
- For mental care, such as meditation workshop, Buddhism religion workshop
- For medical care, such as plastic surgery, health check-up, special treatment, Thai medical treatment
- For health promoted sports, fitness course, Thai boxing course, diving course, weight lose campaign, yoga course, marathon
- Other wellness service, please specific _____

PART 2: Personal Information

1. Gender:

- Male
- Female
- Prefer not to say

2. Age:

- Below 25
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65 and above

3. Education:

- High school / Diploma or below
- Bachelors' Degree
- Masters' Degree
- Doctors' Degree or above

4. Yearly income:

- Equal or more than 500,000 RMB
- Equal or more than 300,000 and less than 500,000 RMB
- Equal or more than 200,000 and less than 300,000 RMB
- Equal or more than 100,000 and less than 200,000 RMB
- Equal or more than 50,000 and less than 100,000 RMB
- Less than 50,000 RMB

5. Type of current organization you are working at:

- Private
- Government
- State Company
- Freelance
- Student
- Other, please specific _____

6. Management level:

- Owner

- Senior Management
- Junior Management
- Specialist / Professional
- Staff / Assistant
- Other, please specific _____

7. Which information channel did you get to know wellness service in Thailand? (Can answer more than one)

- The official marketing advertising from the service provider
- Other's experience sharing on social media
- Family member or friends
- Travel agent / tour guide
- Just saw the shop when passing by and purchase it
- Other, please specific _____

8. What factors do you think affect your satisfaction about your wellness service experience? (Can answer more than one)

- Natural environment (such as weather, culture, clearness, beautiful landscape)
- Thailand unique wellness service (such as traditional Thai massage, Thai herb treatment, Thai boxing)
- Enough capacity, infrastructure / technology / service (such as no need to wait for long queue to get the service)
- High cost performance (price may not be low but worth the price)
- Inexpensive price

- Promotion / discount
- No language barrier
- Visa free policy
- Benefit for build the network
- Other, please specific _____

Part 3: Measurements of Facility (Natural Environment, Thai Unique Therapy, and Capability) Factors

How satisfied are you with the facility of wellness service that you had in Thailand, please contribute your idea.

Facility Factors	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
1. Nature landscape / weather is comfortable.					
2. Thai locals are friendly.					
3. Thailand is safe and clear.					
4. Interested in traditional Thailand style massage.					
5. Interested in special Thailand herb spa.					
6. Interested in other Thai special unique wellness treatment.					
7. Wellness medical technique is advanced.					
8. Wellness service quality is good.					

Facility Factors	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
9. Wellness service capacity is high.					
10. Overall I fell satisfied with the wellness service facility in Thailand.					

Part 4: Measurements of Cost (Cost Performance, Affordability, and Promotion) Factors

How satisfied are you with the cost of wellness service that you had in Thailand, please contribute your idea.

Cost Factors	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
1. The cost of wellness service is reasonable.					
2. The cost of wellness service is worth the money.					
3. The cost of wellness service is cheaper than the same category service in China.					
4. The price of wellness service matches my budget.					
5. I don't feel the price of wellness service is expensive for me.					
6. The price is not the main factory that I consider when I buy the wellness service.					

Cost Factors	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
7. I choose the service provider because there is promotion for Chinese customer.					
8. I choose the service provider because there is big promotion.					
9. I choose the service provider because there is free gift or free trial.					
10. Overall I fell satisfied with the wellness service cost in Thailand.					

Part 5: Measurements of Convenience (Language Barrier, Travel Policy, and Network) Factors

How satisfied are you with the convenience of wellness service that you had in Thailand, please contribute your idea.

Convenience Factors	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
1. Wellness service provider could speak the same language as I do, I feel comfortable when I use the service.					
2. I don't feel much language barriers during the trip.					

Convenience Factors	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
3. I could speak new language in Thailand, I feel fun.					
4. I travelled to Thailand because Visa free policy to Chinese tourists.					
5. I travelled to Thailand because it is convenient to travel to Thailand.					
6. I travelled to Thailand because I joined a group tour.					
7. I got positive comments from my families/friends about my Thailand wellness trip.					
8. I feel my social circle got expanded after my Thailand wellness trip.					
9. Families or friends express their willing to purchase wellness service in Thailand after sawing my trip experience.					
10. Overall I fell positive with the network feedback after my wellness service in Thailand.					

Part 6: Measurements of Thailand Wellness Tourism Purchase Intention

According to your real experience, which of following factors affect your purchase intention of Thailand wellness service, please contribute your idea.

Purchase Intention	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
1. I go to Thailand for a wellness service/trip, because the facility and environment of wellness service in Thailand is good enough.					
2. I go to Thailand for a wellness service/trip, because I like Traditional Thai massage/Thai style special spa treatment.					
3. I go to Thailand for a wellness service/trip, because the cost is reasonable for me.					
4. I go to Thailand for a wellness service/trip, because there are some promotions attracted me.					
5. I go to Thailand for a wellness service/trip, because it is convenient to go to Thailand than other countries.					
6. I go to Thailand for a wellness service/trip, because I like to experience new things, such as use new language and experience new culture.					
7. I go to Thailand for a wellness service/trip, because someone I know recommend it to me.					

Purchase Intention	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
8. I go to Thailand for a wellness service/trip, because someone I know asks me to go together.					
9. I go to Thailand for a wellness service/trip, because I am a regular customer, I personally like Thailand wellness service.					
10. I will go for a wellness service/trip again if I plan to go to Thailand next time.					

Submitted Successfully. Thank you very much for your cooperation!

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