The Influence of Push–Pull Theory on the Revisit Intention of Chinese Tourists to Bangkok: the Mediating Role of Perceived Value

อิทธิพลของทฤษฎีผลักดัน–ดึงดูดที่ส่งผลต่อความตั้งใจกลับมาเที่ยวซ้ำของนักท่องเที่ยวชาวจีนในกรุงเทพมหานคร โดยมีการรับรู้คุณค่าเป็นตัวแปรส่งผ่าน

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Abstract

The purpose of this research was to study the influence of push–pull theory on the revisit intention of Chinese tourists to Bangkok – the mediating role of perceived value. The sample size of this study was 435, which is appropriate for SEM analysis. The researchers used convenience sampling. Data were collected through online platforms such as WeChat, Douyin, and Xiaohongshu. The researchers used AMOS to examine the research hypotheses. The results showed that the confirmatory factor model of the influence of push–pull theory on the revisit intention of Chinese tourists to Bangkok – the mediating role of perceived value was confirmed with empirical data (Chi–square = 77.662, df = 50, P = 0.07, CMIN/DF = 1.553, RMSEA = 0.035, GFI = 0.971, AGFI = 0.956, CFI = 0.991, NFI = 0.975, IFI = 0.98). All the hypotheses have been confirmed with empirical data.

Keywords : push–pull theory, revisit intention, perceived value, Chinese tourists

Received : March 20, 2025 **Revised :** May 15, 2025 **Accepted :** May 22, 2025

บทคัดย่อ

การวิจัยครั้งนี้ มีวัตถุประสงค์เพื่อศึกษาอิทธิพลของทฤษฎีผลักดัน–ดึงดูดที่ส่งผลต่อความตั้งใจกลับมาเที่ยวซ้ำของนักท่องเที่ยวชาวจีนในกรุงเทพมหานคร โดยมีการรับรู้คุณค่าเป็นตัวแปรส่งผ่าน ในการศึกษาครั้งนี้มีขนาดกลุ่มตัวอย่าง 435 คน ซึ่งมีเหมาะสมสำหรับการวิเคราะห์ SEM ในการวิจัยนี้ ผู้วิจัยได้ใช้วิธีการสุ่มตัวอย่างโดยมีเลือกสุ่มตัวอย่างแบบสะดวก ข้อมูลถูกรวบรวมผ่านแพลตฟอร์มออนไลน์ เช่น WeChat, Douyin และ Xiaohongshu ผู้วิจัยใช้ AMOS เพื่อตรวจสอบสมมติฐานการวิจัย ผลการศึกษาครั้งนี้พบว่า แบบจำลองปัจจัยยืนยันของอิทธิพลของทฤษฎีผลักดัน-ดึงดูดที่ส่งผลต่อความตั้งใจกลับมาเที่ยวซ้ำของนักท่องเที่ยวชาวจีนในกรุงเทพมหานคร โดยมีการรับรู้คุณค่าเป็นตัวแปรส่งผ่าน ได้รับการยืนยันด้วยข้อมูลเชิงประจักษ์ (Chi–square = 77.662, df = 50, P = 0.07, CMIN/DF = 1.553, RMSEA = 0.035, GFI = 0.971, AGFI= 0.956, CFI = 0.991, NFI = 0.975, IFI = 0.98). ดังนั้นสมมติฐานทั้งหมดได้รับการยืนยันด้วยข้อมูลเชิงประจักษ์

คำสำคัญ : ทฤษฎีผลักดัน–ดึงดูด ความตั้งใจกลับมาเที่ยวซ้ำ การรับรู้คุณค่า นักท่องเที่ยวชาวจีน

Introduction

Over the past decade, China's outbound tourism has grown significantly, driven by rising incomes, the growing middle class, and relaxed visa policies. According to the World Tourism Organization [UNWTO], China has been the world's largest outbound tourism market since 2012, in terms of both the number of travelers and total spending. Before the global pandemic, more than 155 million Chinese traveled abroad in 2019, the majority of whom traveled to Southeast Asian countries, such as Thailand (UNWTO, 2021). Despite the challenges posed by COVID–19, Chinese tourists still spend more than US$255 billion worldwide (UNWTO, 2023a). As the Asia–Pacific region gradually recovers from the pandemic, China reclaimed its position as the world's top international tourism spender in 2023, overtaking high–income countries like the United Kingdom, the United States, and Germany (UNWTO, 2023b).

In 2024, Thailand's tourism industry underwent significant transformation following the implementation of the visa exemption policy for tourists from China. According to the report of the Ministry of Tourism and Sports of Thailand, only in the first half of 2024, the number of tourists from China visiting Thailand has grown by approximately 138% year–on–year, with approximately 3.5 million visitors. This increase in tourism was driven by the visa exemption policy, which made travel more convenient for Chinese tourists and encouraged more people to travel to Thailand (MOTS, 2024).

Bangkok, the capital of Thailand is so popular international travel destinations for Chinese tourists because of its convenient location, rich cultural experience, shopping opportunities, and value for money. After Thailand implemented its visa exemption law, Bangkok quickly climbed the rankings of international travel destination searches among the Chinese tourists. According to Qunar.com, search interest increased by 14% compared to the previous week, indicating strong interest from Chinese tourists visiting Bangkok (Global Times, 2024).

The push–pull theory influences the revisit intention of Chinese tourists to Bangkok: the mediating role of perceived value. Push–pull theory explores intrinsic motivations (push factors) and extrinsic attractions (pull factors), while perceived value explores emotional value, functional value, social value, financial value, and epistemological value.

Existing research indicates that Chinese tourists hold an important position in the global tourism market, with Bangkok being a popular destination that attracts a large number of Chinese tourists. However, studies focusing on Chinese tourists' intentions and motivations to revisit Bangkok are limited. In particular, research that combines push–pull and perceived value theories is still scarce and insufficiently deep and comprehensive (Basmantra et al., 2022; Nam, 2023). The previous studies have examined the motivations of Chinese tourists in Thailand, but there is a lack of studies that focus on Bangkok as a specific destination (Li et al., 2021). Especially the study using perceived value as a mediator for revisit intention has fewer studies (An et al., 2019).

Therefore, examining how push–pull theory, perceived value, and demographic factors influence Chinese tourists' intention to revisit Bangkok is important for developing targeted marketing strategies and enhancing destination competitiveness. The purpose of this research is to fill the research gap in the current academic literature and provide valuable insights to tourism policymakers and marketers to better understand and influence Chinese tourists' behavior, which will facilitate the sustainable development of Bangkok's tourism industry.

Proposes

1. To study Push–Pull Theory influences on the perceived value of Chinese tourists in Bangkok.
2. To study Push–Pull Theory influences on the revisit intention of Chinese tourists to Bangkok.
3. To study Perceived value influences on the revisit intention of Chinese tourists to Bangkok.

Literature Review

Push and Pull Theory

The Push–Pull Theory, originally proposed by Tolman (1959) and later developed by Dann (1977), is an important model in tourism research. Push factors represent intrinsic psychological motivations, such as the desire for leisure or adventure, whereas pull factors refer to extrinsic destination attributes, such as natural beauty or cultural experiences. Understanding these motivations is important for market segmentation, tourism product improvement, and development of effective destination marketing strategies (Crompton & McKay, 1997). Push factors are intrinsic desires and needs that motivate individuals to seek tourism experiences, such as the desire for relaxation, escape from routine, self–exploration, or adventure (Klenosky, 2002). Research indicates that when tourists' intrinsic needs are effectively met through tourism experiences, their willingness to visit a destination again increases. For example, Yoon & Uysal (2005) found that intrinsic motivations such as leisure, escape, and novelty seeking are strongly linked to tourist satisfaction, which in turn affects their intention to visit again later. Similarly, intrinsic motivations such as self–improvement and social interaction are associated with higher levels of satisfaction and loyalty among tourists. This increases the chance of revisiting (Kim et al., 2003). The pull factors are destination attributes that attract tourists, such as natural beauty, cultural attractions, recreational opportunities, and the overall image of the destination. These factors are very important in determining visitors' decisions to visit and revisit a destination (Prayag & Ryan 2012). When tourists have positive perceptions of pull factors such as a friendly environment, unique cultural experiences, or high–quality facilities, they have a strong tendency to visit again. Prayag & Ryan (2012) showed that destination attributes, including cultural attractions and natural beauty, impact tourist satisfaction and loyalty. This, in turn, increases willingness to revisit. In addition, the uniqueness of pull factors directly affects tourists' behavioral intentions, such as the tendency to recommend a destination to others and revisit it (Meng et al., 2008). Gan et al. (2023) studied the motivations and behavioral intentions of wellness and health tourists: the role of perceived value. The results revealed push–pull theory influenced perceived value, similar to Prebensen et al. (2023), who studied motivation and participation as determinants of the perceived value of destination experiences. The results showed that push–pull theory influencesperceived value. Basmantra et al. (2022) aimed to predict the factors controlling tourists' behavior towards Bali after the outbreak. The results confirmed that push and pull theory were important factors in predicting tourists' intention to revisit Bali, particularly when perceived risk was a moderator. Anuar et al. (2021) studied tourists'

motivations for revisiting Langkawi, focusing on push and pull theory. The results revealed a strong positive relationship between push and pull theory and revisit intention, indicating that these two factors significantly influence tourists' revisit decisions. Similar to the study of He & Luo (2020), who developed a model based on push and pull theory to test the relationship model of motivation, satisfaction, and revisit intention of ski tourists at the Silk Road Ski Resort in Urumqi, the results of the study revealed that push and pull theory positively influence ski tourists' revisit intention.

Perceived Value

Perceived value is related to consumers in terms of non–monetary and monetary value consideration of products or services according to their consideration of what is received and what is given (Iniesta–Bonillo et al., 2016). Perceived value is also referred to as "the customer's evaluation of the usefulness of a service or product according to the consideration of what is received and what is given" (Zeithaml, 1988). Although most current research studies view value as a summary or comprised of value dimensions based on indicators, they do so despite the understanding that perceived value is multidimensional and complex (Boo et al., 2009). In addition, Kim & Park (2017) focused on two or three dimensions, with the exception of Petrick's (2002) study, which introduced a five–dimensional value construct. Epistemological and social values, which are important in tourism branding (Sánchez et al., 2006), are not included in Petrick's value dimensions, and two dimensions are related to price. In this study, perceived value was defined in five dimensions: functional, monetary, emotional, epistemic, and social. Anggraini et al. (2023) studied the impact of perceived value and tourists' experiences on revisit intention by using customer satisfaction as a mediating factor in a tourism village. The results showed that tourist experiences, customer satisfaction, and perceived value impact revisit intention, similar to Waheed & Hassan (2016), who studied the impact of customer–perceived value on tourist satisfaction and revisit intention: A study on guest houses in the Maldives. The study found that customer–perceived value influences tourists' revisit intentions. Similar to Intuluck et al. (2023), who studied the mediating roles of brand awareness, brand loyalty, and perceived value on revisit intention among high–income tourists in Thailand, this study indicates that brand attributes, brand awareness, brand loyalty, and perceived value influence revisit intention, particularly among high–income tourists in Thailand. In order to understand Chinese tourists' behavior, especially in the context of revisiting Bangkok, Thailand, the researchers choose five dimensions of perceived value, such as functional, monetary, emotional, epistemic, and social, for study.

Revisit Intention

The concept of revisit intention comes from behavioral intentions. It refers to future actions that a person anticipates or plans (Ajzen & Fishbein, 1977). Previous research has established behavioral intention as a reliable predictor of social behavior. Therefore, it is widely used to explain tourists' decision–making processes (Pratminingsih et al., 2014). Khuong & Ha (2014) defined revisit intention as the tendency of visitors to go to a destination or tourist attraction again. Interestingly, even when a destination meets all expectations, tourists still choose to explore new places rather than revisit familiar places because of their desire to gain new experiences (McDougall et al., 1987). However, if a destination is improved or adds value over a period of time, the likelihood of revisiting will increase. Revisit intention is similar to destination loyalty and plays a significant role in maintaining stable tourism revenue. Therefore, destination marketers should focus on cultivating tourists' intentions to revisit. Return tourists are important contributors to the overall success and economic stability of a tourism destination (Pratminingsih et al., 2014).

Hypothesis

Hypothesis 1 (H_1): Push–Pull Theory influences on the perceived value of Chinese tourists in Bangkok.

Hypothesis 2 (H_2): Push–Pull Theory influences on the revisit intention of Chinese tourists to Bangkok.

Hypothesis 3 (H_3): Perceived value influences on the revisit intention of Chinese tourists to Bangkok.

Research Methodology

Population and Sample

The population of this study was mainland Chinese tourists who visited Bangkok, Thailand. Joreskog (1993) suggested that the samples for research should be at least 15 times the number of questions appropriate for SEM analysis. In this study, 29 × 15 = 435. The researchers have considered using an effect size of 0.3; the recommended minimum sample size was only 177. The sample size is too small, so the researchers decided to choose a sample size of 435. The sampling method used in this research was based on non-probability sampling, which is a particularly convenient sampling method. Data were collected through online platforms such as WeChat, Douyin, and Xiaohongshu.

Instruments

The research instrument was developed in line with previous studies, specifically Tolman (1959); Ajzen & Fishbein (1977); Dann (1977); Crompton (1979); Zeithaml (1988); Baloglu & Uysal (1996); Crompton & McKay (1997); Klenosky (2002); Sánchez et al. (2006); Prayag & Ryan (2012); Pratminingsih et al. (2014); Waheed & Hassan (2016); He & Luo (2020); Anuar et al. (2021); Basmantra et al. (2022); Anggraini et al. (2023); Gan et al. (2023); Intuluck et al. (2023); and Prebensen et al. (2023), to ensure its consistency, reliability, and validity. For demographics, the researchers used closed–ended questions. For Push and Pull Theory, Perceived Value, and Revisit Intention, researchers used Likert scale questions.

The researchers adopted the reliability and validity of the scales for all of the constructs from the previous studies. The researchers have invited professional translators to translate the English questionnaire into the Chinese language version to make sure that the meaning of the measurement items still remains the same for each construct by using the technique of back–translation. For the content validity, the researchers invited three experts in the fields of tourism management to evaluate the questionnaire. All the IOC's values are between 0.67 and 1. It is suitable for collecting data.

Data Analysis

This study is quantitative research, so the researchers used the software package SPSS to run frequency, percentage, and mean value and used the software package Amos to examine the research hypotheses and to examine the relationship between the three variables that influence the revisit intention of Chinese tourists to Bangkok by analysis of the standardized direct, indirect, and total effects.

Data Normality

According to Byrne (2016), the skewness value should be between –2 and +2, and for kurtosis, the value should be between –7 and +7. The results of this study show that the skewness value was between –0.499 and –0.093, and kurtosis was between –1.248 and –0.405, representing data normality.

Reliability

In this study, the reliability of the questionnaire was evaluated through a reliability test conducted with a sample of 30 Chinese tourists for measured reliability by using Cronbach's alpha coefficient. The results showed value between 0.89 and 0.9. Therefore, all questionnaires are suitable for collecting data (Hair et al., 2010).

Results

Table 1 Frequency and Percentage of the Respondents

		Frequency	Percent
Gender	Male	200	46.0
	Female	235	54.0
Age	18–24	73	16.8
	25–34	80	18.4
	35–44	73	16.8
	45–54	119	27.4
	55 and above	90	20.6
Educational	Less than Bachelor	71	16.3
	Bachelor	288	66.2
	Higher than Bachelor	76	17.5
Occupation	Government Officer	69	31.0
	Company Worker	135	14.5
	Self–employed	63	1.1
	Unemployed	5	14.7
	Student	64	22.8
	Other	99	15.9
Monthly Income (CNY	Less than 5,000	85	19.5
	5,000–10,000	174	40.0
	10,001–20,000	107	24.6
	More than 20,000	69	15.9
Total		**435**	**100**

Source: Developed by authors

From Table 1, the demographic factors of the Chinese tourists show 46% males and 54% females. The major Chinese tourist ages are between 45 and 54, accounting for approximately 27.4% of all Chinese tourists. Their educational level is a bachelor's degree, representing 66.2%. Most of the Chinese tourists are company workers. Their monthly income is between 5,000 and 10,000 CNY per month, accounting for approximately 40% of Chinese tourists.

The model fit for this research model was assessed using AMOS version 23. The measurement model was tested by using second-order confirmatory factor analysis (CFA), and the structural model was tested by using SEM to determine whether all the hypotheses confirm with empirical data. The measurement of this research model includes three latent variables in the related hypotheses: push and pull theory, perceived value, and revisit intention. The results of this study found the model fit the empirical data (Chi–square = 77.662, df = 50, P = 0.07, CMIN/DF = 1.553, RMSEA = 0.035, GFI = 0.971, AGFI= 0.956, CFI = 0.99, NFI =0 .975, IFI = 0.98) (Byrne, 2016). The results showed that push–pull theory influence on the revisit intention of Chinese tourists to Bangkok via perceived value. So the results can prove the correlation between push–pull theories, perceived value, and revisit intention. Table 1 show the results of frequency and percentage of the Respondents. Figure 1 shows the fit indicators for the measurement models. To examine the relationship between the three variables that influence the revisit intention of Chinese tourists to Bangkok, an analysis of the standardized direct, indirect, and total effects is conducted (Table 3). Particular is the indirect effect of Push–Pull Theory on revisit intention at 0.339 through perceived value. The analysis also indicates that Push–Pull Theory has a direct impact on revisit intention at 0.572. So the total effect of the push–pull theory on revisit intention is 0.911.

Table 2 Confirmatory Factor Results

Hypotheses	Standardized Value	T–Value	Sig.	Results
Push–Pull Theory → Perceived Value	0.729	13.642	0.000***	Confirmed
Push–Pull Theory → Revisit Intention	0.572	7.088	0.000***	Confirmed
Perceived Value → Revisit Intention	0.465	5.635	0.000***	Confirmed

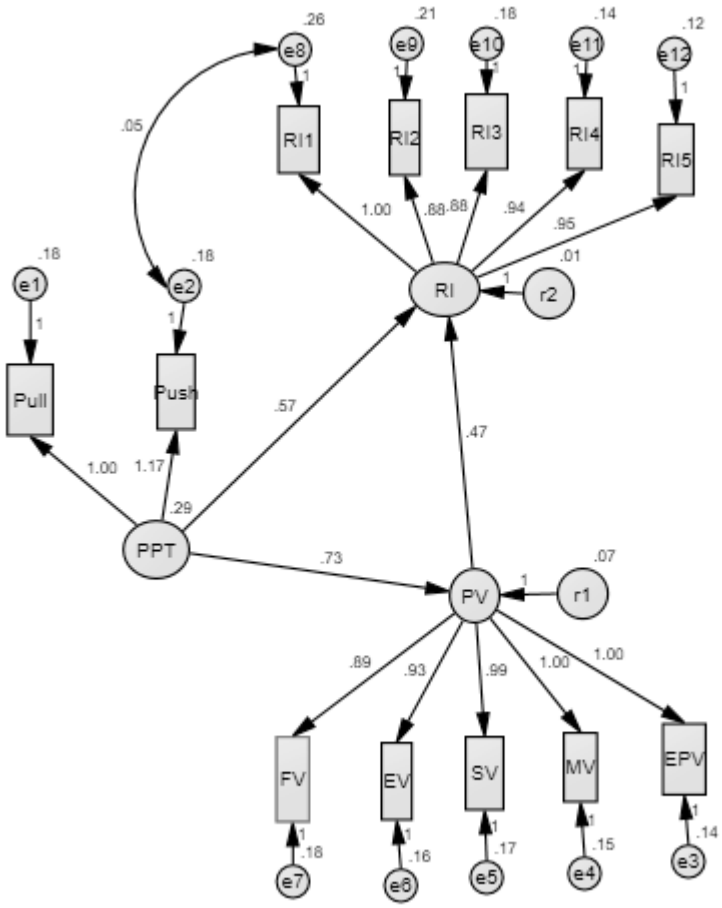
Note(S): Significant at *p < 0.05, **p < 0.01, ***p < 0.001.

Source: Developed by authors

Table 3 The Total Effects of the Research Model

Independent Variable	Dependent Variable	Total Effect	Direct Effect	Indirect Effect
Push–Pull Theory	Revisit Intention	0.911	0.572	0.339

Source: Developed by authors



Note(s): PPT: Push and Pull Theory, PV: Perceived Value, FV: Functional Value, EV: Emotional Value, SV: Social Value, MV: Monetary Value, EPV: Epistemic Value, RI: Revisit Intention, Chi–square = 77.662, df = 50, P = 0.07, CMIN/DF = 1.553, RMSEA = 0.035, GFI = 0.971, AGFI = 0.956, CFI = 0.99, NFI = 0.975, IFI = 0.98.

Figure 1 Fit indicators for the measurement models

Conclusion

The result of the first hypothesis showed push–pull theory (temples, festivals, shopping malls, dining options, and nightlife activities) has a significant influence on the perceived value of Chinese tourists to Bangkok (confirmed the first hypothesis). This result is consistent with Gan et al. (2023), who studied wellness and health tourists' motivation and behavior intention by using perceived value as a mediating variable. The results found that push–pull theory influences perceived value. Similarly, Prebensen et al. (2023) studied involvement and motivation as antecedents of the perceived value of the destination experience. The results found that push–pull theory influences perceived value.

The result of the second hypothesis showed that push-pull theory (temples, festivals, shopping malls, dining options, and nightlife activities) has a significant influence on the revisit intention of Chinese tourists to Bangkok (confirmed the second hypothesis). This result is consistent with Basmantra et al. (2022), who predicted the moderators of tourists' behavior towards Bali after the epidemic. The results found that push and pull theory impacts tourists' intention to revisit Bali, especially with perceived risk as a moderator. This is also consistent with Anuar et al. (2021), who studied tourists' motivations to revisit Langkawi, focusing on push and pull factors. The results found push and pull theory impact on revisit intention. Similar to He & Luo's (2020) study, they developed a model based on push–pull motivation theory to test the relationship between satisfactions, motivation, and revisit intention of ski tourists at the Silk Road ski resort in Urumqi. The results showed that both push and pull theory had a significant impact on ski tourists' intentions to revisit.

The result of the third hypothesis showed that perceived value influences the revisit intention of Chinese tourists to Bangkok (confirmed the third hypothesis). This result is consistent with Anggraini et al. (2023), who studied the impact of tourist experience and perceived value on revisit intention by using satisfaction as a mediating variable in tourism villages. The results revealed tourist experience, perceived value, and satisfaction impact revisit intention. This is also consistent with Waheed & Hassan (2016), who studied the impact of customer–perceived value on satisfaction and revisit intention by focusing on only guesthouses in the Maldives. The results found a perceived value impact on tourists' intention to revisit. Similar to Intuluck et al. (2023), this study examined the mediating variables of perceived value, brand loyalty, and brand awareness in tourism revisit intention among high–income tourists in Thailand. The results found a perceived value impact on revisit intention, particularly among high–income tourists.

Theoretical Implications

This study provides important theoretical implications for stakeholders in the tourism and hospitality industries. In particular, those involved in academic work that related to the tourism context.

1. The result of this study expanded the push-pull theory in the tourism context by examining its influence not only on travel motivation but also on post–travel intention. This extension of motivational factors (push-pull motivation) still remains relevant beyond the initial decision to travel and continues to shape future travel preferences (revisit intention). It has been confirmed by this study that push–pull theory has a positive effect on revisit intention.

2. The study contributes to the cross–cultural application of push–pull theory by focusing specifically on Chinese tourists' revisit intention to Bangkok. The results of this provided theoretical insights into how cultural influences (temples, festivals, shopping malls, dining options, and nightlife activities) of motivational structures and value perceptions shape revisit intention, which can be useful for future studies exploring tourist behavior in different cultural contexts.

Practical Implications

This study offers several important practical implications for stakeholders in the tourism and hospitality industries. In particular, those involved in promoting Chinese tourism in Bangkok

1. The government agency and stakeholders of Bangkok city should enhance more pull factors such as temples, festivals, shopping malls, dining options, and nightlife activities and also improve hospitality and service quality in order to be compliant with the needs of Chinese tourists, especially the 45–54 years old groups.

2. For the marketing campaign, the government agency and stakeholders of Bangkok city should focus on five aspects of perceived value: functional value, monetary value, epistemic value, emotional value, and social value in order to respond to the needs of Chinese tourists, especially with the 45–54 years old groups.

3. The government agency and stakeholders should build long–term relationships with Chinese visitors through surveys, follow–up emails, and personalized offers.

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