

WILLINGNESS AND MOTIVATION OF CHINESE GENERATION X AND Y TOURISTS TO PARTICIPATE IN WELLNESS TOURISM IN THAILAND BASED ON PUSH–PULL THEORY

Yuchen Han

An Independent Study submitted in partial fulfillment of the Requirements for the Degree of Master of Management Program in Creative Industries Management
Rattanakosin International College of Creative Entrepreneurship
Rajamangala University of Technology Rattanakosin
Academic Year 2026
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ABSTRACT

The objectives of this research were: (1) to examine the effects of push factors on participation motivation among Chinese Generation X and Generation Y tourists; (2) to examine the effects of pull factors on participation motivation; (3) to investigate whether participation motivation indirectly influences travel intention and recommendation intention through perceived value; and (4) to compare the relationships among the main variables between Generation X and Generation Y.

This quantitative research employed a structured questionnaire to collect data from 453 Chinese respondents, including 259 Generation X participants and 194 Generation Y participants. The respondents were selected using purposive, convenience, and snowball sampling methods. The data were analyzed through descriptive statistics, reliability and validity assessment, confirmatory factor analysis, structural equation modeling, bootstrap mediation analysis, and generational comparison analysis.

The major findings were as follows: (1) Both push factors and pull factors had significant positive effects on participation motivation, indicating that tourists' internal needs and destination-related attractions jointly strengthened their motivation to participate in wellness tourism in Thailand; (2) Participation motivation significantly increased perceived value, while perceived value had significant positive effects on both travel intention and recommendation intention; (3) Perceived value played a significant mediating role in the relationships between participation motivation and the two behavioral intentions, suggesting that stronger motivation can improve tourists' evaluations of the benefits and value of wellness tourism, which subsequently enhances their willingness to travel and make recommendations; and (4) The overall structural relationships were generally similar between Generation X and Generation Y. However, service convenience and safety showed a stronger influence on participation motivation among Generation X, suggesting that older tourists may place greater emphasis on accessibility, service reliability, and safety conditions when evaluating wellness tourism opportunities.

Keywords: Wellness tourism, Push–Pull Theory, Participation motivation, Perceived value, Generation X, Generation Y

Advisor's Signature: .....

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Yuchen Han

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Table of Contents

Page

Abstract ..... (1)
Acknowledgements ..... (2)
Table of Contents ..... (3)
List of tables ..... (7)
List of Figures ..... (8)
List of abbreviations and glossary ..... (9)
Chapter 1 Introduction 1
1.1 Research Background 1
1.2 Research Questions 5
1.3 Research Objectives 5
1.4 Research Contributions 6
1.4.1 Theoretical Contributions 6
1.4.2 Practical Contributions 6
1.5 Research Limitations 7
Chapter 2 Literature Review 9
2.1 Wellness Tourism 9
2.2 Generational Cohort Perspective 11
2.3 Theoretical Foundations 13
2.3.1 Push–Pull Theory 13
2.3.2 Perceived Value 15
2.3.3 Integrated Theoretical Logic 16
2.4 Review of Relevant Empirical Studies 17
2.4.1 Push and Pull Factors and Participation Motivation 17
2.4.2 Participation Motivation and Perceived Value 19
2.4.3 Perceived Value and Behavioral Intention 20
2.4.4 Generational Differences in Wellness-Oriented Travel 21
2.4.5 Literature Synthesis and Research Gap 22
2.5 Construct Definitions and Dimensions 22
2.5.1 Push Factors 22

Table of Contents (Continued)

Page

2.5.2 Pull Factors 23
2.5.3 Participation Motivation 24
2.5.4 Perceived Value 25
2.5.5 Travel Intention 25
2.5.6 Recommendation Intention 26
2.6 Conceptual Framework 26
2.7 Research Hypotheses 28
Chapter 3 Research Methodology 31
3.1 Research Methods 31
3.2 Population and Sample 32
3.3 Data Collection 33
3.4 Questionnaire Development and Pre-test 34
3.4.1 Scale Development and Revision 34
3.4.2 Push Factor and Pull Factor Scale Development 35
3.5 Data Analysis 36
3.5.1 Descriptive Statistics and Reliability Analysis 36
3.5.2 KMO, Bartlett's Test, and Common Method Bias 37
3.5.3 Confirmatory Factor Analysis and Structural Model Testing 37
3.5.4 Bootstrap Confidence Interval Analysis 38
3.5.5 Exploratory Comparison between Generation X and Generation Y 38
Chapter 4 Result 42
4.1 Descriptive Statistical Analysis 42
4.1.1 Generational Background Comparison 46
4.1.2 Generational Mean Comparison of Core Constructs 47
4.2 Reliability Analysis 48
4.3 Assessment of Factorability and Common Method Bias 50
4.3.1 KMO and Bartlett's Test of Sphericity 50
4.3.2 Common Method Bias Test 51
4.4 Confirmatory Factor Analysis and Validity Assessment 52

Table of Contents (Continued)

Page

4.4.1 Standardized Measurement Model 52
4.4.2 Convergent Validity 55
4.4.3 Discriminant Validity 57
4.5 Structural Equation Modeling and Hypothesis Testing 58
4.5.1 Structural Model Fit 58
4.5.2 Direct Effects and Hypothesis Testing 60
4.6 Bootstrap Analysis of Indirect Effects 60
4.7 Exploratory Comparison Between Generation X and Generation Y 62
4.8 Chapter Summary 64
Chapter 5 Discussion, Conclusion and Recommendation 66
5.1 Summary of Major Findings 66
5.1.1 Discussion of Major Findings in Relation to Previous Literature 67
5.2 Answers to the Research Questions 71
5.2.1 Answer to Research Question 1 71
5.2.2 Answer to Research Question 2 71
5.2.3 Answer to Research Question 3 72
5.2.4 Answer to Research Question 4 73
5.3 Achievement of the Research Objectives 74
5.3.1 Achievement of Research Objective 1 74
5.3.2 Achievement of Research Objective 2 74
5.3.3 Achievement of Research Objective 3 75
5.3.4 Achievement of Research Objective 4 76
5.3.5 Overall Achievement of the Research Objectives 77
5.4 Limitations and Future Research 78
5.4.1 Limitations 78
5.4.2 Future Research 79
5.5 Conclusion 79
Bibliography 82
Appendixes 86

Table of Contents (Continued)

Page

Appendix A Questionnaire.....87
Appendix B Article.....97
Curriculum Vitae.....118

List of tables

Table **Page**

Table 2. 1 The four dimensions of push factors 23
Table 2. 2 The four dimensions of pull factors 23
Table 3. 1 Operational Definitions and Dimensions of Research Constructs 39
Table 3. 2 Push Factor and Pull Factor Scale Development and Revision Instructions ..41
Table 4. 1 Descriptive Statistics of Demographic Background 42
Table 4. 2 Descriptive Statistics of Multiple-Response Items 44
Table 4. 3 Descriptive Statistics of Research Variables 45
Table 4. 4 Generational Background Comparison Using Chi-Square Tests 47
Table 4. 5 Independent-Samples Welch t-Tests for Core Constructs 47
Table 4. 6 Reliability Analysis Results 48
Table 4. 7 KMO and Bartlett's Test Results.....51
Table 4. 8 Common Method Bias Test.....51
Table 4. 9 Second-Order Factor Loadings 54
Table 4. 10 Results of Convergent Validity Assessment.....55
Table 4. 11 Discriminant Validity: Correlations Between Latent Variables and Square Roots of AVE 57
Table 4. 12 Goodness-of-Fit Indices for the Structural Model 59
Table 4. 13 Path Coefficients of the Structural Equation Model 60
Table 4. 14 Bootstrap Results for Indirect Effects Through Perceived Value.....61
Table 4. 15 Summary of Hypothesis Testing Results.....62
Table 4. 16 Exploratory Path Comparison Between Generation X and Generation Y 63

List of Figures

Figures **Page**

Figure 2. 1 Push–Pull Theory Model Adapted from Gu (2024) 19
Figure 2. 2 Conceptual Research Model 28
Figure 4. 1 Standardized Measurement Model 53
Figure 4. 2 Standardized Structural Equation Model 58

List of abbreviations and glossary

Abbreviation /Glossary	Explanation
AMOS	Analysis of Moment Structures
AVE	Average Variance Extracted
CFA	Confirmatory Factor Analysis
CFI	Comparative Fit Index
CR	Composite Reliability / Critical Ratio, as specified by context
EGC	Exploratory Generational Comparison
PM	Participation Motivation
PV	Perceived Value
RMSEA	Root Mean Square Error of Approximation
SEM	Structural Equation Modeling
SPSS	Statistical Package for the Social Sciences
TI	Travel Intention
RI	Recommendation Intention

CHAPTER 1
INTRODUCTION

1.1 Research Background

With the growth of the world's wellness industry and people's increasing awareness of health and changing travel behaviour, wellness tourism has begun to emerge in recent years across the globe. Wellness tourism aims to promote people's health and well-being through tourism activities, such as stress reduction, mental peace, physical and mental health recovery, better quality of life, improvement in daily life, and higher standards of living (Mueller & Lanz Kaufmann, 2001; Voigt et al., 2011), rather than curing diseases. Therefore, wellness tourism is not merely an extension of conventional sightseeing tourism but a comprehensive form of tourism consumption that integrates health services, leisure experiences, natural environments, cultural activities, and individual well-being.

The global development of wellness tourism provides a strong practical basis for this research. The worldwide well-being industry attained roughly US$6.8 trillion during 2024 and is anticipated to expand to nearly US$9.8 trillion by 2029. International wellness travel spending amounted to about US$894 billion in 2024, reflecting the ongoing growth of travel interest focused on bodily and mental restoration, health management, relaxation, and quality-of-life improvement (Global Wellness Institute, 2025). These developments demonstrate that tourists' needs are gradually shifting from conventional sightseeing and entertainment toward more comprehensive experiences involving health benefits, emotional restoration, lifestyle adjustment, and mind–body balance.

The Chinese market also provides a direct practical context for this study. China has become one of the world's largest wellness economies, while domestic public-health monitoring indicates a continued rise in health awareness. By 2024, the health literacy of Chinese people in China had risen to 31.87%, an increase of 2.17 percentage points from 2023, reflecting an increasing emphasis on medical knowledge, proactive behavior and a healthier life (National Health Commission of the People's Republic of China, 2025). This trend does not by itself measure demand for wellness tourism, but it strengthens the

consumer-side basis for tourism products that combine relaxation, recovery, health maintenance, and lifestyle improvement.

Alongside the growth of wellness tourism, generational differences have become increasingly important in tourism consumer behavior research. A generation of people who have grown up in the same historical, economic, technological and social environment may develop the same values, consumption attitudes, information-search behaviors, and decision-making patterns. Consequently, generational segmentation provides a useful approach for explaining differences in tourism motivation, destination evaluation, activity preferences, and future behavioral intention (Gardiner et al., 2014; Li et al., 2013). Existing tourism studies have also demonstrated significant generational similarities and differences in destination preferences, travel activities, evaluation criteria, and information-source use, assisting the implementation of generational analysis within tourism-market research (Li et al., 2013).

For operational consistency, this research categorizes Generation X as people born from 1965 to 1980, while Generation Y is defined as those born between 1981 and 1996. These ranges are widely used in international generational research, but they are not treated as universally fixed boundaries. Their interpretation is localized to China because the two cohorts experienced different stages of reform and opening-up, market transition, urbanization, education expansion, family-policy change, and digitalization. Chinese generational-tourism research has shown that cohort-based differences and similarities can emerge in outbound travel motivation, information use, destination choice, and evaluation criteria, supporting the use of generational comparison in the Chinese tourism context (Huang & Lu, 2017; Pan et al., 2021). Accordingly, the birth-year ranges are used primarily as transparent sampling and comparison rules rather than as an assumption that Western cohort characteristics apply unchanged to Chinese respondents.

Chinese Generation X and Generation Y form a practically relevant adult source market for Thailand because both cohorts combine independent travel-decision capacity with growing interest in health maintenance, stress recovery, and quality-of-life improvement. Their market relevance is not based on an assumption that wellness tourism is only for older people. Rather, wellness tourism addresses preventive health, relaxation, recovery, and lifestyle needs that may be present across adulthood. Generation X is generally at a more mature life stage, where health maintenance, physical comfort, service

reliability, and risk reduction may become more salient, despite Generation Y potentially prioritizing work-life equilibrium and mental rejuvenation more significantly, experience quality, and convenience. These tendencies provide a practical basis for comparing the two cohorts rather than treating Chinese adult tourists as a homogeneous market (Gardiner et al., 2014; Li et al., 2013).

Previous tourism studies provide support for examining Chinese tourists from a generational perspective. Generational analysis has been shown to be valuable in identifying differences in tourists' attitudes, preferences, and travel decisions (Gardiner et al., 2014; Li et al., 2013). Research on Chinese Generation Y suggests that tourism decisions are shaped not only by the desire for novelty, freedom, and self-development but also by family responsibilities, cultural values, safety concerns, and perceived ability to participate (Gardiner & Kwek, 2017). Research directly examining Chinese Generation X and Generation Y cruise tourists has further demonstrated the relevance of analyzing their travel motivations and repeat behavioral intentions as generationally situated tourism-consumer groups (Pan et al., 2021). Therefore, the results do not indicate that Chinese Generations X and Y should be treated as a single tourism group.

The focus on Generation X and Generation Y also broadens the scope of the present research compared with a study limited exclusively to older adults. The two cohorts include consumers who may possess relatively stable purchasing capacity, independent travel-decision authority, accumulated tourism experience, and increasing interest in preventive health management. At the same time, their tourism choices may be constrained by work schedules, family responsibilities, perceived risk, service quality, time costs, and economic considerations. Wellness tourism is therefore particularly relevant because it combines recreation with health maintenance, emotional recovery, cultural experience, and lifestyle improvement. However, the internal reasons that motivate Chinese Generation X and Generation Y to participate in wellness tourism and the destination attributes that attract them may not be identical.

In terms of destination selection, Thailand has developed a competitive foundation in the Asian wellness-tourism market. Its wellness-tourism offerings include Thai massage, spa services, traditional healing practices, meditation, healthy cuisine, wellness resorts, natural leisure resources, and internationally oriented tourism services. These resources provide tourists with physical, emotional, cultural, and restorative benefits and are

consistent with the holistic orientation of wellness tourism (Mueller & Lanz Kaufmann, 2001; Voigt et al., 2011). Thailand's relatively mature tourism infrastructure, diverse accommodation products, established hospitality industry, and combination of health-related and cultural experiences further strengthen its attractiveness to international wellness tourists.

The larger tourism landscape likewise bolsters the practicality of Chinese Gen X and Gen Y engaging in health-focused travel within Thailand. The mutual visa-exemption agreement between China and Thailand entered into force on March 1, 2024, reducing administrative barriers and preparation costs for short-term travel (Ministry of Foreign Affairs of the Kingdom of Thailand, 2024). More importantly for the present study, Thailand welcomed approximately 6.73 million Chinese visitors in 2024, making China its largest international source market (Tourism Authority of Thailand, 2025). This large and established visitor flow provides a concrete source-market foundation for examining how Chinese adult tourists evaluate Thailand's wellness services, convenience, safety, natural environments, cultural experiences, and overall value.

Theoretically speaking, Push–Pull Theory offers a suitable structure for interpreting the wellness-tourism choices of Chinese Gen X and Gen Y. Push factors originate from tourists' internal needs and explain why individuals want to participate in tourism, whereas pull factors originate from destination attributes and explain why tourists are attracted to a particular destination (Crompton, 1979; Dann, 1981). In the wellness-tourism context, internal motivations may include health maintenance, Psychological relaxation, escape from daily pressure and socialisation, family companionship, and personal development. External attractions may include professional wellness products, service quality, natural environments, cultural experiences, convenience, safety, and price value. Current empirical research suggests that wellness-tourism drives substantially impact behavioral intention, and that perceived value could moderate the link between motivation and intention (Gan et al., 2023).

Nevertheless, existing wellness-tourism research has generally treated tourists as a broad consumer group or has focused on specific groups such as older adults and Generation Z. Empirical studies explicitly contrasting the health-tourism drivers and practical intentions of Chinese Generation X and Generation Y are relatively scarce. Although studies have applied generational analysis to general tourism, adventure tourism,

and cruise tourism, less is known about how internal health and psychological needs interact with Thailand's destination attractions to shape the perceived value and behavioral intention of these two Chinese generational cohorts (Gardiner & Kwek, 2017; Pan et al., 2021).

Consequently, this research utilizes Push–Pull Theory to analyze the incentives and behavioral intent of Chinese Gen X and Gen Y individuals for engaging in wellness tourism within Thailand. It explores how internal push drivers and external pull elements impact participation drive, how participation drive influences perceived value, and how perceived value subsequently assists in travel and recommendation desires. By contrasting or collectively investigating Gen X and Gen Y, this work aims to provide a more distinct interpretation of Chinese wellness-tourism clients and to provide functional advice for generational market categorization, tourism-product development, service design, and destination marketing in Thailand.

1.2 Research Questions

RQ1: What are the internal driving forces that shape the engagement incentives for Chinese Generation X and Generation Y travelers regarding health-focused tourism within Thailand?

RQ2: How do destination pull attributes of Thailand influence participation motivation among Chinese Generation X and Generation Y tourists considering wellness tourism?

RQ3: In what manner does perceived value moderate the link between engagement motivation, tourism intention, and endorsement intention?

RQ4: What are the disparities between Generation X and Generation Y regarding the correlations among push elements, pull elements, engagement inspiration, perceived utility, tourism desire, and advocacy intention?

1.3 Research Objectives

RO1: To operationalize the primary internal push factors and evaluate their correlation with engagement drive among Chinese Gen X and Gen Y travelers regarding wellness tourism within Thailand.

RO2: To operationalize Thailand’s major wellness-tourism pull dimensions and estimate their relationship with participation motivation.

RO3: To examine the mediating roles of perceived value on travel intention and recommendation intention via participation motivation utilizing Bootstrap confidence intervals.

RO4: To perform a comprehensive analysis regarding the identified connections among Chinese Generation X and Generation Y while recognizing narrative commonalities and disparities.

1.4 Research Contributions

1.4.1 Theoretical Contributions

Initially, this research utilizes Push–Pull Theory regarding Chinese Gen X and Gen Y within the particular setting of wellness tourism across Thailand. The theoretical value lies primarily in testing whether the established distinction between internal needs and destination attractions remains useful for explaining participation motivation in a generationally segmented cross-border wellness-tourism setting (Crompton, 1979; Dann, 1981).

Second, the study contributes empirical evidence on whether the same wellness-tourism decision process operates similarly across Chinese Generation X and Generation Y. Rather than assuming fixed generational differences, it treats cohort comparison as an empirical and exploratory question informed by tourism cohort research (Gardiner et al., 2014; Li et al., 2013; Pan et al., 2021).

Furthermore, this research elucidates the function of perceived value as a mediating assessment linking participation drive with subsequent behavioral inclinations. This concept encapsulates travelers' comprehensive evaluation of anticipated gains against financial and intangible costs, offering a succinct framework for clarifying how incentive is linked to tourism and endorsement purposes (Zeithaml, 1988; Chen & Chen, 2010; Gan et al., 2023).

1.4.2 Practical Contributions

The practical implications are deliberately limited to relationships supported by the empirical results. Because the overall decision mechanism was broadly similar across

Generation X and Generation Y, Thai wellness-tourism providers can retain a common core proposition centered on professional wellness services, restorative environments, cultural wellness experiences, and perceived value. For Generation X, service convenience and safety warrant additional managerial attention because this path showed the clearest descriptive contrast in the exploratory cohort comparison.

Another evidence-based finding relates to perceived value. As perceived value was favorably linked to both travel desire and endorsement desire, service providers must convey anticipated health advantages along with the necessary financial and intangible costs explicitly. Improving service reliability, transparent information, convenience, and the consistency of the overall wellness experience can help tourists judge whether the trip is worthwhile. Recommendations that were not directly tested in this study, such as generation-specific social-media strategies or additional market-segmentation schemes, are therefore not presented as empirical conclusions.

1.5 Research Limitations

First, this study focuses specifically on Chinese Generation X and Generation Y. Although generational segmentation is useful for explaining differences in tourism motivation, destination preferences, information use, and consumption behavior, individuals within the same generation do not necessarily possess identical characteristics or preferences (Gardiner et al., 2014; Li et al., 2013). Respondents within each generation may differ in age, income, occupation, health consciousness, family responsibilities, travel experience, digital literacy, and familiarity with Thailand. Consequently, these results could clarify the broad patterns of Generation X and Generation Y, yet they might not completely depict each specific person across the two cohorts.

Furthermore, the specific years utilized for categorizing Generation X and Generation Y serve as operational definitions instead of being globally standardized benchmarks. Generational classifications may vary across countries and studies because individuals' shared experiences are influenced by different historical, economic, social, cultural, and technological environments (Gardiner et al., 2014; Li et al., 2013). Although this study adopts commonly used birth-year ranges to facilitate sample screening and group comparison, these boundaries may not fully reflect the specific generational

experiences of Chinese respondents. Future studies may develop more localized generational classifications based on China's social and historical context.

Thirdly, this research is carried out in the particular tourism setting of wellness travel within Thailand. Thailand possesses distinctive attractions in Thai massage, spa services, traditional healing, natural environments, cultural experiences, tourism infrastructure, and international service capacity. Such attributes boost the situational pertinence of this research while potentially constraining the widespread applicability of the results. The drivers and vacation appraisals of Chinese Generation X and Generation Y could vary when they contemplate wellness tourism sites like Japan, South Korea, European countries, or domestic destinations in China. Consequently, these results must be mainly understood within the framework of Thailand's holistic travel sector (Gan et al., 2023; NaRanong & NaRanong, 2011).

Fourth, this study mainly adopts Push–Pull Theory to explain participation motivation, perceived value, and behavioral intention. Although the theory provides an appropriate framework for distinguishing tourists' internal needs from external destination attractions, wellness tourism decisions may also be influenced by perceived risk, trust, health consciousness, destination image, digital information quality, family influence, financial constraints, and perceived behavioral control. Perceived value explains an important psychological process through which participation motivation is transformed into behavioral intention, but it may not capture all cognitive, emotional, and social factors involved in tourism decision-making (Chen & Chen, 2010; Gan et al., 2023; Zeithaml, 1988). Subsequent research could merge Push–Pull Theory with the Theory of Planned Behavior, destination-image theory, perceived-risk theory, or trust-related variables.

CHAPTER 2
LITERATURE REVIEW

2.1 Wellness Tourism

Wellness tourism denotes journeys pursued mainly to preserve or enhance a person's bodily, mental, affective, and existential vitality. Differing from traditional recreational travel, wellness tourism prioritizes proactive medical administration more heavily, relaxation, recovery, lifestyle adjustment, and quality-of-life enhancement. It is also conceptually different from medical tourism. Medical tourism is generally treatment-oriented and involves clinical diagnosis, medical procedures, or professional healthcare intervention, whereas wellness tourism focuses on health promotion, holistic well-being, and restorative or transformative experiences (Mueller & Lanz Kaufmann, 2001; Voigt et al., 2011).

Wellness travel encompasses diverse tourism pursuits and offerings, including hydrotherapy, massage, contemplation, and yoga, healthy cuisine, traditional healing, wellness consultation, fitness programs, nature-based relaxation, and lifestyle-management programs. The value of these activities is not limited to physical recovery. Tourists may also seek emotional restoration, stress reduction, cultural learning, spiritual reflection, personal development, and temporary escape from daily responsibilities. Consequently, well-being tourism might be viewed as a multifaceted type of travel which combines bodily wellness, psychological well-being, cultural experience, and lifestyle improvement.

The evolution of well-being travel is intricately linked to shifts in tourists' living patterns and medical consciousness. Increasing work pressure, psychological fatigue, sedentary lifestyles, and concerns about long-term health have encouraged consumers to seek tourism experiences that provide both leisure and health-related benefits. In this context, tourism is no longer viewed only as entertainment or temporary escape; it may also become part of broader personal health management and lifestyle improvement. Wellness tourism is therefore particularly relevant to consumers who seek meaningful

experiences that combine relaxation, recovery, self-development, and quality-of-life enhancement.

Thailand provides an appropriate destination context for wellness tourism research because it combines internationally recognized wellness resources with a mature tourism and hospitality system. Its major wellness attractions include Thai massage, spa services, traditional healing practices, meditation, Buddhist cultural resources, healthy cuisine, wellness resorts, tropical landscapes, coastal environments, and nature-based relaxation. Thailand's accumulated experience in international tourism, private health services, hospitality, and cross-cultural communication also provides a supportive foundation for developing wellness-oriented tourism products (NaRanong & NaRanong, 2011).

Thailand's wellness tourism sector includes both traditional and contemporary forms of wellness experience. Traditional resources include Thai massage, herbal therapies, Buddhist meditation, local healing knowledge, and culturally embedded health practices. Contemporary products may integrate fitness assessment, stress management, healthy diets, mindfulness, personalized wellness programs, and resort-based recovery experiences. Thailand's wellness tourism offerings include massage, nature-based retreats, mindfulness, fitness, healthy meals, and recovery programs, demonstrating the continued importance of wellness within the country's tourism sector (Tourism Authority of Thailand, 2024).

Thailand's established tourism infrastructure further strengthens its destination attractiveness. International transportation connections, diverse accommodation, experienced hospitality providers, digital booking systems, and a broad range of tourism services can reduce the uncertainty associated with international wellness travel. Official tourism statistics indicate that international and domestic tourism remain important components of Thailand's tourism economy, providing a broad market foundation for specialized products such as wellness tourism (Ministry of Tourism and Sports, 2024).

Nevertheless, wellness tourism should remain conceptually distinct from medical tourism. Although Thailand's medical infrastructure and health-related service experience may support tourists' confidence in the destination, the present study focuses on non-clinical tourism activities rather than medical diagnosis or treatment. Accordingly, wellness tourism in Thailand is defined in this study as non-clinical travel undertaken by Chinese Generation X and Generation Y for health maintenance, psychological relaxation,

stress reduction, physical and emotional recovery, cultural experience, lifestyle improvement, and quality-of-life enhancement.

This operational definition includes both organized wellness programs and destination-based wellness experiences. Relevant activities may include Thai massage, spa services, meditation, yoga, healthy diets, traditional healing, wellness resorts, cultural participation, and nature-based relaxation. The framework is adequately inclusive to capture the multifaceted essence of wellness travel while staying aligned with the research's focus on prevention, restoration, and comprehensive health.

2.2 Generational Cohort Perspective

The perspective of generational cohorts suggests that people who mature within comparable historical, financial, societal, cultural, and digital epochs might cultivate somewhat collective beliefs, perspectives, purchasing inclinations, data-seeking behaviors, and judgment-making frameworks. Shared formative experiences may influence how members of a generation evaluate products, respond to marketing information, use technology, allocate resources, and make tourism decisions.

In tourism research, the generational cohort perspective has been applied to examine differences in travel motivation, destination preference, activity choice, information-source use, expenditure patterns, and future behavioral intention (Gardiner et al., 2014; Li et al., 2013). Generational analysis therefore provides a potentially useful basis for tourism market segmentation because it moves beyond treating tourists of different ages as a completely homogeneous consumer group.

However, a generational cohort should not be understood as a group whose members possess identical characteristics. Individuals within the same generation may differ substantially in income, occupation, family status, education, health consciousness, travel experience, digital literacy, and familiarity with a destination. Generational segmentation should therefore be used to identify broad tendencies rather than fixed personal characteristics.

It remains crucial to differentiate intergenerational impacts from age-based and life-stage influences. Generational effects refer to patterns potentially associated with shared historical and social experiences, whereas life-cycle effects reflect changes related

to age, employment, family responsibility, health, and available resources. In practice, these influences may overlap. Consequently, dissimilarities among Generation X and Generation Y ought to be understood carefully and analyzed practically instead of being presumed beforehand.

To ensure procedural uniformity, this research categorizes Generation X as people born from 1965 to 1980 while labeling Generation Y as those born between 1981 and 1996. These birth-year ranges are used to screen respondents and conduct exploratory generational comparisons, but they are operational definitions rather than universally fixed boundaries. In the Chinese context, generational interpretation must account for formative experiences associated with reform and opening-up, rapid marketization, urbanization, education expansion, changing family structures, and the later diffusion of digital technologies. Research on China's potential outbound market has shown that locally defined generations differ in travel motivation, information sources, destination choices, activity preferences, and evaluation criteria, demonstrating that generational analysis can be meaningful when adapted to China rather than mechanically importing Western labels (Huang & Lu, 2017). Research on Chinese Generation X and Y tourists likewise supports examining cohort-specific tourism mechanisms while recognizing substantial within-group heterogeneity (Pan et al., 2021).

The use of these ranges enables a consistent comparison between two major adult consumer groups. Generation X respondents are generally positioned at a relatively mature stage of adulthood and may have greater family responsibilities, health concerns, and expectations regarding safety and service reliability. Generation Y respondents may have greater familiarity with digital information, flexible consumption, personalized services, and experience-oriented tourism. However, these characteristics are treated as possible tendencies rather than predetermined conclusions.

Chinese Generation X may attach relatively greater importance to preventive health management, physical comfort, safety, professional services, service reliability, family needs, and long-term quality of life. Wellness tourism products that provide clear health benefits, stable service arrangements, comfortable accommodation, and transparent information may therefore be particularly relevant to this group.

Chinese Generation Y may place relatively greater emphasis on psychological recovery, work–life balance, personalized experiences, convenience, cultural participation,

self-development, and digitally accessible services. They may also respond more strongly to flexible itineraries, online information, social-media content, and distinctive tourism experiences. Nevertheless, the actual strength of these preferences must be determined through empirical analysis.

Previous tourism research supports the analytical value of distinguishing Generation X and Generation Y. Studies have identified possible cohort differences in tourism motivation, destination evaluation, activity selection, information use, and future intention (Gardiner et al., 2014; Li et al., 2013). Research involving Chinese tourists has also highlighted the importance of novelty, freedom, personal development, family considerations, safety, and cultural values in tourism decisions (Gardiner & Kwek, 2017).

Comparative research on Chinese Generation X and Generation Y cruise tourists has demonstrated that generational cohorts may differ in tourism motivation and repeat behavioral intention (Pan et al., 2021). Nevertheless, empirical proof regarding Chinese Gen X and Gen Y within international wellness travel is relatively scarce. This shortfall offers a framework for investigating whether the suggested structural dynamics function variably across these two distinct age-based groups.

2.3 Theoretical Foundations

2.3.1 Push–Pull Theory

The Push–Pull Theory represents a highly recognized conceptual structure for clarifying the drivers of tourism behavior. The theory distinguishes between internal forces that generate the desire to travel and external destination attributes that influence where tourists choose to travel. Push factors answer the question of why individuals want to travel, whereas pull factors explain why they are attracted to a particular destination (Crompton, 1979; Dann, 1977, 1981).

Push factors originate from individuals' psychological, physical, and social needs. Common examples include escape from daily routines, relaxation, health maintenance, social interaction, novelty seeking, personal growth, and self-fulfillment. These factors may create a general desire to participate in tourism before a specific destination is selected.

Pull factors originate from the perceived characteristics of a destination. They may include natural resources, cultural attractions, service quality, facilities, accessibility,

safety, convenience, destination image, and price-related advantages. Pull factors help tourists evaluate whether a destination possesses the resources and conditions needed to satisfy their internal motivations.

Push and pull elements must not be treated as entirely distinct decision mechanisms. Internal needs may direct tourists' attention toward particular destination characteristics, while destination characteristics may strengthen or weaken their willingness to participate. For example, a tourist seeking stress reduction may be particularly attracted to quiet natural environments, meditation programs, spa services, and flexible itineraries. Therefore, travel inspiration is created through the cooperation of one's own wishes and the external features of a tourist area.

Push–Pull Theory is particularly suitable for wellness tourism. Participation in wellness tourism is often motivated by internal needs related to health management, psychological recovery, social connection, and personal development. However, these needs are unlikely to produce destination-specific motivation unless tourists believe that the destination possesses appropriate wellness services, natural environments, cultural resources, convenience, and safety.

In the present study, push factors explain why Chinese Generation X and Generation Y develop a desire to engage in wellness tourism. Pull factors explain why Thailand is evaluated as an attractive destination for satisfying these needs. The theory therefore provides the primary explanation for how internal needs and Thailand's external attractions jointly shape participation motivation.

The application of Push–Pull Theory also enables the study to distinguish between tourists' general wellness needs and their evaluations of Thailand as a destination. This distinction is important because a person may have a strong desire for relaxation or health improvement but may not necessarily choose Thailand. Conversely, positive evaluations of Thailand's wellness resources may not create strong participation motivation when internal wellness needs are weak.

Although Push–Pull Theory provides a useful explanation of tourism motivation, it does not fully explain how motivation is transformed into future behavioral intention. Travelers might be inspired and drawn to a site yet still assess if the anticipated encounter is merited by the demanded cost, duration, exertion, and ambiguity. Consequently, perceived value is integrated as an additional conceptual framework.

2.3.2 Perceived Value

Perceived value denotes a person's comprehensive evaluation of received outcomes compared with the required sacrifices. This concept is influenced by more than just objective pricing or service standards; it involves a personal judgment balancing anticipated advantages against financial plus non-financial expenditures (Zeithaml, 1988).

Anticipated advantages might encompass operational efficiency, psychological fulfillment, heritage acquisition, communal advantages, immersive quality, and practicality, and economic value. Expected sacrifices may include price, travel time, physical effort, planning requirements, uncertainty, risk, and opportunity costs. Consequently, the same tourism product may be evaluated differently by different tourists because they assign different levels of importance to particular benefits and sacrifices.

While perceived value is conceptualized as a multi-faceted construct, this current research utilizes a holistic, single-dimension measure because the research question concerns tourists' overall judgment of whether wellness tourism in Thailand is worthwhile, rather than the separate prediction of functional, emotional, and social value components. This specification follows the global trade-off conceptualization of perceived value as an a comprehensive evaluation of advantages against costs (Zeithaml, 1988) and aligns with tourism studies employing a general value assessment to clarify behavioral motivation (Chen & Chen, 2010). The single-dimension approach also keeps the mediating mechanism parsimonious and avoids introducing additional value subdimensions that are outside the study's hypotheses.

In tourism, perceived value is particularly important because tourism products are intangible and are often purchased before the experience occurs. Tourists must evaluate an expected experience using destination information, service descriptions, online reviews, prior knowledge, recommendations, and personal expectations. Perceived value is therefore an anticipatory judgment that can influence whether tourists proceed from interest to intention.

In wellness tourism, tourists may evaluate health benefits, stress reduction, emotional recovery, professional services, cultural experiences, convenience, and lifestyle improvement. At the same time, they may consider the financial cost, travel duration, language barriers, service uncertainty, and perceived risk associated with international

travel. A positive value judgment occurs when expected benefits are perceived to outweigh these sacrifices.

Perceived value is recognized as a crucial precursor for tourism contentment and subsequent pro-attitudinal actions, including travel, revisit, loyalty, and recommendation intentions (Chen & Chen, 2010). Previous tourism research has consistently associated stronger perceived value with more favorable behavioral responses and destination loyalty (Chen & Chen, 2010; Gan et al., 2023).

Perceived value is regarded as a mediator within this research since motivation by itself might not be adequate to produce tourism or advocacy intention. Participation motivation can increase tourists' attention to expected wellness benefits, but tourists may still decide not to act when the experience is considered too expensive, inconvenient, uncertain, or time-consuming.

Perceived value therefore explains the psychological transition from wanting to participate to believing that the experience is worthwhile. When participation motivation strengthens tourists' positive evaluation of expected benefits, perceived value is likely to increase. Higher perceived value may subsequently produce stronger travel intention and recommendation intention.

2.3.3 Integrated Theoretical Logic

This research combines Push–Pull Theory and perceived-value investigations. Push–Pull Theory clarifies the development of engagement incentives via the synergy between personal desires and external tourism site attractions. Perceived value explains how participation motivation is transformed into future behavioral intention through tourists' evaluations of expected benefits and sacrifices.

Within the integrated model, Push factors and pull factors are considered as precursors to involvement motivation. Participation motivation is treated as an endogenous psychological construct that reflects tourists' willingness and readiness to participate in wellness tourism in Thailand. Stronger participation motivation is expected to enhance perceived value because motivated tourists may assign greater importance to the anticipated benefits of the experience.

The four push dimensions are modeled as first-order manifestations of a broader second-order Push Factors construct because each dimension represents a distinct expression of the same underlying internal motivational domain: health, psychological

recovery, social connection, and personal development. Likewise, the four pull dimensions are modeled as first-order manifestations of a broader second-order Pull Factors construct because they represent complementary attributes of Thailand as a wellness destination: professional services, convenience and safety, therapeutic natural environment, and cultural wellness experience. This hierarchical specification preserves the theoretical distinction among the eight dimensions while allowing the structural model to test the more general Push–Pull logic at the higher-order level (Crompton, 1979; Dann, 1981; Gan et al., 2023).

Perceived value subsequently influences two separate outcome variables: travel desire and endorsement desire. Tourist intention demonstrates a person's inclination to personally evaluate and engage in health-oriented tourism within Thailand. Suggestion intention indicates a person's readiness to speak favorably and motivate others to view Thailand as a holistic wellness travel location.

The integrated theoretical logic can therefore be summarized as follows: Push Elements and Pull Elements → Engagement Incentives → Perceived Worth → Travel Desire and Promotion Intention

Perceived value is anticipated to convey the connection between involvement drive and the subsequent goal intentions. The focal theoretical mechanism is therefore Participation Motivation → Perceived Value → Travel/Recommendation Intention. The final model does not classify the mechanism as full or partial mediation because direct PM → TI and PM → RI paths are not part of the final hypothesis set. The study tests whether the indirect value-based mechanism is statistically supported rather than claiming that all possible direct motivational effects are absent.

2.4 Review of Relevant Empirical Studies

2.4.1 Push and Pull Factors and Participation Motivation

Prior research regarding tourism repeatedly demonstrates that travelers' inspiration is molded by internal socio-psychological demands as well as external site features. Internal motivations commonly include escape, relaxation, social interaction, health needs, novelty, and personal development. External attractions commonly include destination

culture, natural resources, facilities, accessibility, safety, service quality, destination image, and price advantages (Crompton, 1979; Dann, 1981).

In wellness tourism, internal health and psychological needs are particularly important. Tourists may seek preventive health management, physical recovery, stress reduction, emotional balance, social connection, or lifestyle improvement. These internal needs provide the psychological basis for participation but may differ in importance according to tourists' life stage, health awareness, and personal circumstances.

Destination pull factors are equally important because wellness tourism requires services and environments capable of responding to tourists' needs. Professional wellness services, service convenience, safety, therapeutic natural environments, and cultural experiences may enhance tourists' confidence that a destination can provide meaningful wellness benefits.

Health-related, escape-related, interpersonal, environmental, and destination-attraction motivations have been found to influence tourists' perceived value and behavioral intention (Gan et al., 2023). Such results reinforce the perspective that health travel choices encompass individual requirements alongside site assessments.

Based on the literature, the present study identifies four push dimensions: health maintenance and lifestyle improvement, psychological relaxation and stress reduction, family and social interaction, and personal development and life enrichment. It also identifies four pull dimensions: professional wellness services, service convenience and safety, therapeutic natural environment, and cultural wellness experience.

These dimensions are expected to contribute to overall participation motivation. However, the study does not assume that every dimension is equally important or that one generation necessarily has stronger motivation than the other. Instead, it empirically examines whether stronger push and pull factors are associated with stronger participation motivation. Figure 2-1 presents an adapted Push–Pull Theory model based on Gu (2024). This framework demonstrates how internal impelling elements, including emotional relief, medical requirements, and individual development, alongside external attracting components, like fitness goods and heritage encounters, shape travel inspiration. Such inspiration subsequently impacts perceived utility and action determination, whereas perceived utility additionally reinforces the behavioral drive. This framework demonstrates the basic psychological process through which tourists' internal needs and

destination attractions are transformed into evaluations of value and future behavioral responses. In the present study, this model serves as a theoretical reference and is further refined by distinguishing travel intention from recommendation intention and by expanding the dimensions of push and pull factors.

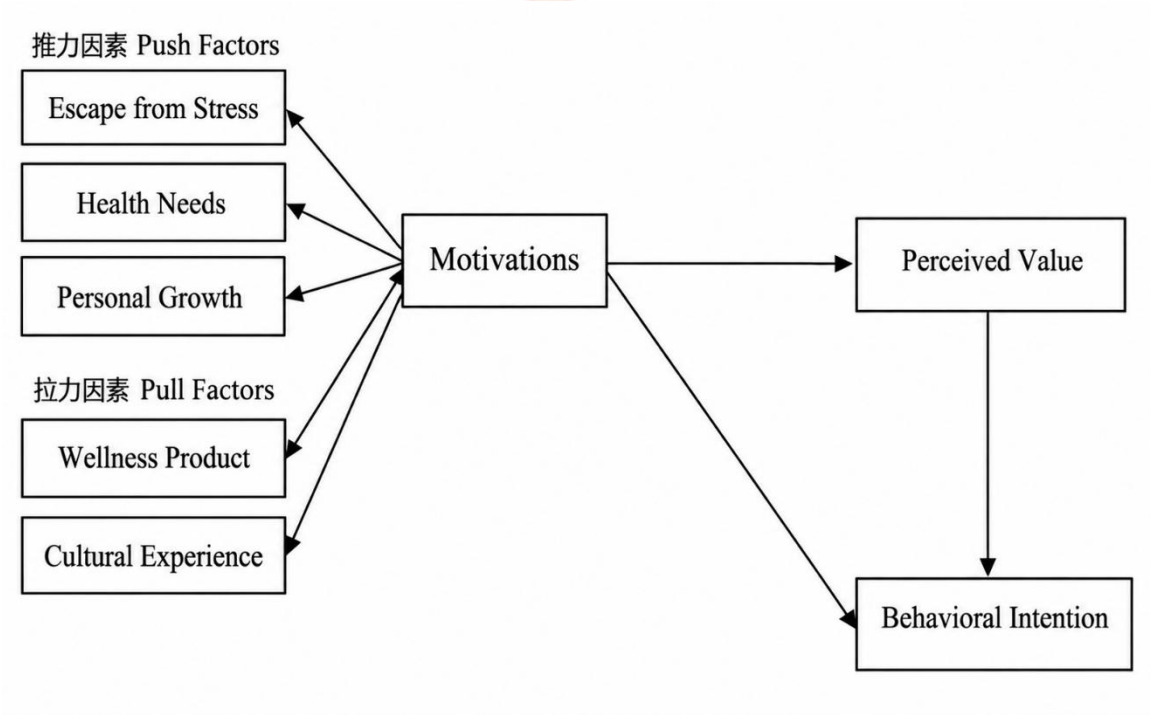

Figure 2. 1 Push–Pull Theory Model Adapted from Gu (2024)

2.4.2 Participation Motivation and Perceived Value

Participation motivation reflects tourists' psychological willingness and readiness to engage in a tourism activity. Strong motivation may increase attention to destination information and make expected tourism benefits more personally relevant. In wellness tourism, driven vacationers might be more inclined to acknowledge possible wellness, affective, heritage, communal, and habitual advantages.

However, motivation and value are conceptually distinct. Motivation reflects the desire to participate, whereas perceived value reflects whether the expected experience is considered worthwhile relative to its costs. A tourist may strongly desire relaxation but still perceive a wellness trip as offering insufficient value because of high prices, inconvenience, limited time, or uncertain service quality.

Previous tourism research has shown that favorable experience evaluations enhance perceived value and that perceived value subsequently contributes to satisfaction and behavioral intention (Chen & Chen, 2010). Wellness tourism research further indicates that tourism motivation can influence perceived value and that perceived value may transmit the effects of motivation to behavioral intention (Gan et al., 2023).

The relationship can be explained through tourists' attention to expected benefits. When participation motivation is strong, tourists may place greater importance on health improvement, emotional recovery, cultural experiences, professional services, and lifestyle benefits. These anticipated outcomes may strengthen their evaluation that the tourism experience is valuable.

Consequently, engagement incentives are anticipated to exert a favorable influence on perceived utility. This relationship represents an important transition within the proposed model because it connects tourists' initial psychological willingness with their subsequent evaluation of benefits and sacrifices.

2.4.3 Perceived Value and Behavioral Intention

Behavioral intention denotes a person's personal perception or anticipated inclination to execute a prospective action. Although intention is not equivalent to actual behavior, it is commonly regarded as an important proximal predictor of future action, subject to available resources, time, opportunity, and behavioral control (Ajzen, 1991).

In tourism research, behavioral intention may include intentions to visit, participate, revisit, recommend, or communicate positively about a destination. The present study distinguishes travel intention from recommendation intention because they represent different forms of future response.

Travel intention concerns an individual's own future action. It includes willingness to search for information, consider Thailand during travel planning, formulate a future plan, and participate in wellness tourism when appropriate conditions are available.

Recommendation intention concerns communication directed toward other people. It includes willingness to share positive information, recommend relevant destinations or products, and encourage family members, friends, colleagues, or other potential tourists to consider wellness tourism in Thailand.

Perceived value can influence both outcomes. When tourists believe that expected benefits exceed the required money, time, effort, and risk, they are more likely to consider the destination personally and communicate positively about it. Perceived value has been found to be closely related to tourists' subsequent contentment and conduct-oriented goals (Chen & Chen, 2010). Well-being travel studies likewise endorse the favorable link between perceived worth and behavioral motivation (Gan et al., 2023).

Research within wellness and associated travel contexts likewise demonstrates that elevated perceived value is linked to more robust behavioral intention, satisfaction, and loyalty, reinforcing its role as a central psychological evaluation preceding favorable behavioral responses (Chen & Chen, 2010; Gan et al., 2023).

Consequently, this research suggests that perceived value favorably impacts both tourism desire and endorsement intention. It also treats the two outcomes as separate constructs rather than dimensions of a higher-order behavioral-intention variable.

2.4.4 Generational Differences in Wellness-Oriented Travel

Generational tourism research suggests that cohorts may differ in motivation, destination preference, activity selection, information use, consumption attitudes, and behavioral intention because of differences in life stage and formative social experiences (Gardiner et al., 2014; Li et al., 2013).

Research on Chinese tourists indicates that novelty, freedom, personal development, family considerations, safety, and cultural values may shape travel decisions (Gardiner & Kwek, 2017). Comparative research involving Chinese Generation X and Generation Y cruise tourists also demonstrates that the two cohorts may differ in their motivation and repeat behavioral intention (Pan et al., 2021).

Nevertheless, direct research comparing the two Chinese generational cohorts in cross-border wellness tourism remains limited. Existing studies more often examine broad tourist populations or focus on conventional tourism, adventure tourism, cruise tourism, or specific age groups. Consequently, there remains considerable ignorance regarding whether impacts of push elements, pull elements, engagement incentives, and perceived worth vary among Chinese Gen X and Gen Y individuals while Thailand is appraised as a wellness location.

2.4.5 Literature Synthesis and Research Gap

Taken together, prior studies converge on three points: tourism motivation reflects both internal needs and destination attractions; perceived value is an important evaluation preceding favorable behavioral responses; and generational cohorts may show different tourism preferences. However, the literature is less consistent on whether such cohort differences remain substantial after the same motivational and value process is modeled, and direct evidence for Chinese Generation X and Generation Y in cross-border wellness tourism is limited. In addition, prior work rarely integrates higher-order push and pull constructs, participation motivation, overall perceived value, and two distinct behavioral intentions in one model. These limitations define the empirical gap addressed by the present study. The cohort comparison is therefore treated as exploratory unless formal measurement invariance and inferential group-difference tests are established.

2.5 Construct Definitions and Dimensions

2.5.1 Push Factors

Push elements denote the internal psychological, physical, and social demands that motivate people's wish to engage in travel activities. Within Push–Pull Theory, they explain why people develop a need to travel and are commonly associated with escape, relaxation, health improvement, social engagement, exploration for new experiences, individual growth, and personal realization (Crompton, 1979; Dann, 1981).

Within the framework of health tourism, driving elements might encompass the need for bodily recuperation, mental rejuvenation, health management, interpersonal connection, lifestyle improvement, and meaningful personal experiences (Gan et al., 2023; Mueller & Lanz Kaufmann, 2001; Voigt et al., 2011).

Within this research, push factors are defined as a multifaceted structure comprising four distinct aspects.

Table 2. 1 The four dimensions of push factors

Dimension	Operational meaning
Health Maintenance and Lifestyle Improvement	The internal desire to maintain physical health, reduce fatigue, strengthen health awareness, improve daily habits, and adopt a healthier lifestyle through wellness tourism.
Psychological Relaxation and Stress Reduction	The desire to temporarily escape daily pressure, reduce psychological fatigue, restore emotional balance, and achieve physical and mental relaxation.
Family and Social Interaction	The desire to strengthen relationships, obtain companionship, receive emotional support, and share wellness experiences with family members, friends, partners, or peers.
Personal Development and Life Enrichment	The desire to acquire knowledge, explore healthier lifestyles, experience different cultures, improve self-understanding, enrich daily life, and achieve personal growth.

2.5.2 Pull Factors

Pull factors denote external site attributes that entice travelers and impact their location choices. They represent tourists' perceptions of whether a destination possesses the resources, services, environment, accessibility, and heritage sites required to fulfill their domestic tourism requirements (Crompton, 1979; Dann, 1981).

In the context of Thailand's wellness tourism, pull factors include professional wellness resources, service convenience, safety, natural environments, and cultural experiences. These destination attributes may reduce travel uncertainty and increase tourists' confidence that Thailand can satisfy their wellness-related expectations.

In this study, pull factors consist of four dimensions.

Table 2. 2 The four dimensions of pull factors

Dimension	Operational meaning
Professional Wellness Services	The attractiveness of Thai massage, spa treatments, traditional healing, meditation, wellness consultation, healthy cuisine, wellness resorts, and other professional wellness services.
Service Convenience and Safety	The attractiveness of accessible transportation, appropriate accommodation, multilingual communication, transparent information, convenient booking and payment, flexible scheduling, and safety assurance.

Table 2. 2 (Continued)

Dimension	Operational meaning
Therapeutic Natural Environment	The attractiveness of Thailand's climate, beaches, islands, forests, hot springs, peaceful surroundings, and restorative natural atmosphere.
Cultural Wellness Experience	The attractiveness of Buddhist culture, meditation traditions, traditional healing practices, local lifestyles, Thai food culture, hospitality, and culturally distinctive wellness activities.

2.5.3 Participation Motivation

Engagement drive signifies a person's general mental inclination and determination to join in a particular travel-related endeavor. It reflects the strength of the desire to participate after considering both internal needs and the attractiveness of the destination (Crompton, 1979; Dann, 1981).

In wellness tourism, participation motivation may involve the willingness to improve health, reduce stress, achieve psychological recovery, strengthen social relationships, experience cultural activities, and improve quality of life (Gan et al., 2023; Voigt et al., 2011).

Within this research, engagement motivation denotes the total inclination of Chinese Generation X and Generation Y individuals to engage in wellness tourism across Thailand. It emerges from the interaction between tourists' internal wellness needs and their perceptions of Thailand's professional services, convenience, natural environment, and cultural experiences.

Participation motivation is positioned as an endogenous construct influenced by push and pull factors and as an antecedent of perceived value. It is conceptually different from travel intention because participation motivation represents psychological interest and readiness, whereas travel intention represents a more specific planned tendency to select Thailand and undertake a future trip.

2.5.4 Perceived Value

Perceived value denotes the general assessment of travelers regarding anticipated advantages compared with the financial and intangible costs involved (Zeithaml, 1988). It reflects whether an experience is considered worthwhile rather than whether it is merely inexpensive.

Within this research, perceived value signifies the comprehensive assessment conducted by Chinese Gen X and Gen Y concerning whether anticipated advantages of wellness travel in Thailand warrant the necessary expenditures. Expected benefits include health maintenance, emotional recovery, professional services, convenience, cultural experience, and lifestyle improvement. Expected sacrifices include price, travel time, effort, preparation requirements, uncertainty, and perceived risk.

Perceived value is identified as the intermediary factor between involvement inspiration and the dual behavioral results. It explains how tourists move from psychological willingness to an evaluation that the expected experience is worthwhile and subsequently form travel intention and recommendation intention (Chen & Chen, 2010; Gan et al., 2023).

2.5.5 Travel Intention

Travel motivation denotes a person's internal probability, readiness, or intended inclination to choose a site and engage in vacationing pursuits there at some point ahead. It represents a future-oriented personal decision rather than actual tourism behavior (Ajzen, 1991).

In tourism research, travel intention may be reflected in willingness to obtain additional destination information, include the destination in future travel consideration, formulate a travel plan, and participate when appropriate conditions become available.

Within this research, travel intention denotes the inclination of Chinese Generation X and Generation Y to individually contemplate Thailand as a wellness tourism destination, search for relevant information, formulate future plans, and participate in wellness tourism when time, financial resources, and other conditions permit.

2.5.6 Recommendation Intention

Recommendation desire signifies a person's inclination to express favorable opinions regarding a location, item, or travel encounter and persuade others to evaluate it. It represents a crucial type of beneficial verbal referral behavioral purpose (Chen & Chen, 2010).

Within this research, recommendation intention denotes the inclination of Chinese Gen X and Gen Y to share positive information about wellness tourism in Thailand and recommend relevant destinations, products, services, and experiences to family members, friends, colleagues, peers, or other potential tourists.

While recommendation inclination is linked to tourism desire, these two variables remain theoretically separate. Travel intention reflects an individual’s willingness to participate personally, whereas recommendation intention reflects the willingness to influence the decisions of others through positive communication.

2.6 Conceptual Framework

The theoretical structure of this research is mainly constructed according to Push–Pull Theory and enhanced by perceived-value investigations. Push–Pull Theory suggests that travel choices are collectively determined by visitors' internal desires and the external allure of a location. Push factors explain why individuals develop a desire to travel, whereas pull factors explain why they are attracted to a particular destination (Crompton, 1979; Dann, 1981). Within the framework of this research, internal motivating elements and Thailand’s attractive destination attributes are anticipated to reinforce the engagement drive of Chinese Generation X and Generation Y travelers regarding wellness tourism.

Participation motivation represents tourists’ overall psychological willingness and readiness to participate in wellness tourism in Thailand. Stronger participation motivation is expected to enhance perceived value because highly motivated tourists are more likely to recognize and positively evaluate the anticipated health, emotional, cultural, service, and economic benefits of the tourism experience. Previous wellness tourism research has also indicated that tourism motivation can influence perceived value and subsequent behavioral intention (Gan et al., 2023).

The concept of perceived value is integrated into this structure to clarify the transition from engagement drive to tourism desire and endorsement intent. It represents travelers' comprehensive assessment of anticipated gains from an adventure against the financial and intangible costs involved, encompassing costs, duration, exertion, ambiguity, and subjective risk (Zeithaml, 1988). If visitors perceive that the projected advantages of health-focused tourism within Thailand surpass those burdens, they are more probable to form favorable journey and referral desires. Prior travel studies have recognized perceived value as a crucial precursor to subsequent action-oriented goals (Chen & Chen, 2010).

In addition to its direct effects on travel intention and recommendation intention, Perceived value is regarded as the primary mediating link connecting participation motivation to both behavioral results. Precisely, participation motivation is anticipated to impact travel desire and recommendation desire indirectly by enhancing travelers' assessments of whether wellness tourism within Thailand is valuable. This process aligns with prior findings indicating that perceived value could relay the impacts of tourism motivation to behavioral intent (Gan et al., 2023).

Building upon this conceptual framework, the suggested structure encompasses five primary associations: push elements and pull elements are anticipated to enhance engagement drive; engagement drive is projected to boost perceived utility; and perceived utility is expected to foster travel desire and recommendation desire. Furthermore, perceived utility is hypothesized to act as a mediator in the linkages between engagement drive and both travel desire and recommendation desire.

The proposed framework is first tested using the total sample. Generation X and Generation Y are subsequently compared through exploratory generational comparison to examine whether the strengths of the structural relationships differ between the two generational cohorts. Previous tourism research suggests that generational cohorts may differ in tourism motivation, destination preferences, information use, value evaluation, and behavioral intention because of differences in life stage and shared social experiences (Gardiner et al., 2014; Li et al., 2013). However, because generational characteristics are not assumed to be fixed or universal, the differences between the two groups are treated as empirical questions to be examined through data analysis.

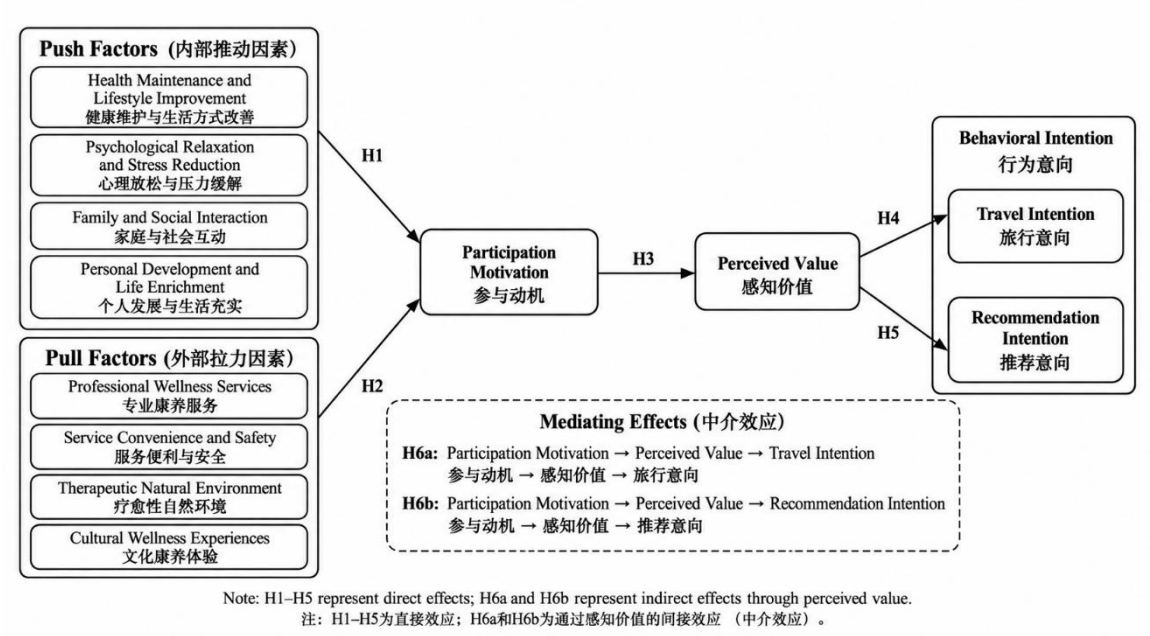

Figure 2. 2 Conceptual Research Model

2.7 Research Hypotheses

Drawing from the analytical framework and practical data examined previously, the subsequent conjectures are formulated. The first five hypotheses examine the direct structural relationships, H6a and H6b investigate the mediating effect of perceived value. Generational differences are explored through exploratory generational comparison and are not formulated as a separate confirmatory hypothesis.

H1: Push factors have a significant positive effect on the participation motivation of Chinese Generation X and Generation Y toward wellness tourism in Thailand.

Push factors represent internal health, psychological, social, and developmental needs. When these needs become stronger, individuals should experience a stronger desire to seek wellness-related travel experiences. Therefore, stronger push factors are expected to produce stronger participation motivation (Crompton, 1979; Dann, 1981; Gan et al., 2023).

H2: Pull factors have a significant positive effect on the participation motivation of Chinese Generation X and Generation Y toward wellness tourism in Thailand.

Pull factors represent the external attributes that make Thailand attractive as a wellness destination. Professional services, convenience, safety, restorative environments, and cultural wellness experiences can strengthen destination attractiveness and thereby increase participation motivation (Crompton, 1979; Gan et al., 2023).

H3: Participation motivation has a significant positive effect on the perceived value of wellness tourism in Thailand among Chinese Generation X and Generation Y.

Stronger participation motivation increases the personal relevance of the expected wellness experience and encourages tourists to evaluate its anticipated health, emotional, cultural, service, and economic benefits more positively. Accordingly, participation motivation is expected to enhance perceived value (Gan et al., 2023).

H4: Perceived value has a significant positive effect on the travel intention of Chinese Generation X and Generation Y toward wellness tourism in Thailand.

When tourists believe that the benefits of wellness tourism in Thailand exceed the required money, time, effort, and risk, they are more likely to seek information, consider Thailand, formulate a plan, and participate when conditions permit. Consequently, perceived value is anticipated to bolster tourism motivation (Zeithaml, 1988; Chen & Chen, 2010).

H5: Perceived value has a significant positive effect on the recommendation intention of Chinese Generation X and Generation Y toward wellness tourism in Thailand.

Visitors who feel they have gained significant value tend to promote the site favorably and inspire additional people to evaluate the trip. Such perceived value is anticipated to bolster the motivation for recommending the location (Zeithaml, 1988; Chen & Chen, 2010).

H6a: Perceived value mediates the relationship between participation motivation and travel intention.

Participation motivation should contribute to travel intention through tourists' evaluation of whether the expected wellness experience is worthwhile. Perceived value therefore represents the psychological mechanism linking willingness to participate with intended personal travel behavior (Gan et al., 2023).

H6b: Perceived value mediates the relationship between participation motivation and recommendation intention.

Participation motivation should contribute to recommendation intention when tourists first conclude that the expected experience offers sufficient benefits relative to its sacrifices. Consequently, perceived value is anticipated to moderate the correlation between involvement drive and favorable endorsement actions.

CHAPTER 3
RESEARCH METHODOLOGY

3.1 Research Methods

This investigation utilized a quantitative, cross-sectional research methodology and employed a structured questionnaire as the primary instrument for data gathering. Quantitative approaches are suitable for investigating associations between quantifiable variables, whereas a cross-sectional framework enables information to be obtained from participants at one specific moment (Creswell & Creswell, 2018; Saunders et al., 2019). The conceptual framework was derived from Push–Pull Theory and perceived-value analysis to clarify how internal push elements and Thailand's destination pull attributes affect participation drive, how engagement motivation molds perceived value, and how perceived value finally impacts travel desire and recommendation intent among Chinese Generation X and Generation Y (Crompton, 1979; Dann, 1981; Zeithaml, 1988).

Structural equation modeling was chosen as it encompasses several latent variables, simultaneous causal paths, and indirect influences. SEM allows investigators to examine both the measurement and structural components within a unified analytical structure (Hair et al., 2019; Kline, 2016). Confirmatory factor analysis served to evaluate construct validity, whereas the structural model was utilized to validate H1–H5. Bootstrap procedures were employed to test the two mediation hypotheses, H6a and H6b (Hayes, 2018; Preacher & Hayes, 2008).

A mixed non-probabilistic sampling framework integrating purposive, convenience, and snowball techniques was utilized. Purposive sampling allows researchers to select participants who meet predetermined eligibility criteria, while convenience and snowball sampling facilitate access to respondents who are difficult to identify through probability sampling procedures (Etikan et al., 2016; Saunders et al., 2019). Purposive screening ensured that respondents belonged to the defined generational cohorts and could meaningfully evaluate wellness tourism in Thailand.

Filtering inquiries were positioned at the start of the survey to guarantee that every subject fulfilled the target demographic requirements. Screening procedures are commonly used in questionnaire research to improve sample relevance and reduce responses from ineligible participants (Dillman et al., 2014).

To minimize the hazard of sample uniformity linked to non-probabilistic sampling, the survey was disseminated via various recruitment pathways. Using multiple recruitment channels can improve sample diversity and reduce excessive concentration within a single respondent group (Saunders et al., 2019).

The questionnaire contained 40 core observed variables. Following the commonly used recommendation of approximately 5–10 respondents per observed variable for multivariate analysis and SEM, the minimum and preferred sample sizes were estimated at 200 and 400, specifically (Hair et al., 2019; Kline, 2016). A total of 453 legitimate surveys were preserved, exceeding the preferred threshold and providing an adequate basis for CFA, SEM, Bootstrap mediation analysis, and exploratory generational comparison.

Prior to launching the primary investigation, a pilot study involving 50 qualified participants from Generation X and Generation Y was performed. This pilot phase is advised to evaluate question clarity, legibility, feedback protocols, and initial consistency prior to official questionnaire distribution (Dillman et al., 2014; Saunders et al., 2019). Ambiguous, repetitive, or difficult wording was revised before the questionnaire was formally distributed.

Data evaluation was performed utilizing SPSS and AMOS. SPSS served for data cleaning, basic statistics, consistency evaluation, exploratory validity verification, common method bias evaluation, and the exploratory composite-score group comparison. AMOS served for confirmatory factor analysis, structural equation modeling, and Bootstrap indirect-effect examination. Model adequacy was assessed via χ^2/df, CFI, TLI, IFI, GFI, and RMSEA, which are frequently documented in covariance-based structural equation modeling (Hair et al., 2019; Kline, 2016).

3.2 Population and Sample

The research subjects of this investigation comprised Chinese Generation X and Generation Y, specifically Chinese citizens or Chinese residents who belonged to these two generational cohorts and had travel experience or potential interest in wellness tourism

in Thailand. For operational consistency, Generation X denotes persons born from 1965 to 1980, whereas Generation Y signifies those born between 1981 and 1996. Consequently, the primary participants in this research were Chinese adults who were born during the 1965-1996 timeframe.

Chinese Generation X and Generation Y were chosen as the study subjects since different generational groups might vary in beliefs, consumption preferences, information-search behavior, tourism motivation, destination evaluation, and behavioral intention as a result of different social, economic, cultural, and technological experiences (Gardiner et al., 2014; Li et al., 2013). Although the two cohorts may share interests in health maintenance, psychological relaxation, cultural experiences, and lifestyle improvement, they may occupy different life stages and differ in work and family responsibilities, travel experience, digital literacy, and value evaluation.

In the context of wellness tourism, Generation X may attach relatively greater importance to health maintenance, service reliability, travel comfort, safety, and quality of life, In contrast, Generation Y tends to prioritize mental restoration and the equilibrium between professional and personal life more heavily, personalized experiences, convenience, cultural participation, and lifestyle value. These differences are treated as relationships to be tested empirically rather than as fixed generational assumptions (Gardiner et al., 2014; Gardiner & Kwek, 2017; Pan et al., 2021).

Participants needed to meet these specific criteria: initially, they must have been Chinese residents or citizens; second, their birth year had to fall between 1965 and 1996; third, they had to be classified as either Generation X or Y according to their birth year; fourth, they had to have basic travel experience or potential interest in wellness tourism in Thailand; Moreover, participants needed to explicitly consent to engage in the survey process. Ultimately, 453 authentic responses were selected to proceed with rigorous statistical evaluation.

3.3 Data Collection

The survey was distributed digitally via WeChat platforms and a snowball sampling method. Promotion announcements were shared across pertinent social and tourism-oriented channels, and qualified candidates were motivated to disseminate the

survey link to additional suitable individuals. IP-based access-location metadata for the 453 valid responses covered 29 provincial-level areas in China. The largest observed access locations were Jiangsu (n = 60, 13.2%), Guangdong (n = 56, 12.4%), Shandong (n = 37, 8.2%), Zhejiang (n = 35, 7.7%), Henan (n = 35, 7.7%), and Anhui (n = 32, 7.1%). These IP locations are used only as approximate indicators of geographic dispersion and should not be interpreted as verified places of residence. No probability-based regional quota or stratified sampling frame was imposed. Consequently, the achieved sample reflects the reach of WeChat-based networks and referral chains and may underrepresent individuals with lower digital participation or weaker access to these networks. This potential selection, self-selection, and network-homogeneity bias limits statistical generalization to the entire population of Chinese Generation X and Generation Y tourists (Dillman et al., 2014; Etikan et al., 2016).

Prior to completing the survey, participants were briefed on the study objectives, confidentiality, privacy, discretionary involvement, and their entitlement to withdraw at any time. Such protocols align with the ethical standards of informed permission, data security, and autonomous engagement within social-scientific investigations (Creswell & Creswell, 2018). The information was utilized solely for scholarly applications and was presented in collective statistics.

The survey comprised 40 fundamental measured indicators spanning push drivers, pull drivers, engagement incentives, and perceived worth, travel intention, and recommendation intention. Based on the commonly used SEM recommendation of approximately 5–10 respondents per observed variable, a sample of 200–400 respondents was considered appropriate (Hair et al., 2019; Kline, 2016). Ultimately, 453 legitimate surveys were gathered and preserved for official empirical examination.

3.4 Questionnaire Development and Pre-test

3.4.1 Scale Development and Revision

The questionnaire was developed from established tourism-motivation, wellness-tourism, perceived-value, and behavioral-intention literature. The construct and dimension sources are reported in Table 3-1. Push-factor dimensions were informed by Crompton (1979), Huang and Tsai (2003), Kim et al. (2015), Voigt et al. (2011), Gan et al. (2023),

and Hsu et al. (2007) provided insights for pull-factor dimensions, while Mueller and Lanz Kaufmann (2001), Voigt et al. (2011), NaRanong and NaRanong (2011), Hsu et al. (2007), Huang and Tsai (2003), and Gan et al. (2023) influenced the framework. Participation motivation, perceived value, travel intention, and recommendation intention were adapted from the theoretical and empirical foundations cited in Table 3-1, including Zeithaml (1988), Chen and Chen (2010), Ajzen (1991), and Gan et al. (2023). The wording was contextualized to wellness tourism in Thailand and to Chinese Generation X and Generation Y respondents rather than copied verbatim from a single scale.

Push factors were divided into four dimensions: health maintenance and lifestyle improvement, psychological relaxation and stress reduction, family and social interaction, and personal development and life enrichment. Pull factors were divided into four dimensions: professional wellness services, service convenience and safety, therapeutic natural environments, and cultural wellness experiences.

Prior to the official investigation, a pilot study was carried out involving 50 qualified Chinese Generation X and Generation Y participants. This pilot phase evaluated linguistic precision, comprehensibility, situational appropriateness, and initial internal reliability. Participant insights were utilized to pinpoint phrases that were vague, redundant, too specialized, or inadequately aligned with the Thai wellness-tourism environment. These items were reworded for clearer everyday interpretation while preserving the intended construct meaning. The overall pre-test Cronbach's alpha was .863. Because item-level revision records and dimension-specific pre-test reliability outputs were not preserved in the available document, the pre-test is reported as preliminary evidence rather than as a complete content-validity assessment.

3.4.2 Push Factor and Pull Factor Scale Development

Push elements within this research denote the inherent mental, bodily, and communal desires which drive Chinese Generation X and Generation Y to contemplate engaging in wellness tourism across Thailand. Grounded in Push–Pull Theory, wellness tourism research, and generational tourism studies, this study divided push factors into four dimensions: health maintenance and lifestyle improvement, psychological relaxation and stress reduction, family and social interaction, and personal development and life enrichment. These dimensions reflect respondents' internal needs for health maintenance, emotional recovery, social connection, and personal growth.

Pull elements denote the external incentives for Thailand as a health tourism location. Following the Push–Pull Framework and Thailand's site attributes, this research categorized pull drivers into four distinct categories: professional wellness services, service convenience and safety, therapeutic natural environments, and cultural wellness experiences. These dimensions reflect Thailand's attractiveness in Thai massage, spa services, traditional healing, convenient travel arrangements, safety, natural scenery, relaxing environments, Buddhist culture, meditation, and local health-related tourism experiences.

The scale development process followed several principles. First, the item wording had to be clear and understandable for both Generation X and Generation Y respondents. Second, each item had to measure only one clear meaning to ensure dimensional clarity. Third, push factor items had to reflect tourists' internal needs, while pull factor items had to reflect Thailand's destination attributes. Fourth, the final questionnaire had to be consistent with the 40 core observed variables in the research model.

3.5 Data Analysis

The survey information was examined via a sequential approach comprising data filtering, basic statistics, consistency evaluation, measurement-model evaluation, structural-model analysis, Bootstrap mediation-effect analysis, and comparative investigation among Generation X and Generation Y.

3.5.1 Descriptive Statistics and Reliability Analysis

Initially, descriptive statistical techniques were applied to synthesize the demographic profiles of participants and the general spread of the investigative factors. Proportions and frequencies were utilized for nominal data, whereas averages and standard deviations were employed for primary scale metrics.

Furthermore, reliability assessments were performed to evaluate the internal consistency of the various measurement instruments. Cronbach's alpha served as the primary metric for reliability, and figures exceeding 0.70 were deemed satisfactory (Nunnally & Bernstein, 1994; Hair et al., 2019).

3.5.2 KMO, Bartlett's Test, and Common Method Bias

Thirdly, the Kaiser–Meyer–Olkin statistic and Bartlett's test of sphericity were employed to evaluate sampling adequacy and the appropriateness of the correlation matrix for factor analysis. Since the primary variables were gathered via a single self-reported instrument, Harman's single-factor test was utilized solely for an initial diagnostic of common method bias. If a single factor explaining under 40% of total variance was found, it was interpreted as suggesting that common method bias had not achieved a critical level; nonetheless, this approach cannot completely eliminate method bias and should not be considered as conclusive proof of its nonexistence (Podsakoff et al., 2003).

3.5.3 Confirmatory Factor Analysis and Structural Model Testing

Fourthly, confirmatory factor analysis was performed to examine the measurement framework. Standardized factor loadings, composite reliability, and average variance extracted were utilized to assess convergent validity. Discriminant validity was evaluated by comparing the square root of average variance extracted with the correlations between latent variables (Fornell & Larcker, 1981; Hair et al., 2019).

Fifth, structural equation modeling was employed to evaluate the suggested framework and hypotheses. Model adequacy was assessed through χ^2/df, GFI, CFI, TLI, IFI, and RMSEA. Typically, χ^2/df less than 3, CFI and TLI greater than 0.90, and RMSEA less than 0.08 suggest satisfactory model fit (Hair et al., 2019; Kline, 2016). Path coefficients, standard errors, critical ratios, and significance levels were utilized to identify if the proposed hypotheses received empirical support.

The reported structural model is the final re-estimated specification in which PM → TI and PM → RI direct paths were not retained. This specification was theory-guided: the formal mediation hypotheses focus on perceived value as the intervening evaluation linking participation motivation with the two behavioral intentions. The available archived output does not contain a complete set of fit statistics for the alternative model with those two direct paths, so this study does not claim that their removal produced a statistically superior fit. The final model is therefore interpreted as a parsimonious theory-consistent specification rather than as a data-driven optimization.

Sixth, a bootstrap confidence interval approach was employed to investigate the mediated relationships across the study's variables. A total of 5,000 bootstrap replications were utilized, and the bias-corrected 95% confidence interval was utilized to evaluate the

statistical importance of mediated pathways. A mediated effect was deemed meaningful when the 95% confidence interval excluded zero. Within this research, the bootstrap technique was utilized to assess whether perceived value exerted a mediating function in the connection between motivational drive and behavioral intention.

Lastly, an initial descriptive analysis was performed regarding 11 pathways connecting Generation X with Generation Y. The sample was divided according to respondents' birth-year cohorts, with 259 Generation X respondents and 194 Generation Y respondents. Standardized composite construct scores were used to estimate group-specific regression coefficients. The standardized coefficients were compared descriptively only. Because the corresponding unstandardized coefficients and standard errors were not available in the document for verification, no coefficient-difference significance test was retained. In addition, configural, metric, and scalar measurement invariance were not formally established in AMOS. Therefore, this analysis was interpreted as exploratory descriptive evidence rather than a confirmatory latent-variable group-comparison SEM test.

3.5.4 Bootstrap Confidence Interval Analysis

To test H6a and H6b, Bootstrap confidence interval analysis was conducted in AMOS. A total of 5,000 resamples were generated, Moreover, bias-adjusted 95% confidence intervals were utilized for assessing the mediated impacts. H6a examined the mediating route Participation Motivation → Perceived Value → Travel Intention, whereas H6b investigated the link Participation Motivation → Perceived Value → Recommendation Intention.

An indirect influence was deemed statistically meaningful if its 95% confidence interval excluded zero. Because the formal structural model does not specify direct paths from participation motivation to travel intention or recommendation intention, The Bootstrap findings are regarded as proof of substantial indirect impacts via perceived value instead of being utilized for a categorization of partial versus complete mediation.

3.5.5 Exploratory Comparison between Generation X and Generation Y

A comparative analysis involving standardized integrated metrics was performed to evaluate eleven distinct structural pathways among Generation X and Generation Y. This diagnostic analysis addressed RQ4 and RO4 but was not treated as a formal latent-variable measurement-invariance test. The analysis examined the effects of four push-

factor dimensions and four pull-factor dimensions on participation motivation, The impact of engagement incentives on subjective worth, alongside the influences of perceived utility on tourism desire and endorsement intent.

The 11 paths were compared descriptively using standardized regression coefficients estimated from composite construct scores. The standardized coefficients are this is intended to illustrate the orientation and comparative strength of every correlation between the two sets. Because the corresponding unstandardized coefficients and standard errors were not available for verification, inferential coefficient-difference statistics were not reported. Furthermore, configural, metric, and scalar measurement invariance could not be formally confirmed within AMOS. These results are consequently understood as tentative descriptive trends instead of conclusive generational distinctions.

Table 3. 1 Operational Definitions and Dimensions of Research Constructs

Construct	Dimension	Meaning	Main References
Push Factors	Health Maintenance and Lifestyle Improvement	The need to maintain physical health, improve wellness, relieve fatigue, prevent health problems, and pursue a healthier lifestyle through wellness tourism.	Crompton, 1979; Hsu et al., 2007; Voigt et al., 2011
Push Factors	Psychological Relaxation and Stress Reduction	The desire to escape daily pressure, relieve stress, restore emotional balance, and achieve psychological relaxation and mental recovery through travel.	Crompton, 1979; Dann, 1981; Gan et al., 2023
Push Factors	Family and Social Interaction	The need to strengthen interaction with family members, companions, or peers and to obtain emotional support, companionship, and social connection through tourism.	Hsu et al., 2007; Huang & Tsai, 2003
Push Factors	Personal Development and Life Enrichment	The desire to enrich life experience, explore health-related lifestyles, achieve self-improvement, and enhance life meaning and quality of life.	Hsu et al., 2007; Kim et al., 2015; Voigt et al., 2011

Table 3. 1 (Continued)

Construct	Dimension	Meaning	Main References
Pull Factors	Professional wellness services	Thai massage, spa, traditional healing, health consultation, healthy diets, retreats, and related wellness tourism services are attractive to tourists.	Mueller & Lanz Kaufmann, 2001; Voigt et al., 2011; NaRanong & NaRanong, 2011
Pull Factors	Service Convenience and Safety	Safety, convenience, language support, emergency assistance, reliable services, and smooth travel arrangements are attractive destination features.	Huang & Tsai, 2003; Hsu et al., 2007
Pull Factors	Therapeutic Natural Environments	Climate, natural scenery, seaside environments, peaceful atmosphere, and a relaxing pace of life are beneficial for physical and psychological recovery.	Gan et al., 2023; Voigt et al., 2011
Pull Factors	Cultural wellness experiences	Buddhist culture, traditional healing culture, meditation, local lifestyle, and culturally meaningful health-related activities are attractive to tourists.	Voigt et al., 2011; Crompton, 1979; Gan et al., 2023
Participation Motivation	Overall Participation Motivation	The internal motivational state that reflects an individual's interest, willingness, and psychological drive to participate in wellness tourism in Thailand.	Crompton, 1979; Dann, 1981; Gan et al., 2023
Perceived Value	Overall Perceived Value	The overall evaluation of whether wellness tourism in Thailand is worthwhile by comparing expected benefits with the time, money, and effort required.	Zeithaml, 1988; Chen & Chen, 2010; Gan et al., 2023
Behavioral Intention	Travel Intention	The extent to which individuals intend to consider, learn about, plan, and participate in wellness tourism in Thailand in the future.	Ajzen, 1991; Chen & Chen, 2010; Gan et al., 2023

Table 3. 1 (Continued)

Construct	Dimension	Meaning	Main References
Behavioral Intention	Recommendation Intention	The extent to which individuals intend to recommend wellness tourism in Thailand to family members, friends, peers, or other potential tourists.	Chen & Chen, 2010; Gan et al., 2023

Table 3. 2 Push Factor and Pull Factor Scale Development and Revision Instructions

Scale	Number of Items	Cronbach's Alpha
Core scale items	40	0.863

Before the official data gathering commenced, a pilot study was performed to evaluate the clarity and internal coherence of the survey questions. This pilot phase involved 50 qualified Chinese Gen X and Gen Y participants. The survey contained 40 primary scale questions and utilized a five-level Likert rating system. Reliability evaluation demonstrated that the total Cronbach's α value for these 40 core scale variables reached 0.863, exceeding the widely recognized minimum standard of 0.70 (Nunnally & Bernstein, 1994), which confirmed that the instrument possessed robust internal stability and was appropriate for the following official research.

CHAPTER 4
RESULT

4.1 Descriptive Statistical Analysis

Descriptive statistics were employed to characterize the sample features, response patterns, and general levels of the study variables. Frequencies along with percentages were presented for nominal and ordinal data, while means and standard deviations were provided for the primary scale measures. This evaluation was conducted on 453 reliable questionnaires and established the descriptive framework for the following reliability, validity, and structural equation modeling examinations (Hair et al., 2019; Pallant, 2020).

Table 4. 1 Descriptive Statistics of Demographic Background

		Freq.	%	Cum.%
Generation group	Generation X	259	57.2	57.2
	Generation Y	194	42.8	100.0
Gender	Male	219	48.3	48.3
	Female	234	51.7	100.0
Employment status	Full-time employment	340	75.1	75.1
	Part-time employment	50	11.0	86.1
	Self-employed / Business owner	39	8.6	94.7
	Retired	2	0.4	95.1
	Currently unemployed	22	4.9	100.0
Health condition	Very poor	10	2.2	2.2
	Poor	23	5.1	7.3
	Fair	128	28.3	35.6
	Good	202	44.6	80.2
	Very good	70	15.5	95.7
	Prefer not to disclose	20	4.4	100.0

Table 4. 1 (Continued)

		Freq.	%	Cum.%
Monthly disposable income	RMB 3,000 or below	45	9.9	9.9
	RMB 3,001–5,000	82	18.1	28.0
	RMB 5,001–8,000	140	30.9	58.9
	RMB 8,001–12,000	125	27.6	86.5
	RMB 12,000 or above	46	10.2	96.7
	Prefer not to disclose	15	3.3	100.0
Travel activity in past five years	Yes	360	79.5	79.5
	No	93	20.5	100.0
Previous visit to Thailand	Yes	126	27.8	27.8
	No	327	72.2	100.0
Previous wellness tourism	Yes	101	22.3	22.3
	No	259	57.2	79.5
	Uncertain	93	20.5	100.0
Familiarity with Thailand wellness tourism	Extremely familiar	22	4.9	4.9
	Familiar	59	13.0	17.9
	Slightly familiar	102	22.5	40.4
	Heard of it but unfamiliar	172	38.0	78.4
	Completely unfamiliar	98	21.6	100.0
Expected length of stay	1–3 days	64	14.1	14.1
	4–7 days	152	33.6	47.7
	8–14 days	83	18.3	66.0
	15 days or more	35	7.7	73.7
	Uncertain	119	26.3	100.0
Expected total cost per person	Below RMB 3,000	60	13.2	13.2
	RMB 3,001–5,000	77	17.0	30.2
	RMB 5,001–8,000	92	20.3	50.5
	RMB 8,001–12,000	82	18.1	68.6
	Above RMB 12,000	34	7.5	76.1
	Not determined / depends on situation	108	23.8	100.0

Table 4. 2 Descriptive Statistics of Multiple-Response Items

		Freq.	%
Preferred travel companion	Spouse / Partner	234	51.7
	Children or other family members	154	34.0
	Friends or companions	133	29.4
	Organized tour group	31	6.8
	Travel alone	32	7.1
	Other	93	20.5
Preferred wellness activities	Thai massage / Spa treatments	254	56.1
	Hot spring / Thermal therapy	149	32.9
	Yoga / Meditation / Mindfulness healing	143	31.6
	Healthy eating / Nutritional meals	160	35.3
	Nature-based leisure activities	173	38.2
	Traditional wellness / healing experiences	111	24.5
	Wellness resort / hotel experiences	202	44.6
	Health checkups / consultations	82	18.1
	Other	109	24.1
Preferred city or area	Bangkok	228	50.3
	Chiang Mai	160	35.3
	Phuket	152	33.6
	Pattaya	84	18.5
	Hua Hin	46	10.2
	Krabi	44	9.7
	Not sure	145	32.0
	Other	12	2.6

Note. Multiple-response items allow more than one option; therefore, cumulative percentage is not applicable.

Table 4. 3 Descriptive Statistics of Research Variables

Construct	Item	Questionnaire Item	Mean	SD
Push Factors	PF1-3	Health Maintenance and Lifestyle Improvement	3.317	0.949
	PF4-6	Psychological Relaxation and Stress Reduction	3.313	1.015
	PF7-9	Family and Social Interaction	3.376	0.998
	PF10-12	Personal Development and Life Enrichment	3.336	0.959
	Total	Push Factors Overall	3.335	0.731
Pull Factors	LF1-3	Professional Wellness Services	3.331	1.024
	LF4-6	Service Convenience and Safety	3.355	0.977
	LF7-9	Therapeutic Natural Environment	3.291	1.039
	LF10-12	Cultural Wellness Experience	3.358	0.960
	Total	Pull Factors Overall	3.334	0.759
Participation Motivation	PM1-4	Participation Motivation	3.401	0.940
Perceived Value	PV1-4	Perceived Value	3.232	1.007
Behavioral Intention	BI1-4	Travel Intention	3.346	0.946
	BI5-8	Recommendation Intention	3.343	0.924

A total of 453 legitimate questionnaires were incorporated into the evaluation. Among them, 259 participants were categorized as Generation X (57.2%) while 194 were labeled as Generation Y (42.8%). This cohort thus comprised both the generational categories investigated within this research. The gender ratio remained fairly even, as male participants constituted 48.3% and female participants comprised 51.7%. Permanent workers made up the dominant professional category (75.1%).

Most respondents rated their health as fair or better, and 44.6% reported good health. The two largest monthly disposable-income groups were RMB 5,001–8,000 (30.9%) and RMB 8,001–12,000 (27.6%). Moreover, 79.5% had participated in travel

activities during the previous five years, whereas 27.8% had previously visited Thailand. These results describe the respondents' health, income, and travel-experience profiles without implying broader market outcomes.

For expected travel duration, 4–7 days was the most frequently selected category (33.6%). For expected expenditure, 23.8% selected 'not determined / depends on situation.' The multiple-response results showed that spouses or partners were the most frequently selected travel companions, Thai massage or spa treatments were the most frequently selected wellness activities, and Bangkok was the most frequently selected destination, followed by Chiang Mai and Phuket.

The means of the core variables were above the scale midpoint of 3. The motivation for involvement exhibited the greatest average (M = 3.401, SD = 0.940), while the perceived value showed the minimal average (M = 3.232, SD = 1.007). These results provide a descriptive overview of respondents' evaluations and do not by themselves establish structural relationships among the constructs. In summary, these descriptive results establish the framework and data basis for the following reliability, validity, and structural equation modeling evaluations (Hair et al., 2019; Pallant, 2020).

4.1.1 Generational Background Comparison

To establish a demographic foundation for the cohort contrast, Pearson chi-square analyses were performed on chosen categorical background factors. Regarding employment status, the retired and currently unemployed categories were combined as "not currently employed" because of small cell counts. For self-rated health, the "very poor" and "poor" categories were combined for the same reason. The results showed significant cohort differences in employment status, self-rated health, monthly disposable income, and travel activity during the previous five years. No statistically significant cohort differences were found for gender, previous visit to Thailand, previous wellness-tourism experience, or familiarity with Thailand wellness tourism. These background differences should be considered when interpreting subsequent generational patterns because cohort membership may overlap with life-stage and socioeconomic characteristics.

Table 4. 4 Generational Background Comparison Using Chi-Square Tests

Variable	χ^2	df	p	Result
Gender	0.189	1	.664	No significant difference
Employment*	11.847	3	.008	Significant
Health**	38.592	4	< .001	Significant
Income	17.754	5	.003	Significant
Recent travel	4.808	1	.028	Significant
Visited Thailand	0.106	1	.744	No significant difference
Prior wellness tourism	2.421	2	.298	No significant difference
Thailand wellness familiarity	6.949	4	.139	No significant difference

Note. Retired and currently unemployed respondents were combined as “not currently employed.” “Very poor” and “poor” self-rated health were combined. These recodings were used to avoid sparse expected cell counts. Statistical significance was evaluated at $p < .05$.

4.1.2 Generational Mean Comparison of Core Constructs

Welch t-tests for independent samples were performed to evaluate differences between Generation X and Generation Y across the 12 fundamental construct metrics. None of the mean differences reached the .05 significance level. Travel intention showed the largest numerical mean difference (Generation X M = 3.415; Generation Y M = 3.254), but this difference also remained non-significant ($p = .072$). The absence of significant mean differences indicates that the two cohorts reported broadly comparable average levels of the study constructs, which provides useful context for interpreting the later path comparison as exploratory rather than as evidence of broad cohort separation.

Table 4. 5 Independent-Samples Welch t-Tests for Core Constructs

Construct	Generation X M (SD)	Generation Y M (SD)	t	p
HMLI	3.358 (.928)	3.263 (.975)	1.046	.296
MRSR	3.349 (1.032)	3.265 (.993)	.878	.381
FSI	3.372 (1.004)	3.381 (.992)	−.100	.920

Table 4. 5 (Continued)

Construct	Generation X M (SD)	Generation Y M (SD)	t	p
PDLE	3.323 (.960)	3.352 (.962)	−.320	.749
PWS	3.277 (1.058)	3.404 (.975)	−1.323	.186
SCS	3.378 (1.007)	3.325 (.937)	.584	.560
TNE	3.293 (1.030)	3.287 (1.053)	.066	.948
CWE	3.368 (.958)	3.345 (.964)	.249	.804
PM	3.409 (.942)	3.389 (.940)	.225	.822
PV	3.231 (.945)	3.235 (1.086)	−.039	.969
TI	3.415 (.956)	3.254 (.928)	1.807	.072
RI	3.373 (.933)	3.304 (.913)	.782	.434

Note. Generation X n = 259; Generation Y n = 194. Welch t-tests were used because they do not require equal group variances. No comparison was statistically significant at $p < .05$.

4.2 Reliability Analysis

Reliability was evaluated via Cronbach's α plus adjusted item-total correlations. Values for Cronbach's α exceeding .70 and adjusted item-total correlations surpassing .30 were considered satisfactory (Hair et al., 2019; Pallant, 2020).

Table 4. 6 Reliability Analysis Results

Dimension	Item	Mean if Deleted	Variance if Deleted	Corrected Item–Total Correlation	α if Deleted	Cronbach 's α
Health Maintenance and Lifestyle Improvement	PF1	6.607	4.084	.600	.692	.769
	PF2	6.631	3.990	.592	.701	
	PF3	6.664	3.971	.615	.675	

Table 4. 6 (Continued)

Dimension	Item	Mean if Deleted	Variance if Deleted	Corrected Item–Total Correlation	α if Deleted	Cronbach 's α
Psychological Relaxation and Stress Reduction	PF4	6.618	4.316	.710	.729	.825
	PF5	6.675	4.715	.635	.804	
	PF6	6.583	4.416	.701	.739	
Family and Social Interaction	PF7	6.784	4.161	.698	.696	.809
	PF8	6.781	4.569	.613	.784	
	PF9	6.691	4.351	.664	.732	
Personal Development and Life Enrichment	PF10	6.675	4.113	.643	.697	.788
	PF11	6.627	4.137	.603	.739	
	PF12	6.711	3.967	.639	.701	
Professional Wellness Services	LF1	6.691	4.701	.675	.777	.830
	LF2	6.693	4.461	.700	.753	
	LF3	6.603	4.497	.689	.763	
Service Convenience and Safety	LF4	6.759	4.249	.658	.720	.802
	LF5	6.700	4.197	.640	.739	
	LF6	6.673	4.136	.647	.732	
Therapeutic Natural Environment	LF7	6.634	4.547	.689	.754	.826
	LF8	6.545	4.819	.670	.773	
	LF9	6.565	4.711	.690	.753	
Cultural Wellness Experience	LF10	6.724	4.178	.628	.758	.805
	LF11	6.720	3.968	.661	.724	
	LF12	6.706	3.987	.666	.718	
Participation Motivation	PM1	10.208	8.293	.703	.793	.844
	PM2	10.168	8.326	.688	.799	
	PM3	10.181	8.525	.669	.808	
	PM4	10.252	8.317	.661	.811	

Table 4. 6 (Continued)

Dimension	Item	Mean if Deleted	Variance if Deleted	Corrected Item–Total Correlation	α if Deleted	Cronbach's α
Perceived Value	PV1	9.751	9.431	.729	.823	.866
	PV2	9.687	9.782	.700	.835	
	PV3	9.689	9.463	.700	.836	
	PV4	9.662	9.441	.734	.821	
Travel Intention	BI1	9.974	8.340	.691	.807	.849
	BI2	10.073	8.563	.698	.804	
	BI3	10.040	8.361	.686	.809	
	BI4	10.066	8.580	.675	.813	
Recommendation Intention	BI5	9.993	8.100	.661	.782	.829
	BI6	10.055	7.999	.663	.781	
	BI7	10.029	8.218	.651	.786	
	BI8	10.042	8.169	.648	.788	

According to Table 4.6, the Cronbach's α coefficients for every dimension exceeded .70, suggesting satisfactory internal reliability. Each corrected item-total correlation surpassed .30, and the Cronbach's α values after item deletion did not suggest that any specific item needed to be excluded. Consequently, all measurement indicators were preserved for subsequent validity evaluation and structural model analysis.

4.3 Assessment of Factorability and Common Method Bias

Factorability was evaluated via the Kaiser–Meyer–Olkin (KMO) index and Bartlett's test of sphericity. A KMO score exceeding .70 plus a statistically significant Bartlett's test served as proof that the dataset was appropriate for factor analysis and measurement-model evaluation (Bartlett, 1954; Hair et al., 2019; Kaiser & Rice, 1974).

4.3.1 KMO and Bartlett's Test of Sphericity

Based on Table 4.7, the computed KMO statistic equals 0.896, surpassing the widely recognized minimum of 0.70. This result demonstrates that the inter-variable correlations are adequate and that the collected sample is appropriate for conducting factor analysis (Kaiser & Rice, 1974; Hair et al., 2019). Furthermore, Bartlett's test of sphericity

yields a highly significant outcome, featuring an approximate chi-square statistic of 8287.899, 780 degrees of freedom, and $p < 0.001$. A meaningful Bartlett's test implies that the correlation matrix deviates from an identity matrix and that the items are sufficiently interrelated for factor extraction (Bartlett, 1954; Pallant, 2020). Consequently, the null hypothesis positing no correlations among the variables is dismissed, confirming that the dataset is proper for subsequent factor analysis.

Table 4. 7 KMO and Bartlett's Test Results

Measure	KMO and Bartlett's Test	Value
KMO Measure of Sampling Adequacy		0.896
Bartlett's test of sphericity	Approx. Chi-square	8287.899
	Degrees of Freedom (df)	780
	Significance (p-value)	$p < 0.001$

4.3.2 Common Method Bias Test

Since every key variable was gathered via a self-reported survey, the dataset might be influenced by common method bias. Consequently, Harman's single-factor test was performed as an initial statistical evaluation. All fundamental measurement factors were inputted together into an unrotated exploratory factor analysis. If one factor explains the majority of the overall variance, common method bias could be a significant issue (Podsakoff et al., 2003).

Table 4. 8 Common Method Bias Test

Test Method	Number of Factors Extracted	Variance Explained by the First Factor	Cumulative Variance Explained	Evaluation
Harman's single-factor test	12	24.928%	71.878%	No serious common method bias

As presented in Table 4.8, the unrotated factor analysis identified 12 factors possessing eigenvalues exceeding 1. The cumulative variance accounted for by these factors reached 71.878%, whereas the initial factor represented merely 24.928% of the overall variance. This figure fell beneath the frequently utilized threshold of 40%, and no individual factor dominated the entire variance.

Consequently, the findings imply that common method bias was probably not a significant issue within this research. Nonetheless, since Harman's single-factor technique serves merely as a basic diagnostic tool, the outcome cannot entirely eliminate the potential risk of common method bias (Podsakoff et al., 2003). Combining these procedural safeguards implemented during the survey creation and information gathering, the results validate the utilization of this dataset for following confirmatory factor analysis and structural equation modeling.

4.4 Confirmatory Factor Analysis and Validity Assessment

Prior to evaluating the structural framework, confirmatory factor analysis was performed to determine if the empirical variables effectively reflected their conceptual foundations. Empirical metrics including standardized factor loadings, composite reliability, average variance extracted, and the Fornell–Larcker discriminant validity were utilized for assessing the measurement model's quality (Anderson & Gerbing, 1988; Fornell & Larcker, 1981; Hair et al., 2019; Kline, 2016).

4.4.1 Standardized Measurement Model

Figure 4.1 illustrates the standardized measurement framework employed for evaluating the connections among the measured variables and their corresponding conceptual constructs. The measurement model contained 12 first-order constructs: four push-factor dimensions, four pull-factor dimensions, participation motivation, perceived value, travel intention, and recommendation intention. Push factors and pull factors were subsequently modeled as two second-order constructs in the structural model. Higher-order structures are presented independently in Table 4.9 via the standardized coefficients for second-order factors.

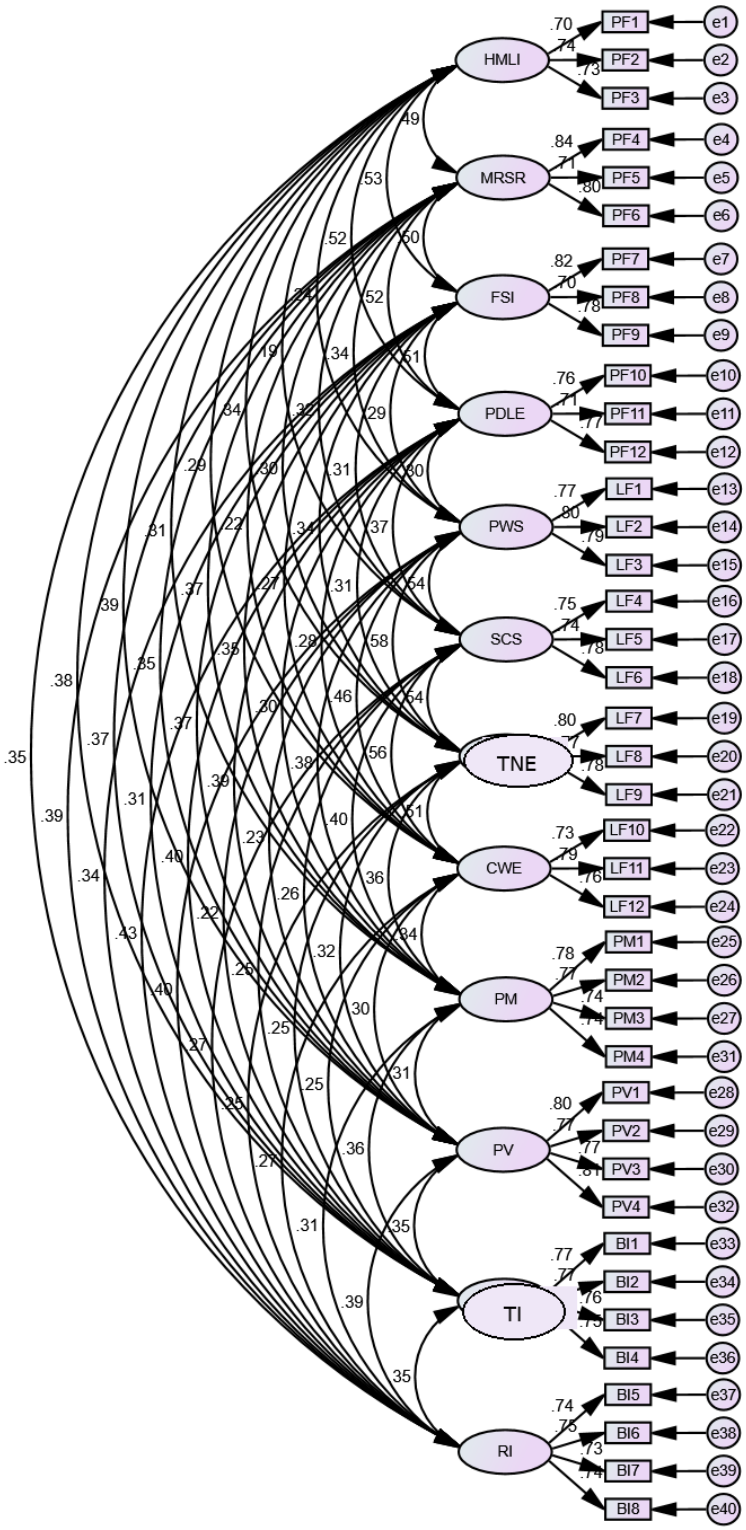

Figure 4. 1 Standardized Measurement Model

Note. The illustration displays the normalized structural framework. The second-order coefficients for Push Drivers and Pull Drivers are documented within Table 4.9.

Table 4. 9 Second-Order Factor Loadings

Second-Order Construct	First-Order Construct	Unstandardized Loading	S. E.	C. R.	p	Standardized Loading
Push Factors	HMLI	1.000	—	—	—	.704
Push Factors	MRSR	1.270	.146	8.708	< 0.001	.708
Push Factors	FSI	1.250	.144	8.678	< 0.001	.725
Push Factors	PDLE	1.092	.130	8.403	< 0.001	.723
Pull Factors	PWS	1.169	.133	8.773	< 0.001	.726
Pull Factors	SCS	1.154	.131	8.780	< 0.001	.755
Pull Factors	TNE	1.352	.149	9.048	< 0.001	.757
Pull Factors	CWE	1.000	—	—	—	.681

Note. HMLI = Health Maintenance and Lifestyle Improvement; MRSR = Psychological Relaxation and Stress Reduction; FSI = Family and Social Interaction; PDLE = Personal Development and Life Enrichment; PWS = Professional Wellness Services; SCS = Service Convenience and Safety; TNE = Therapeutic Natural Environment; CWE = Cultural Wellness Experience.

The standardised second-order factor loadings are 0.681 and 0.757. Push factors had standardized loadings of 0.704, 0.708, 0.725, and 0.723 on health maintenance and lifestyle improvement, psychological relaxation and stress reduction, family and social interaction, and personal development and life enrichment, respectively. Pull factors had standardized loadings of 0.726, 0.755, 0.757, and 0.681 on professional wellness services, service convenience and safety, therapeutic natural environment, and cultural wellness experience, respectively.

These findings suggest that the eight primary-level dimensions effectively captured their respective secondary-level constructs. By employing standardized second-order loadings and error variances, composite reliability and average variance extracted were further determined for these upper-order constructs. Push Factors generated CR = .807 and AVE = .511, whereas Pull Factors generated CR = .820 and AVE = .533. Both CR values surpassed .70 and both AVE values surpassed .50, offering further evidence that the second-order constructs possess adequate reliability and convergent validity for the following structural evaluation.

Consequently, the upper-order framework is bolstered not merely by the uniform second-order coefficients but also through the derived second-order CR and AVE metrics. The first-order and second-order evidence should be considered together when evaluating the measurement model.

4.4.2 Convergent Validity

Table 4. 10 Results of Convergent Validity Assessment

Latent Variable	Item	Standardized Loading	CR	AVE
HMLI	PF1	.703	.769	.526
	PF2	.738		
	PF3	.734		
MRSR	PF4	.841	.827	.615
	PF5	.706		
	PF6	.800		
FSI	PF7	.819	.812	.591
	PF8	.704		
	PF9	.778		
PDLE	PF10	.761	.789	.555
	PF11	.705		
	PF12	.767		
PWS	LF1	.771	.830	.620
	LF2	.799		
	LF3	.792		
SCS	LF4	.748	.802	.575
	LF5	.743		
	LF6	.783		
TNE	LF7	.799	.826	.613
	LF8	.772		
	LF9	.778		
CWE	LF10	.731	.805	.579
	LF11	.791		
	LF12	.760		

Table 4. 10 (Continued)

Latent Variable	Item	Standardized Loading	CR	AVE
PM	PM1	.785	.845	.576
	PM2	.772		
	PM3	.744		
	PM4	.735		
PV	PV1	.797	.866	.618
	PV2	.773		
	PV3	.769		
	PV4	.806		
TI	BI1	.773	.849	.585
	BI2	.773		
	BI3	.762		
	BI4	.751		
RI	BI5	.739	.829	.548
	BI6	.748		
	BI7	.733		
	BI8	.741		
Push Factors (2nd-order)	HMLI, MRSR, FSI, PDLE	.704–.725	.807	.511
Pull Factors (2nd-order)	PWS, SCS, TNE, CWE	.681–.757	.820	.533

As illustrated in Table 4.10, the standardized factor loadings for every observed variable spanned 0.703 to 0.841, all surpassing the suggested benchmark of 0.50. Composite reliability metrics varied between 0.769 and 0.866, each surpassing 0.70, whereas average variance extracted figures ranged from 0.526 to 0.620, all exceeding 0.50.

Such findings suggest that the manifest variables sufficiently reflected their respective underlying constructs, and the measurement framework exhibited adequate composite reliability and convergent validity (Fornell & Larcker, 1981; Hair et al., 2019).

4.4.3 Discriminant Validity

Differential validity was evaluated through the Fornell–Larcker benchmark. According to this standard, the square root of any specific construct's AVE must surpass its associations with the remaining constructs, suggesting that these constructs are empirically separable (Fornell & Larcker, 1981).

Table 4. 11 Discriminant Validity: Correlations Between Latent Variables and Square Roots of AVE

	RI	TI	PV	PM	CWE	TNE	SCS	PWS	PDLE	FSI	MRSR	HMLI
RI	0.740											
TI	0.353	0.765										
PV	0.394	0.348	0.786									
PM	0.312	0.358	0.312	0.759								
CWE	0.271	0.254	0.298	0.338	0.761							
TNE	0.247	0.254	0.318	0.359	0.514	0.783						
SCS	0.272	0.253	0.263	0.401	0.556	0.545	0.758					
PWS	0.401	0.217	0.225	0.379	0.463	0.579	0.538	0.787				
PDLE	0.426	0.402	0.391	0.300	0.277	0.308	0.366	0.299	0.745			
FSI	0.341	0.310	0.372	0.354	0.271	0.335	0.314	0.293	0.511	0.768		
MRSR	0.390	0.368	0.351	0.367	0.217	0.304	0.324	0.341	0.521	0.496	0.784	
HMLI	0.352	0.378	0.389	0.307	0.286	0.341	0.188	0.236	0.520	0.535	0.487	0.725

As illustrated in Table 4.11, the square roots of AVE varied between 0.725 and 0.787, whereas the inter-construct correlations fluctuated from 0.188 to 0.579. For every single construct, the square root of AVE exceeded the correlation with every other individual construct. For instance, the AVE square root of HMLI was 0.725, surpassing its peak correlation of 0.535 with FSI, and the AVE square root of PV was 0.786, surpassing

its peak correlation of 0.394 with RI. Consequently, all twelve latent variables met the Fornell–Larcker standard, demonstrating adequate discriminant validity (Fornell & Larcker, 1981).

Note. HMLI = Health Maintenance and Lifestyle Improvement; MRSR = Psychological Relaxation and Stress Reduction; FSI = Family and Social Interaction; PDLE = Personal Development and Life Enrichment; PWS = Professional Wellness Services; SCS = Service Convenience and Safety; TNE = Therapeutic Natural Environment; CWE = Cultural Wellness Experience; PM = Participation Motivation; PV = Perceived Value; TI = Travel Intention; RI = Recommendation Intention.

4.5 Structural Equation Modeling and Hypothesis Testing

4.5.1 Structural Model Fit

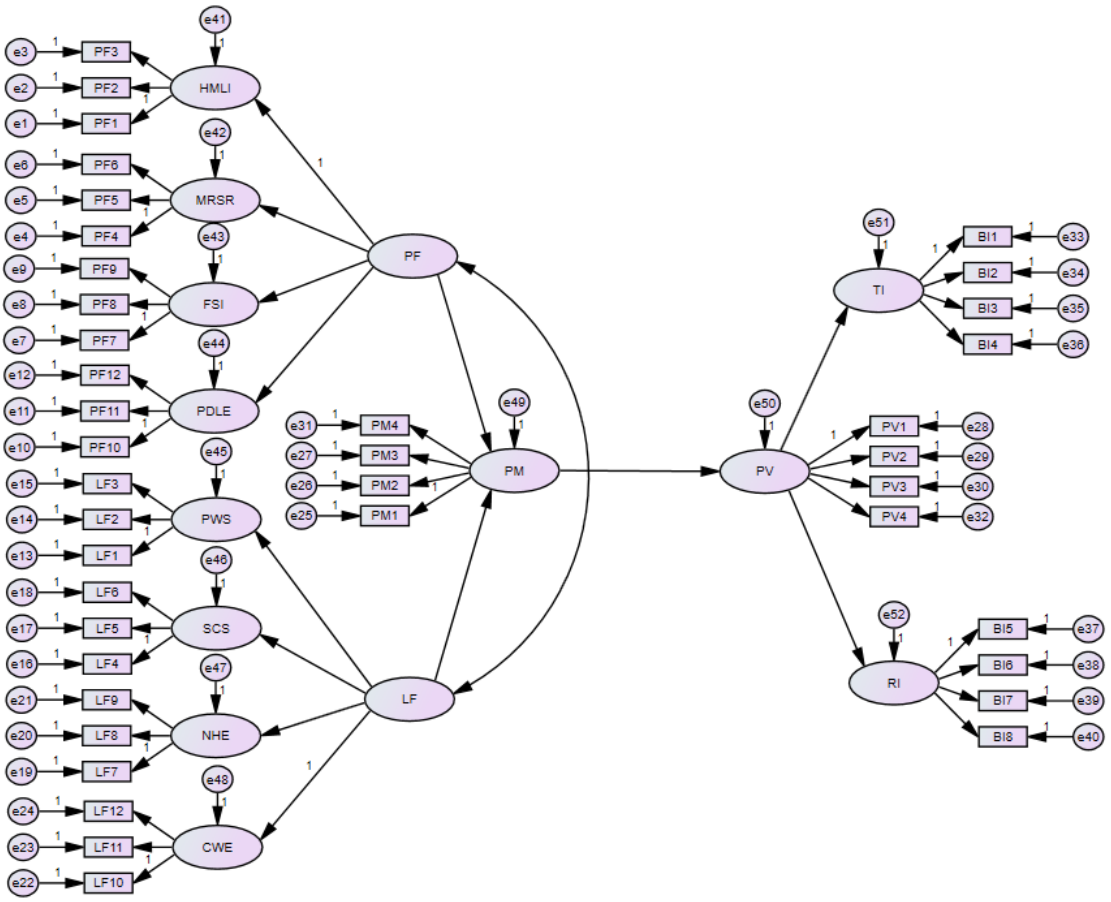

Figure 4. 2 Standardized Structural Equation Model

Note. The figure presents the re-estimated five-path structural model after removing PM → TI and PM → RI. PF = Push Factors; LF = Pull Factors; PM = Participation Motivation; PV = Perceived Value; TI = Travel Intention; RI = Recommendation Intention.

Table 4. 12 Goodness-of-Fit Indices for the Structural Model

Fit Index	Criterion	Value
χ^2	—	959.401
df	—	726
χ^2/df	< 3	1.321
GFI	> .90	.908
RMSEA	< .08	.027
RMSEA 90% CI	—	[.022, .031]
CFI	> .90	.970
TLI	> .90	.968
AGFI	> .90	.896
IFI	> .90	.970

Note. The fit indices are based on the re-estimated structural model after removing PM → TI and PM → RI. The general trend of these metrics suggests adequate model performance; AGFI remained slightly beneath .90.

Several fit measures were employed to evaluate the alignment between the recalibrated structural framework and the empirical evidence. As shown in Table 4.12, χ^2 was 959.401 with 726 degrees of freedom, producing χ^2/df = 1.321. GFI was .908, and RMSEA was .027 with a 90% confidence interval of [.022, .031]. These results indicated acceptable absolute fit.

The additional fitness metrics proved to be robust as well, yielding CFI = .970, TLI = .968, and IFI = .970. AGFI was .896, which is marginally below the conventional .90 reference value. Because fit assessment should be based on the overall pattern of indices

rather than a single cutoff, the very low RMSEA (.027), χ^2/df of 1.321, GFI above .90, and CFI/TLI/IFI near .97 collectively support an acceptable overall fit. The AGFI result is therefore reported transparently as a minor limitation rather than ignored.

4.5.2 Direct Effects and Hypothesis Testing

Table 4. 13 Path Coefficients of the Structural Equation Model

Path	Unstandardized Coefficient	S. E.	C. R.	p	Standardized Coefficient
PF → PM	.455	.118	3.844	< .001	.291
LF → PM	.569	.123	4.638	< .001	.358
PM →PV	.405	.060	6.792	< .001	.376
PV → TI	.356	.052	6.785	< .001	.377
PV → RI	.373	.051	7.337	< .001	.417

As presented in Table 4.13, each of the five proposed structural pathways was found to be positive and statistically significant at $p < .001$. Push variables were positively linked with participation motivation ($\beta = .291$), validating H1, whereas pull variables were positively related to participation motivation ($\beta = .358$), validating H2. Participation motivation was positively correlated with perceived value ($\beta = .376$), confirming H3. Perceived value was positively linked with travel intention ($\beta = .377$) and recommendation intention ($\beta = .417$), validating H4 and H5, respectively. These results endorse the structural connections outlined in the framework; they must not be construed as conclusive causal impacts since this research utilized cross-sectional self-reported data.

4.6 Bootstrap Analysis of Indirect Effects

We utilized bootstrap resampling (5,000 iterations) to investigate the mediated pathways within the proposed framework. Statistical relevance was assessed via the bias-corrected 95% confidence interval. A mediated effect was deemed statistically meaningful if its corresponding confidence interval excluded zero.

Table 4. 14 Bootstrap Results for Indirect Effects Through Perceived Value

Indirect Path	Unstandardized Indirect Effect	SE	95% BC CI Lower	95% BC CI Upper	Result
PM → PV → TI	.080	—	.048	.122	Significant
PM → PV → RI	.089	—	.055	.131	Significant

Note. PM = Participation Motivation; PV denotes Perceived Value; TI signifies Travel Intention; RI represents Recommendation Intention; BC CI stands for bias-corrected confidence interval. An indirect effect is considered statistically meaningful if its 95% bias-corrected confidence interval excludes zero.

According to Table 4.14, the unstandardized indirect impact of involvement drive on tourism desire via perceived value reached .080, featuring a 95% bias-adjusted confidence interval from [.048, .122]. Since this confidence interval did not contain zero, H6a received empirical backing. The unstandardized indirect influence of involvement drive on promotion intention via perceived value amounted to .089, possessing a 95% bias-adjusted confidence interval ranging between [.055, .131]. Consequently, H6b was likewise confirmed.

Only the two hypothesized indirect effects (H6a and H6b) were retained. Additional sequential effects from push and pull factors were not reported because the available document did not contain independently verifiable Bootstrap output for those supplementary paths. A mediated proportion of the total effect is not reported because the final structural specification does not include PM → TI or PM → RI direct paths. Under such a restricted model, the modeled total effect is mechanically identical to the indirect effect, so reporting a 100% mediated proportion would be tautological and could be misinterpreted as evidence of full mediation. Consequently, these indirect-effect coefficients along with their bias-adjusted confidence intervals offer the more suitable evaluation of the value-based mechanism.

Overall, the bootstrap results supported the proposed indirect mechanism in which participation motivation was associated with travel intention and recommendation intention through perceived value.

Table 4. 15 Summary of Hypothesis Testing Results

Hypothesis	Path	Effect / 95% BC CI	Result
H1	Push Factors → Participation Motivation	.291	Supported
H2	Pull Factors → Participation Motivation	.358	Supported
H3	Participation Motivation → Perceived Value	.376	Supported
H4	Perceived Value → Travel Intention	.377	Supported
H5	Perceived Value → Recommendation Intention	.417	Supported
H6a	Participation Motivation → Perceived Value → Travel Intention	.080; 95% BC CI [.048, .122]	Supported
H6b	Participation Motivation → Perceived Value → Recommendation Intention	.089; 95% BC CI [.055, .131]	Supported

As presented in Table 4.15, every suggested hypothesis received support. H1-H5 verified the substantial direct structural associations between push factors, pull factors, engagement motivation, perceived value, travel intention, and recommendation intention. H6a and H6b verified the meaningful unstandardized indirect influences via perceived value. Consequently, the quantitative results confirmed both the direct-effect framework and the proposed indirect pathway.

4.7 Exploratory Comparison Between Generation X and Generation Y

A descriptive composite-score group analysis was performed to characterize the 11 trajectories for Generation X and Generation Y. Generation X comprised 259 participants while Generation Y consisted of 194 participants. The comparison used standardized construct scores and is presented descriptively rather than as a formal AMOS measurement-invariance analysis.

Because the corresponding unstandardized coefficients and standard errors were not available for verification, no inferential coefficient-difference criterion was applied.

Among the 11 structural paths examined, the clearest descriptive contrast appeared in the path from service convenience and safety to participation motivation:

Service Convenience and Safety → Participation Motivation

Regarding Generation X, service accessibility and security demonstrated a positive standardized regression weight toward involvement drive (β = 0.241), whereas the corresponding coefficient for Generation Y was close to zero (β = −0.007). This descriptive contrast suggests that service convenience and safety may play a stronger motivational role for Generation X in this sample. However, no confirmatory between-group significance claim was made because the unstandardized coefficient and standard-error inputs required for a valid coefficient-difference test were not available for verification.

This pattern suggests that service convenience, safety assurance, accessibility, and reliable wellness-tourism arrangements may be more closely related to participation motivation for Generation X respondents in this sample. Because the comparison was not based on a formal invariant latent-variable model or an inferential coefficient-difference test, the pattern is interpreted descriptively rather than as a statistically established generational difference.

The remaining ten paths showed broadly similar or modestly different standardized coefficients across the two cohorts. These paths included the other push and pull dimensions leading to participation motivation, Engagement drives perceived worth, while this perceived worth subsequently fosters travel plans and the desire to suggest the experience to others. No inferential claim about between-group significance is made for these coefficient differences.

Overall, the exploratory results suggest that the broad decision pattern is similar across Generation X and Generation Y, with service convenience and safety showing the most notable descriptive contrast. Confirmatory claims about group differences require formal measurement-invariance testing and an appropriate between-group coefficient-difference procedure.

Table 4. 16 Exploratory Path Comparison Between Generation X and Generation Y

Structural Path	Generation X β	Generation Y β	Descriptive Interpretation
HMLI → PM	0.099	0.034	Broadly similar descriptive coefficients
MRSR → PM	0.135	0.133	Broadly similar descriptive coefficients
FSI → PM	0.104	0.125	Broadly similar descriptive coefficients

Table 4. 16 (Continued)

Structural Path	Generation X β	Generation Y β	Descriptive Interpretation
PDLE → PM	−0.039	0.086	Broadly similar descriptive coefficients
PWS → PM	0.121	0.111	Broadly similar descriptive coefficients
SCS → PM	0.241	−0.007	Higher for Generation X (descriptive only)
TNE → PM	0.005	0.123	Broadly similar descriptive coefficients
CWE → PM	0.106	0.053	Broadly similar descriptive coefficients
PM → PV	0.250	0.285	Broadly similar descriptive coefficients
PV → TI	0.311	0.294	Broadly similar descriptive coefficients
PV → RI	0.296	0.385	Broadly similar descriptive coefficients

Note. HMLI = Health Maintenance and Lifestyle Improvement; MRSR = Psychological Relaxation and Stress Reduction; FSI = Family and Social Interaction; PDLE = Personal Development and Life Enrichment; PWS = Professional Wellness Services; SCS = Service Convenience and Safety; TNE = Therapeutic Natural Environment; CWE = Cultural Wellness Experience; PM = Participation Motivation; PV = Perceived Value; TI = Travel Intention; RI = Recommendation Intention. The standardized coefficients are presented for descriptive comparison only; no inferential between-group significance test is reported.

4.8 Chapter Summary

This chapter presented the empirical analysis based on 453 valid questionnaires. Descriptive statistics summarized respondents' demographic characteristics, travel experience, wellness-tourism preferences, and evaluations of the study constructs.

Reliability evaluation demonstrated that Cronbach's α coefficients for every dimension surpassed 0.70. The KMO statistic amounted to 0.896, and Bartlett's test for sphericity was statistically significant, validating the factorability of the dataset. Harman's single-factor analysis revealed that the primary factor accounted for 24.928% of the variance, implying that common method bias was not a primary issue, despite the fact that this test fails to entirely rule out the potential for such bias.

The confirmatory factor analysis demonstrated that the standardized factor loadings, CR values, and AVE values fulfilled the specified requirements, and the Fornell–Larcker evaluation confirmed discriminant validity between the first-order constructs. The second-order loadings likewise supported the higher-order frameworks of push factors and pull factors.

The revised structural framework exhibited satisfactory general fitness: χ^2/df = 1.321, GFI = .908, RMSEA = .027, CFI = .970, TLI = .968, plus IFI = .970; AGFI = .896 remained slightly beneath .90. Push variables and pull variables were favorably linked to engagement motivation; engagement motivation was favorably linked to perceived value; and perceived value was favorably linked to travel desire and recommendation desire. All five linear hypotheses received support. Bootstrap testing with 5,000 iterations demonstrated meaningful unstandardized indirect impacts from engagement motivation to travel desire (B = .080, 95% bias-corrected CI [.048, .122]) and recommendation intention (B = .089, 95% bias-corrected CI [.055, .131]) through perceived value, supporting H6a and H6b.

The exploratory generational comparison indicated that the overall path pattern was broadly similar across Generation X and Generation Y. Among the 11 paths examined, service convenience and safety → participation motivation showed the clearest descriptive contrast (Generation X β = .241; Generation Y β = −.007), while the remaining ten coefficients were broadly similar or showed smaller numerical differences. Because formal measurement invariance and an inferential between-group coefficient-difference test were not established, these findings are regarded as tentative narrative trends instead of statistically validated intergenerational variations.

CHAPTER 5
DISCUSSION, CONCLUSION AND RECOMMENDATION

This section analyzes the empirical outcomes, explores their connections to existing scholarship, and explicitly responds to the four investigation questions. It investigates how internal driving forces and Thailand's attraction pull elements shape engagement motivation, how engagement motivation indirectly impacts journey intent and endorsement intent via perceived value, and what descriptive parallels and distinctions arise between Chinese Gen X and Gen Y travelers. These results are debated concerning Push–Pull Theory, perceived value studies, and prior wellness-tourism plus generational-tourism research.

Out of 453 legitimate surveys, 259 participants were Generation X and 194 were Generation Y. These findings confirmed five primary direct hypotheses plus two secondary indirect hypotheses. To examine generational differences, 11 specific structural pathways were evaluated, revealing a significant descriptive disparity: service convenience plus safety exhibited a greater positive impact on motivation for participation among Generation X subjects, whereas the other ten pathways displayed no statistically significant variations.

5.1 Summary of Major Findings

The findings demonstrated that both internal driving forces and Thailand's destination attractions were positively linked to engagement motivation, which aligns with the core Push–Pull theory that travel motivation reflects the combined influence of personal desires and location appeal (Crompton, 1979; Dann, 1981). The standardized coefficient for pull variables (.358) was quantitatively greater than that for push variables (.291), yet this disparity was not formally examined; it must thus be understood merely as a descriptive trend instead of proof that pull factors are statistically more potent.

Engagement drive was directly linked to perceived utility, and this utility was directly linked to both trip desire and endorsement intent. This structure aligns with the perspective that travelers convert inspiration into subsequent goals by assessing whether anticipated gains warrant the necessary financial and non-financial expenditures (Zeithaml, 1988; Chen & Chen, 2010; Gan et al., 2023).

Bootstrap resampling additionally confirmed substantial indirect influences of involvement drive upon both action plans via perceived worth. This finding is regarded as proof of a utility-centered relay process, rather than a demonstration of complete mediation, since the ultimate framework excluded PM → TI and PM → RI straight links and consequently prevents a total-versus-incomplete mediation categorization.

Push Elements and Pull Elements → Engagement Incentives → Experienced Value → Tourism Desire and Referral Intention

The analytical comparison of the exploratory cohort indicated that the general decision-making logic remained largely analogous between Generation X and Generation Y. Service accessibility and security exhibited the most distinct descriptive differences, featuring a coefficient of .241 for Generation X and −.007 for Generation Y. This could potentially mirror variations in life-stage obligations, cumulative travel backgrounds, and awareness of service consistency and reliability, though such interpretation stays provisional since the research failed to confirm measurement invariance or execute a confirmatory between-group coefficient-difference test (Gardiner et al., 2014; Li et al., 2013).

5.1.1 Discussion of Major Findings in Relation to Previous Literature

The empirical findings should be interpreted not only as a set of statistically supported paths but also in relation to the theoretical expectations and empirical evidence established in previous tourism research. Overall, the results support the basic Push–Pull proposition that tourism participation motivation emerges from the joint influence of internal needs and external destination attractions. The positive effect of push factors on participation motivation ($\beta = .291$) is consistent with the view that health maintenance, psychological relaxation, social interaction, and personal development can generate an internal desire to travel (Crompton, 1979; Dann, 1981). At the same time, the positive effect of Thailand's pull factors on participation motivation ($\beta = .358$) confirms that professional wellness services, convenience and safety, restorative natural environments,

and cultural wellness experiences help transform a general wellness need into destination-specific motivation (Gan et al., 2023; Voigt et al., 2011).

An important descriptive pattern is that the standardized coefficient for pull factors (.358) was numerically higher than that for push factors (.291). This numerical difference should not be interpreted as evidence that pull factors are statistically stronger because no formal coefficient-difference test was conducted. Nevertheless, the pattern has theoretical meaning in the present context. Push factors represent relatively general internal needs that may motivate wellness-oriented travel to many possible destinations, whereas pull factors represent specific evaluations of Thailand. For a cross-border wellness trip, tourists may be unwilling to convert internal health or relaxation needs into actual destination-specific motivation unless they believe that the destination offers reliable services, convenient arrangements, acceptable safety conditions, suitable natural environments, and distinctive cultural wellness resources. The result therefore suggests that destination attributes may play an especially visible role at the stage when general wellness needs are translated into motivation to participate in wellness tourism in Thailand. This interpretation is consistent with Push–Pull Theory, in which internal motives explain why people wish to travel and destination attributes explain why a particular destination is selected (Crompton, 1979; Dann, 1981).

The finding that participation motivation positively influenced perceived value ($\beta = .376$) also provides an important bridge between tourism motivation and behavioral intention. Motivation and perceived value are conceptually different: motivation reflects the desire or readiness to participate, whereas perceived value reflects whether the expected experience is judged to be worthwhile relative to the money, time, effort, uncertainty, and other sacrifices required. The positive PM→PV relationship suggests that stronger motivation may lead tourists to assign greater relevance to anticipated health, emotional, cultural, and service benefits, thereby increasing the likelihood that the overall experience is evaluated favorably. This result is compatible with the global trade-off view of perceived value proposed by Zeithaml (1988) and with tourism research showing that value judgments play a central role in translating experience-related evaluations into future behavioral responses (Chen & Chen, 2010; Gan et al., 2023).

Perceived value was positively associated with both travel intention (β = .377) and recommendation intention (β = .417). These findings reinforce the idea that favorable behavioral intentions depend not only on tourists' interest in wellness tourism but also on whether they believe the expected benefits justify the required sacrifices. The slightly larger coefficient for recommendation intention than for travel intention should again be treated as a descriptive pattern rather than a statistically tested difference. One possible interpretation is that recommendation intention may be particularly sensitive to overall value evaluation because recommending a destination to others involves a broader judgment about whether the experience is sufficiently worthwhile to endorse. This result is consistent with previous tourism research identifying perceived value as an important antecedent of travel, loyalty, revisit, and recommendation intentions (Chen & Chen, 2010; Gan et al., 2023).

The Bootstrap analysis further clarifies the role of perceived value. Participation motivation had significant indirect effects on travel intention through perceived value (B = .080, 95% bias-corrected CI [.048, .122]) and on recommendation intention through perceived value (B = .089, 95% bias-corrected CI [.055, .131]). These findings support a value-based transmission mechanism: stronger motivation is associated with a more favorable evaluation of the expected wellness-tourism experience, and this favorable evaluation is subsequently associated with stronger intentions to travel and recommend. This interpretation is consistent with prior evidence that perceived value can transmit the effects of tourism motivation and experience evaluations to behavioral intention (Chen & Chen, 2010; Gan et al., 2023). Importantly, the present study does not describe this result as "full mediation." The final hypothesis set did not retain direct PM→TI and PM→RI paths, and the study therefore did not formally compare a partial-mediation model with a full-mediation model. The appropriate conclusion is that perceived value provides a statistically significant indirect mechanism rather than that it completely replaces all possible direct effects of participation motivation on behavioral intention.

The exploratory generational comparison adds a further point of comparison with prior cohort research. Previous studies have suggested that Generation X and Generation Y may differ in tourism motivation, information use, destination evaluation, and future behavioral intention because they have experienced different social, economic, technological, and life-stage conditions (Gardiner et al., 2014; Li et al., 2013; Pan et al.,

2021). In the present study, however, the overall coefficient pattern was broadly similar across the two cohorts. This similarity suggests that the core process linking wellness needs, destination attractions, participation motivation, perceived value, and behavioral intention may be shared across adult generations when they evaluate the same cross-border wellness destination. The result therefore complements rather than contradicts previous generational research: cohort differences may exist in particular attributes, but they do not necessarily imply that the entire decision-making mechanism differs across generations.

Service convenience and safety showed the clearest descriptive cohort contrast, with a coefficient of .241 for Generation X and −.007 for Generation Y. This pattern can be interpreted not only through age or life stage but also through the different formative environments of Chinese cohorts. Members of Generation X experienced major stages of China's reform and market transition during their formative and early-adult years, when consumption environments, service standards, international mobility, and access to travel information were changing rapidly. Such experiences may contribute to greater attention to reliability, predictability, risk reduction, and value assurance when evaluating an unfamiliar cross-border wellness product. Chinese generational-tourism research similarly shows that cohort experiences are associated with differences in travel motivation, information use, destination evaluation, and behavioral responses (Huang & Lu, 2017; Pan et al., 2021). Therefore, the stronger descriptive SCS→PM coefficient for Generation X may reflect a combination of life-stage responsibilities and cohort-specific risk-management preferences rather than age alone. At the same time, the near-zero coefficient among Generation Y does not mean that safety and convenience are unimportant to younger tourists; rather, these attributes may not have explained as much variation in their participation motivation in this sample. Because formal measurement invariance and inferential coefficient-difference testing were not established, this explanation remains a theoretically informed interpretation of a descriptive pattern rather than a confirmed generational effect.

Taken together, the findings provide a more complete interpretation of the proposed mechanism. Push and pull factors explain the formation of participation motivation; participation motivation is associated with tourists' evaluation of whether the expected wellness experience is worthwhile; and perceived value subsequently supports travel and recommendation intentions. The main theoretical implication is therefore not that one

factor simply has the 'largest effect,' but that wellness-tourism decision making appears to involve a sequential process from internal and external motivational inputs to value evaluation and then to behavioral intention. In the context of Chinese Generation X and Generation Y considering Thailand, this mechanism highlights the importance of connecting tourists' health and psychological needs with credible destination attributes and a convincing overall value proposition.

5.2 Answers to the Research Questions

5.2.1 Answer to Research Question 1

RQ1: Which internal push factors are associated with participation motivation among Chinese Generation X and Generation Y tourists considering wellness tourism in Thailand, and what is their overall relationship with participation motivation?

Findings indicated that internal driving forces exerted a substantial positive impact on engagement incentives, possessing a standardized regression weight of 0.291. Such internal drivers encompassed health preservation and living quality enhancement, mental relaxation plus pressure alleviation, familial and societal engagement, and individual growth and existence enrichment.

These four dimensions jointly represented the internal needs that encouraged Chinese Generation X and Generation Y tourists to consider wellness tourism in Thailand. Respondents who had stronger health-related, psychological, interpersonal, and self-development needs were more likely to develop stronger participation motivation.

Therefore, RQ1 is answered as follows: health maintenance and lifestyle improvement, psychological relaxation and stress reduction, family and social interaction, and personal development and life enrichment jointly and positively influence the participation motivation of Chinese Generation X and Generation Y tourists toward wellness tourism in Thailand.

5.2.2 Answer to Research Question 2

RQ2: Which destination pull attributes of Thailand are associated with participation motivation among Chinese Generation X and Generation Y tourists, and what is their overall relationship with participation motivation?

Thailand's destination pull factors had a significant positive effect on participation motivation, with a standardized coefficient of 0.358. The pull factors included professional wellness services, service convenience and safety, therapeutic natural environments, and cultural wellness experiences.

These destination attributes increased Thailand's attractiveness as a wellness tourism destination. When tourists perceived that Thailand could provide professional, safe, convenient, restorative, and culturally distinctive wellness experiences, their motivation to participate became stronger.

Therefore, RQ2 is answered as follows: Thailand's professional wellness services, service convenience and safety, therapeutic natural environments, and cultural wellness experiences significantly and positively influence the participation motivation of Chinese Generation X and Generation Y tourists.

While the standardized coefficients for pull factors appeared numerically greater than those for push factors, this discrepancy has not been rigorously examined. Consequently, such a distinction should not be construed as definitive proof that pull factors are statistically more potent than push factors.

5.2.3 Answer to Research Question 3

RQ3: Is perceived value a substantial indirect pathway connecting engagement motivation to travel desire and promotion intention?

Findings indicated that engagement drive exerted a substantial beneficial impact on perceived utility, featuring a standardized regression weight of 0.376. This perceived benefit then led to important positive influences on tourism desire and advocacy intent, exhibiting standardized coefficients of 0.377 and 0.417, accordingly.

Additional bootstrap analysis revealed that the unstandardized indirect influence of engagement motivation on travel intention via perceived value amounted to 0.080, possessing a 95% bias-corrected confidence interval ranging from [0.048, 0.122]. Similarly, the unstandardized indirect impact of engagement motivation on recommendation intention via perceived value was 0.089, with a 95% bias-corrected confidence interval spanning [0.055, 0.131]. Given that both confidence intervals excluded zero, these indirect effects were statistically significant.

Consequently, RQ3 is addressed thus: engagement drive markedly and indirectly affects tourism desire and endorsement desire via perceived worth. Perceived utility functions as the mental process whereby enhanced engagement drive is converted into more robust travel and promotion goals.

Such findings suggest that travelers do not develop behavioral inclinations merely due to participation drives. They likewise assess whether anticipated wellness, affective, heritage, support, practical, and financial advantages warrant the necessary currency, duration, labor, and possible hazard.

5.2.4 Answer to Research Question 4

RQ4: Which commonalities and distinct characteristics arise between Generation X and Generation Y regarding the connections between push variables, pull variables, engagement incentives, perceived utility, travel desire, and recommendation desire?

The analytical combined-measure categorization examined eleven structural links between Generation X and Generation Y. These connections encompassed the impacts of four push-factor categories and four pull-factor categories on involvement drive, the influence of involvement drive on perceived utility, and the effects of perceived utility on travel desire and recommendation desire.

The comparative analysis indicated that convenience and security exhibited the most distinct qualitative contrasts within these two cohorts (Generation X $\beta = .241$; Generation Y $\beta = -.007$), whereas the other ten parameters were largely comparable or displayed minor variations. Such findings are descriptive and fail to confirm any statistically meaningful disparities between the two groups.

Consequently, the fundamental psychological process seems largely identical between these two groups. A reasonable explanation for the more robust descriptive SCS–PM connection in Generation X suggests that a more experienced generation might place higher importance on ambiguity alleviation, convenience, operational stability, and security while evaluating international health tourism. Such a perspective aligns with studies on intergenerational travel but must be regarded as a theoretical hypothesis instead of a definitive causal inference (Gardiner et al., 2014; Li et al., 2013).

Consequently, RQ4 is addressed thus: structural associations were predominantly comparable between Generation X and Generation Y, yet service utility and security exhibited the most significant inter-cohort disparity. Proving evidence of a generational distinction necessitates rigorous measurement-invariance evaluation and a statistical inter-group analysis.

5.3 Achievement of the Research Objectives

5.3.1 Achievement of Research Objective 1

RO1: To operationalize the primary internal push factors and quantify their correlation with engagement drive among Chinese Gen X and Gen Y travelers regarding wellness tourism within Thailand.

This research pinpointed four primary internal driving factors: health preservation and lifestyle enhancement, mental relief and tension mitigation, domestic and societal engagement, plus individual growth and life fulfillment. Such categories reflect travelers' internal demands concerning bodily well-being, affective restoration, social connections, and personal advancement.

The outcomes of the structural equation modeling revealed that internal driving forces exerted a substantial positive impact on engagement motivation, possessing a standardized path coefficient of $\beta = 0.291$. This result suggests that travelers possessing robust requirements for wellness enhancement, pressure alleviation, domestic bonding, and individual advancement are more prone to cultivate greater drive for involvement in health-oriented tourism within Thailand.

The findings also indicate that health tourism is not regarded simply as a recreational pursuit. Rather, it is recognized as a means to enhance bodily and mental health, bolster interpersonal connections, and broaden individual existence. Consequently, this research effectively pinpointed the primary internal catalysts for wellness travel involvement and objectively validated their beneficial impact on engagement incentives. Research Goal 1 was thus accomplished.

5.3.2 Achievement of Research Objective 2

RO2: To implement Thailand’s primary wellness-tourism attraction elements and quantify their correlation with engagement drive.

This research analyzed four primary destination attraction aspects: occupational health offerings, operational ease and security, restorative natural settings, and cultural therapeutic encounters. Such elements illustrate Thailand's appeal as a wellness travel hub regarding medical services, availability, protection, ecological assets, and traditional traits.

Findings indicated that destination pull elements exerted a substantial positive influence on involvement drive, possessing a standardized path coefficient of $\beta = 0.358$. This implies that travelers feel more compelled to engage when they perceive that Thailand provides specialized health care offerings, secure and efficient transit environments, rejuvenating wild landscapes, and unique cultural health-related encounters.

The standardized metric for pull factors exhibited descriptive values surpassing those of push factors. Nevertheless, since no rigorous statistical test comparing these coefficients was performed, the results do not confirm that pull factors were empirically more potent than push factors.

In general, this research determined the primary destination characteristics that appeal to Chinese Generation X and Generation Y travelers and verified their substantial impact on engagement motivation. Consequently, Research Objective 2 was fulfilled.

5.3.3 Achievement of Research Objective 3

RO3: To examine the mediating impacts of engagement incentives on tourism desire and endorsement desire via perceived utility utilizing Bootstrap confidence intervals.

This research utilized Bootstrap methods to investigate if engagement incentives indirectly affected travel desires and endorsement intentions via perceived value. The structural framework initially demonstrated that involvement drive exerted a substantial positive impact on perceived value, possessing a standardized path coefficient of $\beta = 0.376$.

Perceived utility subsequently exerted substantial positive impacts on travel plans and recommendation desires, featuring standardized path coefficients of $\beta = 0.377$ and $\beta = 0.417$, respectively. Such results suggest that travelers who recognize higher worth in wellness tourism within Thailand are more inclined to plan trips and endorse such experiences to different people.

The Bootstrap findings additionally demonstrated that the unstandardized indirect influence of involvement drive on tourism desire via perceived value was 0.080, possessing a 95% bias-corrected confidence interval ranging from [0.048, 0.122]. The unstandardized indirect impact on promotion intention amounted to 0.089, featuring a 95%

bias-corrected confidence interval spanning [0.055, 0.131]. Given that both confidence intervals excluded zero, these indirect effects proved statistically significant.

These findings illustrate that perceived value functions as a vital psychological mediating channel. Enhanced engagement drive prompts travelers to appraise the anticipated advantages of wellness tourism more optimistically, and such a beneficial worth perception subsequently bolsters travel desire and recommendation intent. Consequently, Research Goal 3 was completely realized.

5.3.4 Achievement of Research Objective 4

RO4: To perform a descriptive analysis regarding the particular associations between Chinese Gen X and Gen Y, and to recognize interpretive commonalities and variations.

To ensure conceptual precision, wellness tourism within this research denotes non-medical travel performed mainly for health preservation, mental rejuvenation, tension relief, bodily and affective restoration, cultural immersion, lifestyle optimization, and life-quality advancement (Mueller & Lanz Kaufmann, 2001; Voigt et al., 2011). Generation X is functionally characterized as persons born between 1965 and 1980 while Generation Y includes those born between 1981 and 1996. These cohort limits are utilized as academic groupings instead of rigid cultural identities and are understood within the Chinese tourism setting.

To fulfill this goal, an investigative integrated-score category evaluation was performed to contrast 11 architectural pathways among Generation X and Generation Y. This study scrutinized the impacts of four impelling-factor categories and four attracting-factor categories on engagement inspiration, the influence of engagement inspiration on perceived utility, and the impacts of perceived utility on travel desire and endorsement desire.

The investigative contrast revealed that the route from service accessibility and security toward engagement inspiration exhibited the most distinct illustrative disparity between Generation X and Generation Y. The other ten pathways demonstrated largely equivalent or relatively minor coefficient variations.

These results indicate that the primary mental mechanism driving choices in wellness tourism is typically consistent between Generation X and Generation Y. The relationship between service ease and security with participation incentive was statistically

greater for Generation X, implying that convenience, availability, safety guarantees, and operational dependability might be more significant for this group; nonetheless, this analysis is regarded as speculative and is not interpreted as a definitively proven distinction between these age groups.

The restricted narrative variation implies that these two groups must not be arbitrarily considered as entirely distinct markets. A shared fundamental wellness-travel concept might be suitable for both, whereas accessibility and security could get further emphasis while developing offerings for Generation X, contingent upon validation through subsequent measurement-invariant group-comparison studies.

In summary, this research fulfilled the intended comparative analysis of eleven routes and pinpointed both general parallels and a specific highly illustrative distinction. The goal of Research Objective 4 was thus attained at a descriptive exploratory stage.

5.3.5 Overall Achievement of the Research Objectives

In summary, every one of the four investigative goals was attained. Initially, this research pinpointed and validated the primary internal driving forces impacting engagement inspiration. Furthermore, it validated the substantial impacts of Thailand's tourism attraction elements, encompassing occupational health offerings, ease and security, healing natural settings, and cultural health activities.

Third, the study supported significant indirect effects of participation motivation on travel intention and recommendation intention through perceived value. Finally, the exploratory cohort comparison showed broadly similar path patterns across the two groups, with service convenience and safety presenting the clearest descriptive contrast for Generation X. No inferential claim of statistically significant between-generation coefficient differences is made.

Consequently, this research offered an exhaustive empirical interpretation of how push elements, pull forces, engagement incentives, and perceived utility collectively mold the wellness travel aspirations of Chinese Gen X and Gen Y travelers regarding Thailand.

5.4 Limitations and Future Research

5.4.1 Limitations

Initially, information was gathered primarily via WeChat-driven digital recruitment and snowball sampling techniques. While IP-based access records indicated geographical spread throughout 29 provincial-level regions, this research avoided employing probability sampling, regional stratification, or proportional quotas. Consequently, the cohort might disproportionately include people who are more frequent WeChat users or more integrated into the recruitment channels, generating selection, self-selection, and network-homogeneity biases. These results must not be extended to the whole population of Chinese Generation X and Generation Y travelers without careful consideration.

Furthermore, this research utilized self-reported cross-sectional information gathered during a single moment. These results thus determine quantitative associations between factors but do not thoroughly confirm enduring causal impacts. Moreover, participants' answers might have been affected by memory bias, personal perception, or social preference.

Furthermore, this research evaluated travel motivation and sharing intent instead of empirical conduct. While behavioral intention constitutes a significant forecaster of subsequent performance, actual engagement might additionally rely on earnings, spare time, physical fitness, domestic duties, perceived hazard, tour expenses, and external factors.

Furthermore, the theoretical framework concentrated on push variables, pull variables, involvement drive, perceived utility, tourism intent, and advocacy intent. Additional pertinent factors, including place reputation, confidence, perceived hazard, medical awareness, service excellence, electronic data quality, and perceived agency regulation, were excluded.

Finally, the Generation X and Generation Y sample sizes were unequal, and the exploratory generational comparison was based on standardized composite scores rather than a fully invariant latent-variable model. The preliminary chi-square comparisons also indicated cohort differences in employment status, self-rated health, monthly disposable income, and recent travel activity. These background differences may overlap with life-stage and cohort effects and should therefore be considered when interpreting group-

specific coefficients. The observed path contrasts are exploratory and descriptive. Formal configural, metric, and scalar measurement-invariance testing, followed by appropriate between-group structural comparisons and relevant covariate controls, is required before definitive generational differences can be claimed.

5.4.2 Future Research

Future studies should combine online and offline data collection and use larger, more balanced samples from different regions of China. This approach could improve sample representativeness and strengthen the reliability of generational comparisons.

Both longitudinal and hybrid research methodologies are suggested. Such longitudinal investigations can explore how engagement incentives, felt utility, and conductive desires shift throughout time, whereas qualitative interviews or group discussions might offer a more profound insight into travelers' anticipations and cognitive determination procedures.

Future research may extend the current model by including destination image, perceived risk, trust, health consciousness, service quality, digital information quality, family influence, and perceived behavioral control. Researchers should also conduct formal measurement-invariance testing before comparing structural paths across generations.

Cross-destination studies could compare Thailand with other wellness tourism destinations in Asia or other regions. Future studies may also examine actual travel behavior and post-visit outcomes, such as satisfaction, revisit intention, destination loyalty, and actual recommendation behavior.

5.5 Conclusion

This research investigated how internal driving forces, Thailand’s attractive destination elements, engagement incentives, and perceived benefits affect the tourism desire and promotion intent of Chinese Generation X and Generation Y travelers regarding wellness tourism within Thailand.

Findings indicated that internal impelling elements and site attracting variables substantially enhanced engagement drive. Engagement drive considerably boosted perceived worth, whereas perceived worth additionally reinforced both tourism inclination and advocacy intent.

Bootstrapping results demonstrated that involvement incentives exerted an indirect impact on journey plans and advocacy desires via perceived utility. This observation implies that travelers are more inclined to develop favorable action motives when they perceive that anticipated wellness, affective, heritage, hospitality, practical, and financial gains compensate for the necessary funds, duration, exertion, and potential hazard.

The exploratory composite-score group comparison suggested that the overall path pattern was broadly similar across Generation X and Generation Y. Service convenience and safety showed the clearest descriptive contrast, with a higher positive coefficient for Generation X. Because no formal measurement-invariance or between-group significance test was established, this result is interpreted as an exploratory trend rather than a confirmed statistical difference.

Theoretically, this research mainly offers context-based empirical evidence for utilizing Push–Pull Theory regarding wellness tourism for Chinese Gen X and Gen Y within Thailand. Its incremental contribution is the integration of participation motivation with an overall perceived-value mechanism and the exploratory comparison of the two cohorts, rather than a fundamental extension of Push–Pull Theory itself.

From a practical perspective, Thai wellness tourism providers should address the shared internal needs and destination expectations of both generations. In the exploratory comparison, service convenience and safety showed the clearest higher descriptive coefficient for Generation X; accordingly, convenience, accessibility, safety assurance, and service reliability may receive additional managerial attention when designing offers for this cohort, while this recommendation should remain proportionate to the exploratory nature of the group evidence. The broader product structure may remain applicable to both generations, while providers should continue improving price transparency, service quality, booking convenience, and information credibility to strengthen perceived value.

To summarize, this research offers a more lucid interpretation of how impelling factors, attracting elements, engagement incentives, and subjective benefits collectively influence the health tourism desires of Chinese Gen X and Gen Y travelers regarding Thailand.

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APPENDIXES

APPENDIX A

Questionnaire

Appendix A: Questionnaire

Definition of wellness tourism:

In this study, “wellness tourism” refers to tourism activities aimed at maintaining physical health, achieving psychological relaxation, reducing stress, improving lifestyle, and enhancing overall well-being. Related activities may include spa, massage, hot springs, meditation, yoga, healthy diets, nature-based leisure, traditional healing, and wellness resorts.

S1. Do you voluntarily agree to participate in this questionnaire survey?

□ Yes, I understand this questionnaire is only used for academic research and agree to proceed.

□ No

S2. What is your year of birth?

□ Before 1965

□ 1965–1980 (inclusive)

□ 1981–1996 (inclusive)

□ After 1996

S3. What is your gender?

□ Male

□ Female

S4. What is your current employment status?

□ Full-time employment

□ Part-time employment

□ Self-employed / Business owner

□ Retired

□ Currently unemployed

S5. How would you describe your current health condition?

□ Very poor

□ Poor

□ Fair

□ Good

□ Very good

□ Prefer not to disclose

S6. What is your average monthly disposable income?

□ 3,000 CNY or below

□ 3,001–5,000 CNY

□ 5,001–8,000 CNY

□ 8,001–12,000 CNY

□ 12,000 CNY or above

□ Prefer not to disclose

S7. Have you participated in any travel activities in the past five years?

□ Yes

□ No

S8. Have you ever been to Thailand?

□ Yes

□ No

S9. Have you ever taken part in wellness tourism?

□ Yes

□ No

□ Uncertain

S10. How familiar are you with wellness tourism in Thailand?

□ Extremely familiar

□ Familiar

□ Slightly familiar

□ Heard of it but unfamiliar

□ Completely unfamiliar

S11. If you were to participate in a wellness tourism trip to Thailand, how long would you expect to spend on it?

□ 1-3 days

□ 4-7 days

□ 8-14 days

□ 15 days or more

□ Uncertain

S12. If you were to participate in a wellness tourism trip to Thailand, what is your expected total cost per person?

□ Below RMB 3,000

□ RMB 3,001-5,000

□ RMB 5,001-8,000

□ RMB 8,001-12,000

□ Above RMB 12,000

□ Not yet determined/Depending on the specific circumstances

S13. If you were to participate in wellness tourism, who would you prefer to travel with? [Multiple choice]

□ Spouse/Partner

□ Children or other family members

□ Friends or companions

□ Organizing a tour group

□ Traveling alone

□ Other

S14. If you were to participate in a wellness tourism trip in Thailand, what health activities would you be most interested in? [Multiple choice]

□ Thai massage/spa treatments

□ Hot spring/thermal therapy

□ Yoga/meditation/mindfulness healing

□ Healthy eating/nutritional meal experiences

□ Nature and leisure activities, such as forests, beaches, and slow-paced lifestyle experiences

□ Traditional wellness or traditional therapy experiences

□ Wellness resort/wellness hotel experiences

□ Health checkups or health consultations

□ Others

S15. If you were to participate in a wellness tourism trip to Thailand, which city would you prefer to choose? [Multiple choice]

□ Bangkok

□ Chiang Mai

□ Phuket

□ Pattaya

□ Hua Hin

□ Krabi

□ Not yet sure

□ Others.

S16. When you are considering a wellness tourism trip in Thailand, do you have any expectations or concerns?

□ Yes

□ No

Section II: Core Scale Items

Please rate each statement based on your actual views and place a check mark "✓" under the appropriate number.

1 = Strongly disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly agree

A. Push Factors

Health Maintenance and Lifestyle Improvement

Code	Questionnaire Item	1	2	3	4	5
PF1	I want to participate in wellness tourism to maintain or improve my physical health.	□	□	□	□	□
PF2	I want to participate in wellness tourism to strengthen health management and develop a healthier lifestyle.	□	□	□	□	□
PF3	I want to participate in wellness tourism to improve my overall health awareness.	□	□	□	□	□

Psychological Relaxation and Stress Reduction

Code	Questionnaire Item	1	2	3	4	5
PF4	I want to participate in wellness tourism to relax physically and mentally.	□	□	□	□	□
PF5	I want to temporarily escape from daily work or life pressure through wellness tourism.	□	□	□	□	□
PF6	I want to participate in wellness tourism to restore emotional balance and reduce stress.	□	□	□	□	□

Family and Social Interaction

Code	Questionnaire Item	1	2	3	4	5
PF7	I want to spend meaningful time with family members, friends, or companions through wellness tourism.	□	□	□	□	□
PF8	I want to increase social interaction and shared experiences through wellness tourism.	□	□	□	□	□
PF9	I want to strengthen my relationships with others through wellness tourism.	□	□	□	□	□

Personal Development and Life Enrichment

Code	Questionnaire Item	1	2	3	4	5
PF10	I want to enrich my life and gain new experiences through wellness tourism.	□	□	□	□	□
PF11	I want to learn healthier lifestyles and support personal development through wellness tourism.	□	□	□	□	□
PF12	I want to broaden my horizons through wellness tourism experiences.	□	□	□	□	□

B. Pull Factors

Professional Wellness Services

Code	Questionnaire Item	1	2	3	4	5
LF1	Thailand provides diverse professional wellness services that meet my needs.	□	□	□	□	□
LF2	Thailand's massage, spa, and traditional wellness services are attractive to me.	□	□	□	□	□
LF3	Thailand's wellness resorts and health-related services increase my interest in visiting Thailand.	□	□	□	□	□

Service Convenience and Safety

Code	Questionnaire Item	1	2	3	4	5
LF4	Thailand can provide convenient and safe tourism arrangements for wellness tourists.	□	□	□	□	□
LF5	Thailand's tourism safety, service support, and travel convenience increase its attractiveness to me.	□	□	□	□	□
LF6	Convenient transportation, accommodation, and service arrangements make Thailand attractive for wellness tourism.	□	□	□	□	□

Therapeutic Natural Environment

Code	Questionnaire Item	1	2	3	4	5
LF7	Thailand's climate and natural environment are suitable for physical and psychological relaxation.	□	□	□	□	□
LF8	Thailand's peaceful and slow-paced lifestyle is suitable for wellness recovery.	□	□	□	□	□
LF9	Thailand's beaches, forests, and natural scenery make it attractive for wellness tourism.	□	□	□	□	□

Cultural Wellness Experience

Code	Questionnaire Item	1	2	3	4	5
LF10	Thailand's traditional culture and wellness practices are attractive to me.	□	□	□	□	□
LF11	Thailand's local cultural experiences can enrich a wellness tourism trip.	□	□	□	□	□
LF12	Thailand's meditation, Buddhist culture, and traditional healing experiences increase my interest in wellness tourism.	□	□	□	□	□

C. Participation Motivation

Code	Questionnaire Item	1	2	3	4	5
PM1	Overall, I am motivated to participate in wellness tourism in Thailand.	□	□	□	□	□
PM2	I am interested in participating in wellness tourism in Thailand.	□	□	□	□	□
PM3	Wellness Tourism in Thailand fits my needs for health, relaxation, and meaningful travel experiences.	□	□	□	□	□

Code	Questionnaire Item	1	2	3	4	5
PM4	I feel that wellness tourism in Thailand is relevant to my current lifestyle and personal needs.	□	□	□	□	□

D. Perceived Value

Code	Questionnaire Item	1	2	3	4	5
PV1	I believe wellness tourism in Thailand can provide valuable health and relaxation benefits.	□	□	□	□	□
PV2	I believe wellness tourism in Thailand is worth the time and money required.	□	□	□	□	□
PV3	Overall, I believe the benefits of wellness tourism in Thailand would exceed the costs involved.	□	□	□	□	□
PV4	Compared with what I would pay,wellness tourism in Thailand would provide good overall value.	□	□	□	□	□

E. Behavioral Intention

Travel Intention

Code	Questionnaire Item	1	2	3	4	5
BI1	When planning a wellness tourism trip, I would consider Thailand as a destination.	□	□	□	□	□
BI2	I intend to learn more about and plan a wellness tourism trip to Thailand.	□	□	□	□	□
BI3	If conditions permit, I intend to participate in wellness tourism in Thailand within the next two years.	□	□	□	□	□

Code	Questionnaire Item	1	2	3	4	5
BI4	I would give priority to Thailand when considering overseas wellness tourism destinations.	□	□	□	□	□

Recommendation Intention

Code	Questionnaire Item	1	2	3	4	5
BI5	Based on my current understanding, I would recommend wellness tourism in Thailand to my family or friends.	□	□	□	□	□
BI6	I would be willing to share positive information about wellness tourism in Thailand with others.	□	□	□	□	□
BI7	I would recommend Thailand to people who are interested in wellness tourism.	□	□	□	□	□
BI8	I would encourage people around me to consider Thailand for wellness tourism.	□	□	□	□	□

APPENDIX B

Article

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Willingness and Motivation of Chinese Generation X and Y Tourists to Participate in Wellness Tourism in Thailand: Based on Push-Pull Theory

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Abstract: Based on Push–Pull Theory and perceived-value research, this study examines the formation mechanism of behavioral intention toward wellness tourism in Thailand among Chinese Generation X and Y tourists. An online questionnaire survey was conducted through the Questionnaire Star platform, and 453 valid responses were collected. SPSS and AMOS were used to conduct descriptive statistical analysis, reliability analysis, validity analysis, confirmatory factor analysis, structural equation modeling, Bootstrap analysis, and multi-group analysis. The results show that both push factors and pull factors have significant positive effects on participation motivation. Participation motivation has a significant positive effect on perceived value, and perceived value further has significant positive effects on travel intention and recommendation intention. Bootstrap analysis showed that participation motivation had significant positive indirect effects on travel intention and recommendation intention through perceived value, supporting H6a and H6b. Multi-group analysis showed no significant structural path differences between Generation X and Generation Y, suggesting that the proposed model is generally applicable to both groups. The findings indicate that behavioral intention toward wellness tourism in Thailand is formed through a multi-stage psychological mechanism involving push factors, pull factors, participation motivation, and perceived value. This study extends the explanatory scope of Push–Pull Theory by incorporating perceived value as an indirect psychological mechanism in wellness tourism research.

Keywords: Wellness tourism; Push–Pull Theory; Perceived value; Participation motivation; Travel intention; Recommendation intention

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1. Introduction

1.1 Research Background

Wellness Tourism has become an important segment of the tourism market as people increasingly seek physical recovery, stress relief, lifestyle improvement, and overall well-being through travel (Mueller & Lanz Kaufmann, 2001; Voigt et al., 2011). Thailand has strong advantages in Wellness Tourism, including Thai massage, spa services, wellness resorts, Buddhist meditation, natural healing environments, and cultural experiences. These destination resources can influence tourists' participation motivation and behavioral intention (Mueller & Lanz Kaufmann, 2001; Voigt et al., 2011). Generation X and Generation Y are important potential markets for Thailand's Wellness Tourism. However, they may differ in health needs, travel preferences, information use, and consumption expectations (Gardiner et al., 2014; Li et al., 2013). Generation X may emphasize health maintenance, safety, comfort, and family companionship, while Generation Y may focus more on psychological relaxation, personalized experiences, cultural exploration, and social sharing. Based on Push–Pull Theory and perceived-value research, this study constructs a model of "push factors and pull factors – participation motivation – perceived value – behavioral intention" to explain the formation mechanism of Generation X and Y's behavioral intention toward Wellness Tourism in Thailand (Crompton, 1979; Dann, 1981; Zeithaml, 1988; Chen & Chen, 2010).

1.2 Research Questions

RQ1:How do internal push factors influence the participation motivation of Chinese Generation X and Y in wellness tourism in Thailand?

RQ2:How do Thailand's destination pull factors influence the participation motivation of Chinese Generation X and Y in wellness tourism?

RQ3:How does perceived value transmit the effects of participation motivation to travel intention and recommendation intention?

RQ4:How do the relationships among push factors, pull factors, participation motivation, perceived value, travel intention, and recommendation intention differ between Chinese Generation X and Generation Y?

1.3 Research Objectives

RO1:To identify and examine the key internal push factors influencing the participation motivation of Chinese Generation X and Y in wellness tourism in Thailand.

RO2:To examine the effects of Thailand's destination pull factors on the participation motivation of Chinese Generation X and Y in wellness tourism.

RO3:To examine the indirect effects of participation motivation on travel intention and recommendation intention through perceived value.

RO4:To compare the relationships among push factors, pull factors, participation motivation, perceived value, travel intention, and recommendation intention between Chinese Generation X and Generation Y.

1.4 Research Contributions

Journal of Thai-Chinese Social Science Vol (3) ,No (3), 2026
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https://so19.tci-thaijo.org/index.php/JTCSS/AboutJournal

This study makes both theoretical and practical contributions. Theoretically, it extends Push–Pull Theory to the context of wellness tourism among Chinese Generation X and Y by explaining how internal needs and destination attractions shape participation motivation (Crompton, 1979; Dann, 1981). It also contributes to generational tourism research by examining how Generation X and Y may differ in health needs, travel preferences, information-search behavior, and value evaluation (Gardiner et al., 2014; Li et al., 2013). In addition, by incorporating perceived value into the motivation–intention relationship, this study explains how participation motivation is transformed into travel intention and recommendation intention (Chen & Chen, 2010; Zeithaml, 1988). Practically, the findings provide implications for Thailand's wellness tourism product development, service design, market segmentation, and destination marketing. Products for Generation X may emphasize health maintenance, safety, comfort, and service reliability, while products for Generation Y may highlight psychological relaxation, personalized experiences, cultural immersion, digital convenience, and social-media-friendly content.

2. Literature Review and Theoretical Foundation

2.1 Literature Review

Wellness Tourism refers to travel activities aimed at improving physical, psychological, and spiritual well-being through relaxation, recovery, lifestyle adjustment, and quality-of-life enhancement. Unlike medical tourism, Wellness Tourism in this study emphasizes prevention, health maintenance, relaxation, and holistic well-being rather than clinical treatment (Mueller & Lanz Kaufmann, 2001; Voigt et al., 2011). Thailand is an important Wellness Tourism destination because it offers Thai massage, spa services, traditional healing, health-related resorts, meditation, natural environments, and cultural experiences, which provide a strong foundation for Wellness Tourism development (NaRanong & NaRanong, 2011). From a generational cohort perspective, Generation X and Generation Y may differ in values, consumption attitudes, information-search behaviors, and travel preferences because they grew up in different social, economic, technological, and cultural environments (Gardiner et al., 2014; Li et al., 2013). In this study, Generation X refers to individuals born between 1965 and 1980, while Generation Y refers to individuals born between 1981 and 1996. Based on Push–Pull Theory, this study explains Chinese Generation X and Y's Wellness Tourism motivation through internal needs and external destination attractions. Push factors include health maintenance, relaxation, social interaction, and personal development, while pull factors include Thailand's Wellness Tourism services, natural environment, cultural experiences, service convenience, and safety (Crompton, 1979; Dann, 1977). Therefore, this study examines how these factors

Journal of Thai-Chinese Social Science Vol (3) ,No (3), 2026
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https://so19.tci-thaijo.org/index.php/JTCSS/AboutJournal

influence participation motivation and behavioral intention, including travel intention and recommendation intention, toward Wellness Tourism in Thailand.

2.2 Application of Push–Pull Theory

This study applies Push–Pull Theory to explain how Chinese Generation X and Generation Y form participation motivation, perceived value, and behavioral intention toward Wellness Tourism in Thailand. Push factors refer to tourists' internal needs, such as health maintenance, psychological relaxation, family interaction, and personal development. Pull factors refer to Thailand's destination attractions, including professional wellness services, service convenience and safety, therapeutic natural environments, and cultural wellness experiences (Crompton, 1979; Dann, 1977, 1981).

In the proposed model, push and pull factors influence participation motivation, while participation motivation further affects perceived value. Perceived value reflects tourists' evaluation of whether the expected benefits are worth the required time, money, and effort, and it further influences behavioral intention, including travel intention and recommendation intention (Chen & Chen, 2010; Zeithaml, 1988).

This study also compares Generation X and Generation Y because the two groups may differ in health concerns, travel preferences, information use, and value evaluation (Gardiner et al., 2014; Li et al., 2013; Pan et al., 2021). Therefore, the model explains both the overall formation mechanism of Wellness Tourism intention and possible generational differences.

2.3 Relevant Studies

Previous studies indicate that tourism motivation is shaped by both internal push factors and external pull factors. Push factors usually include escape, relaxation, social interaction, health maintenance, and self-development, while pull factors include destination culture, natural resources, service quality, facilities, and destination image (Crompton, 1979; Dann, 1981). In Wellness Tourism, tourists' internal health-related needs and external Wellness Tourism resources jointly influence participation motivation, perceived value, and behavioral intention (Gan et al., 2023). Perceived value plays an important role in this process because tourists not only have motivation to travel, but also evaluate whether the expected experience is worth the required money, time, and effort (Zeithaml, 1988). Previous tourism research has shown that perceived value can positively affect satisfaction, revisit intention, and recommendation intention (Chen & Chen, 2010). In addition, generational cohort research suggests that Generation X and Generation Y may differ in values, consumption behavior, information use, travel motivation, and destination preferences (Gardiner et al., 2014; Li et al., 2013). Therefore, in the context of Wellness Tourism in Thailand, Generation X may pay more attention to health maintenance, safety, comfort, and service reliability, while Generation Y may focus more on psychological recovery,

Journal of Thai-Chinese Social Science Vol (3) ,No (3), 2026
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https://so19.tci-thaijo.org/index.php/JTCSS/AboutJournal

personalized experiences, convenience, cultural participation, and self-development. Based on these studies, this research examines how push factors, pull factors, participation motivation, and perceived value influence Chinese Generation X and Y's travel intention and recommendation intention toward Wellness Tourism in Thailand.

2.4 Push and Pull Factors

Push factors and pull factors are the two key explanatory dimensions in this study. Push factors refer to tourists' internal psychological, physical, and social needs that stimulate their motivation to participate in tourism, while pull factors refer to external destination attributes that attract tourists to a particular place. In the context of Wellness Tourism in Thailand, push factors include health maintenance and lifestyle improvement, psychological relaxation and stress reduction, family and social interaction, and personal development and life enrichment. These factors reflect Chinese Generation X and Y's internal needs for health promotion, emotional recovery, stress relief, social connection, self-development, and meaningful life experiences. Pull factors include professional wellness services, service convenience and safety, therapeutic natural environments, and cultural wellness experiences. These factors reflect Thailand's external attractiveness, such as Thai massage, spa treatments, traditional healing, meditation, natural scenery, Buddhist culture, hospitality, convenient travel arrangements, and safe tourism services. For Generation X, push and pull factors may be more closely related to preventive health, physical recovery, comfort, safety, service reliability, family responsibility, and long-term quality of life. For Generation Y, they may be more associated with psychological relaxation, work–life balance, personalization, digital convenience, cultural participation, lifestyle optimization, and self-development. Therefore, push and pull factors jointly explain why Chinese Generation X and Y develop motivation to participate in Wellness Tourism in Thailand and how Thailand's destination attributes attract them.

2.5 Concept Definitions

Participation motivation, perceived value, and behavioral intention are the key concepts in this study. Participation motivation refers to the psychological drive that makes Chinese Generation X and Y interested in and willing to participate in Wellness Tourism in Thailand under the influence of push and pull factors, such as health maintenance, psychological relaxation, stress reduction, family interaction, personal development, and Thailand's Wellness Tourism attractions. Perceived value refers to tourists' overall evaluation of whether the expected benefits of Wellness Tourism in Thailand are worth the required costs, including money, time, effort, and possible risk (Zeithaml, 1988). In this study, perceived value includes health benefits, emotional recovery, service quality, convenience, cultural experience, and cost-effectiveness, and it serves as an important psychological mechanism between participation motivation and

Journal of Thai-Chinese Social Science Vol (3) ,No (3), 2026
E-ISSN：3057-157X (Online)
https://so19.tci-thaijo.org/index.php/JTCSS/AboutJournal

behavioral intention. Behavioral intention refers to individuals' willingness or planned tendency to participate in future tourism activities (Ajzen, 1991). It includes travel intention and recommendation intention. Travel intention refers to Chinese Generation X and Y's willingness to consider Thailand as a Wellness Tourism destination, obtain related information, make travel plans, and participate when conditions permit. Recommendation intention refers to their willingness to recommend Wellness Tourism in Thailand to family members, friends, colleagues, or other potential tourists after forming positive value evaluations.

2.6 Research Hypotheses

Based on Push–Pull Theory and perceived-value research, this study proposes that Chinese Generation X and Y's behavioral intention to participate in Wellness Tourism in Thailand is formed through the combined effects of internal push factors, external pull factors, participation motivation, and perceived value. Push factors reflect tourists' internal needs, including health maintenance, psychological relaxation, family and social interaction, and personal development, while pull factors refer to Thailand's destination attractions, such as professional wellness services, service convenience and safety, therapeutic natural environments, and cultural wellness experiences. These push and pull factors are expected to positively influence participation motivation, which further enhances tourists' perceived value of Wellness Tourism in Thailand. Perceived value is then expected to positively influence both travel intention and recommendation intention.

H1: Push factors have a significant positive effect on the participation motivation of Chinese Generation X and Y toward Wellness Tourism in Thailand.

H2: Pull factors have a significant positive effect on the participation motivation of Chinese Generation X and Y toward Wellness Tourism in Thailand.

H3: Participation motivation has a significant positive effect on the perceived value of Wellness Tourism in Thailand among Chinese Generation X and Y.

H4: Perceived value has a significant positive effect on the travel intention of Chinese Generation X and Y toward Wellness Tourism in Thailand.

H5: Perceived value has a significant positive effect on the recommendation intention of Chinese Generation X and Y toward Wellness Tourism in Thailand.

H6a: Participation motivation has a significant positive indirect effect on travel intention through perceived value.

H6b: Participation motivation has a significant positive indirect effect on recommendation intention through perceived value.

3. Research Methodology

3.1 Research Methods

This study adopted a quantitative research method and used a questionnaire survey to examine Chinese Generation X and Y's motivation and behavioral intention toward Wellness Tourism in Thailand. Based on Push–Pull Theory, this

Journal of Thai-Chinese Social Science Vol (3) ,No (3), 2026
E-ISSN：3057-157X (Online)
https://so19.tci-thaijo.org/index.php/JTCSS/AboutJournal

study constructed a model of "push factors and pull factors–participation motivation–perceived value–behavioral intention" to explain how internal needs and destination attractions influence travel intention and recommendation intention.

A cross-sectional research design was used. Convenience sampling and snowball sampling were adopted to collect data from eligible Chinese Generation X and Y respondents. Before the formal survey, a pre-test was conducted with 50 eligible respondents to examine the clarity, readability, and preliminary reliability of the questionnaire.

The formal data were analyzed using SPSS and AMOS. SPSS was used for descriptive statistics, reliability analysis, validity analysis, and common method bias testing. AMOS was used for confirmatory factor analysis, structural equation modeling, Bootstrap analysis, and multi-group analysis. Model fit was evaluated using χ^2/df, GFI, CFI, TLI, IFI, RMSEA.

3.2 Population and Sample

The target population of this study was Chinese Generation X and Y who had travel experience or potential interest in Wellness Tourism in Thailand. For operational consistency, Generation X was defined as individuals born between 1965 and 1980, while Generation Y was defined as individuals born between 1981 and 1996.

Chinese Generation X and Y were selected because they are important potential consumer groups in Wellness Tourism. Although both groups may share interests in health maintenance, psychological relaxation, cultural experience, and lifestyle improvement, they may differ in life stage, family responsibility, travel preference, information-search behavior, and value evaluation (Gardiner et al., 2014; Li et al., 2013).

Respondents were required to be Chinese citizens or Chinese residents, born between 1965 and 1996, and classified as either Generation X or Generation Y. Finally, a total of 453 valid questionnaires were retained for formal data analysis, providing sufficient cases for structural equation modeling, Bootstrap analysis, and multi-group comparison.

3.3 Data Collection

The questionnaire was mainly distributed online through targeted channels, including WeChat groups, travel communities, wellness tourism groups, social media platforms, alumni networks, travel agency customer groups, and personal referrals. Before answering the questionnaire, respondents were informed of the research purpose, anonymity, confidentiality, and voluntary participation.

The questionnaire contained 40 core observed variables covering push factors, pull factors, participation motivation, perceived value, travel intention, and recommendation intention. Based on the SEM sample size rule of 5 to 10 times the number of observed variables, 200 to 400 responses were recommended (Wolf et al., 2013). Finally, all 453 collected questionnaires met the screening criteria and were retained as valid responses for

Journal of Thai-Chinese Social Science Vol (3) ,No (3), 2026
E-ISSN：3057-157X (Online)
https://so19.tci-thaijo.org/index.php/JTCSS/AboutJournal

formal data analysis.

3.4 Data Analysis

This study used SPSS and AMOS to analyze the questionnaire data. SPSS was used for descriptive statistical analysis, reliability analysis, validity analysis, and common method bias testing. AMOS was used for confirmatory factor analysis, structural equation modeling, Bootstrap analysis, and multi-group analysis.

Descriptive statistics were used to summarize respondents' background characteristics and the distribution of research variables. Reliability was assessed using Cronbach's alpha, with values above 0.70 considered acceptable (Hussey et al., 2025). Validity was examined using the KMO value and Bartlett's test of sphericity. Confirmatory factor analysis was conducted to evaluate factor loadings, composite reliability, average variance extracted, and discriminant validity. Common method bias was tested using Harman's single-factor test (Podsakoff et al., 2003). Structural equation modeling was then used to test the relationships among push factors, pull factors, participation motivation, perceived value, travel intention, and recommendation intention.

Bootstrap analysis was conducted to examine the indirect effects in the proposed model. A total of 5,000 bootstrap samples were used, and the bias-corrected 95% confidence interval was applied to determine the significance of indirect effects. An indirect effect was considered significant when the 95% confidence interval did not include zero. In this study, Bootstrap analysis was mainly used to test whether perceived value played an indirect role in the relationship between participation motivation and behavioral intention.

Multi-group analysis was conducted to compare whether the structural path relationships differed between Generation X and Generation Y. The sample was divided into two groups according to respondents' birth-year cohorts. Generation X included respondents born between 1965 and 1980, while Generation Y included respondents born between 1981 and 1996. The structural paths were compared across the two groups by examining the standardized path coefficients and path-difference statistics. A path difference was considered significant when the critical ratio for difference exceeded ±1.96 or when the equality-constrained model showed a significant deterioration in model fit compared with the unconstrained model.

3.4.1 Scale Development and Revision

The questionnaire was developed based on Push–Pull Theory, Wellness Tourism literature, and generational tourism studies. It contained 40 core observed variables covering push factors, pull factors, participation motivation, perceived value, travel intention, and recommendation intention.

Push factors were divided into four dimensions: health maintenance and lifestyle improvement, psychological relaxation and stress reduction, family and social interaction, and personal development and life enrichment. Pull factors were divided into four dimensions:

Journal of Thai-Chinese Social Science Vol (3) ,No (3), 2026
E-ISSN：3057-157X (Online)
https://so19.tci-thaijo.org/index.php/JTCSS/AboutJournal

professional wellness services, service convenience and safety, therapeutic natural environments, and cultural wellness experiences.

Before the formal survey, a pre-test was conducted with 50 eligible Chinese Generation X and Y respondents. The purpose of the pre-test was to examine the clarity, readability, and preliminary reliability of the questionnaire. Based on the pre-test feedback and reliability results, unclear, repetitive, or ambiguous items were revised to improve the clarity and suitability of the questionnaire.

Push factors and pull factors were modeled as higher-order constructs, each represented by four first-order dimensions.

3.4.2 Bootstrap Confidence Interval Analysis

To further examine the indirect effects among the research variables, this study applied Bootstrap confidence interval analysis in AMOS. Bootstrap analysis is suitable for testing mediation effects because it does not require the indirect effect to follow a normal distribution. In this study, 5,000 bootstrap samples were generated, and the bias-corrected 95% confidence interval was used as the criterion for judging significance.

The indirect effect was considered statistically significant if the lower and upper limits of the 95% confidence interval did not include zero. Specifically, this study examined whether participation motivation influenced travel intention and recommendation intention through perceived value. This procedure helped clarify whether perceived value functioned as an important psychological mechanism linking participation motivation with behavioral intention.

3.4.3 Multi-group Analysis between Generation X and Generation Y

To examine whether the structural relationships differed between Generation X and Generation Y, this study conducted multi-group analysis in AMOS. The respondents were divided into two groups according to birth year: Generation X and Generation Y. The same structural model was tested separately for the two groups, and the standardized path coefficients were compared.

The comparison focused on the main structural paths in the proposed model, including push factors to participation motivation, pull factors to participation motivation, participation motivation to perceived value, perceived value to travel intention, and perceived value to recommendation intention. Path differences between Generation X and Generation Y were evaluated using the critical ratio for difference and model comparison between unconstrained and equality-constrained models. If the critical ratio for difference exceeded ±1.96, the path coefficient was considered significantly different between the two groups.

4. Data Analysis and Results

4.1 Descriptive Analysis

This study conducted data analysis based on 453 valid questionnaires. Among the respondents, 259 were Generation X, accounting for 57.2%, and 194 were

Journal of Thai-Chinese Social Science Vol (3) ,No (3), 2026
E-ISSN：3057-157X (Online)
https://so19.tci-thaijo.org/index.php/JTCSS/AboutJournal

Generation Y, accounting for 42.8%. The gender distribution was relatively balanced, with 48.3% male and 51.7% female respondents. Most respondents were employed, and the majority reported fair or good health conditions.

Regarding tourism experience, 79.5% of respondents had traveled in the past five years, while only 27.8% had previously visited Thailand. This suggests that Thailand still has market potential for developing wellness tourism among Chinese Generation X and Y. In terms of travel preferences, respondents showed stronger interest in 4–7 day trips, Thai massage or spa treatments, and destinations such as Bangkok, Chiang Mai, and Phuket.

The descriptive statistics of the research variables showed that all mean values were above 3.00 on a five-point Likert scale, indicating that respondents generally held moderately positive attitudes toward wellness tourism in Thailand. Participation motivation had the highest mean value, while perceived value was relatively lower, suggesting that respondents had interest in wellness tourism but remained cautious when evaluating whether the experience was worth the required time and cost.

Table 4.1 Descriptive Statistics of Demographic Background

		Freq.	%	Cum.%
Generation group	Generation X	259	57.2	57.2
	Generation Y	194	42.8	100.0
Gender	Male	219	48.3	48.3
	Female	234	51.7	100.0
Employment status	Full-time employment	340	75.1	75.1
	Part-time employment	50	11.0	86.1
	Self-employed / Business owner	39	8.6	94.7
	Retired	2	0.4	95.1
	Currently unemployed	22	4.9	100.0
Health condition	Very poor	10	2.2	2.2
	Poor	23	5.1	7.3
	Fair	128	28.3	35.6
	Good	202	44.6	80.2
	Very good	70	15.5	95.7
	Prefer not to disclose	20	4.4	100.0
Monthly disposable income	RMB 3,000 or below	45	9.9	9.9
	RMB 3,001–5,000	82	18.1	28.0
	RMB 5,001–8,000	140	30.9	58.9
	RMB 8,001–12,000	125	27.6	86.5
	RMB 12,000 or above	46	10.2	96.7
	Prefer not to disclose	15	3.3	100.0

Journal of Thai-Chinese Social Science Vol (3) ,No (3), 2026
E-ISSN：3057-157X (Online)
https://so19.tci-thaijo.org/index.php/JTCSS/AboutJournal

Travel activity in past five years	Yes	360	79.5	79.5
	No	93	20.5	100.0
Previous visit to Thailand	Yes	126	27.8	27.8
	No	327	72.2	100.0
Previous wellness tourism	Yes	101	22.3	22.3
	No	259	57.2	79.5
	Uncertain	93	20.5	100.0
Familiarity with Thailand wellness tourism	Extremely familiar	22	4.9	4.9
	Familiar	59	13.0	17.9
	Slightly familiar	102	22.5	40.4
	Heard of it but unfamiliar	172	38.0	78.4
	Completely unfamiliar	98	21.6	100.0
Expected length of stay	1–3 days	64	14.1	14.1
	4–7 days	152	33.6	47.7
	8–14 days	83	18.3	66.0
	15 days or more	35	7.7	73.7
	Uncertain	119	26.3	100.0
Expected total cost per person	Below RMB 3,000	60	13.2	13.2
	RMB 3,001–5,000	77	17.0	30.2
	RMB 5,001–8,000	92	20.3	50.5
	RMB 8,001–12,000	82	18.1	68.6
	Above RMB 12,000	34	7.5	76.1
	Not determined / depends on situation	108	23.8	100.0

Table 4.2 Descriptive Statistics of Multiple-response Items

		Freq.	**%**
Preferred travel companion	Spouse / Partner	234	51.7
	Children or other family members	154	34.0
	Friends or companions	133	29.4
	Organized tour group	31	6.8

Journal of Thai-Chinese Social Science Vol (3) ,No (3), 2026
E-ISSN：3057-157X (Online)
https://so19.tci-thaijo.org/index.php/JTCSS/AboutJournal

	Travel alone	32	7.1
	Other	93	20.5
Preferred wellness activities	Thai massage / Spa treatments	254	56.1
	Hot spring / Thermal therapy	149	32.9
	Yoga / Meditation / Mindfulness healing	143	31.6
	Healthy eating / Nutritional meals	160	35.3
	Nature-based leisure activities	173	38.2
	Traditional wellness / healing experiences	111	24.5
	Wellness resort / hotel experiences	202	44.6
	Health checkups / consultations	82	18.1
	Other	109	24.1
Preferred city or area	Bangkok	228	50.3
	Chiang Mai	160	35.3
	Phuket	152	33.6
	Pattaya	84	18.5
	Hua Hin	46	10.2
	Krabi	44	9.7
	Not sure	145	32.0
	Other	12	2.6

Note.Multiple-response items allow more than one option; therefore, cumulative percentage is not applicable.

Table 4.3 Descriptive Statistics of Research Variables

Construct	Item	Questionnaire Item	Mean	SD
Push Factors	PF1-3	Health Maintenance and Lifestyle Improvement	3.317	0.949
	PF4-6	Psychological Relaxation and Stress Reduction	3.313	1.015
	PF7-9	Family and Social Interaction	3.376	0.998
	PF10-12	Personal Development and Life	3.336	0.959

Journal of Thai-Chinese Social Science Vol (3) ,No (3), 2026
E-ISSN：3057-157X (Online)
https://so19.tci-thaijo.org/index.php/JTCSS/AboutJournal

		Enrichment		
	Total	Push Factors Overall	3.335	0.731
Pull Factors	LF1-3	Professional Wellness Services	3.331	1.024
	LF4-6	Service Convenience and Safety	3.355	0.977
	LF7-9	Therapeutic Natural Environment	3.291	1.039
	LF10-12	Cultural Wellness Experience	3.358	0.960
	Total	Pull Factors Overall	3.334	0.759
Participation Motivation	PM1-4	Participation Motivation	3.401	0.940
Perceived Value	PV1-4	Perceived Value	3.232	1.007
Behavioral Intention	BI1-4	Travel Intention	3.346	0.946
	BI5-8	Recommendation Intention	3.343	0.924

4.2 Reliability, Validity, and Common Method Bias

Reliability analysis showed that the Cronbach's alpha values of all dimensions were higher than 0.70, indicating good internal consistency. The corrected item-total correlations also met the recommended standard, and no item needed to be removed. Therefore, the measurement scales were reliable and suitable for further analysis.

Validity analysis was conducted using the KMO value and Bartlett's test of sphericity. The KMO value was 0.896, which exceeded the recommended threshold of 0.70. Bartlett's test was significant, with $\chi^2 = 8287.899$, df = 780, and $p < 0.001$. These results indicate that the data were suitable for further factor analysis.

Because the data were collected through a self-reported questionnaire, Harman's single-factor test was used to examine common method bias. The results showed that 12 factors were extracted, and the first factor explained 24.928% of the total variance, which was lower than the 40% threshold. Therefore, common method bias was not considered a serious problem in this study.

Table 4.4 Reliability Analysis

Construct	Dimension	Items	Number of Items	Cronbach's Alpha	Result
Push Factors	Health Maintenance and Lifestyle Improvement	PF1–PF3	3	0.769	Acceptable
Push Factors	Psychological Relaxation and Stress Reduction	PF4–PF6	3	0.825	Good
Push Factors	Family and Social Interaction	PF7–PF9	3	0.809	Good

Journal of Thai-Chinese Social Science Vol (3) ,No (3), 2026
E-ISSN：3057-157X (Online)
https://so19.tci-thaijo.org/index.php/JTCSS/AboutJournal

Push Factors	Personal Development and Life Enrichment	PF10–PF12	3	0.788	Acceptable
Pull Factors	Professional Wellness Services	LF1–LF3	3	0.830	Good
Pull Factors	Service Convenience and Safety	LF4–LF6	3	0.802	Good
Pull Factors	Therapeutic Natural Environment	LF7–LF9	3	0.826	Good
Pull Factors	Cultural Wellness Experience	LF10–LF12	3	0.805	Good
Participation Motivation	Participation Motivation	PM1–PM4	4	0.844	Good
Perceived Value	Perceived Value	PV1–PV4	4	0.866	Good
Behavioral Intention	Travel Intention	BI1–BI4	4	0.849	Good
Behavioral Intention	Recommendation Intention	BI5–BI8	4	0.829	Good

Note. Cronbach's alpha values above 0.70 indicate acceptable internal consistency. Therefore, all dimensions in this study showed acceptable or good reliability and were suitable for further statistical analysis

Table 4.5 KMO and Bartlett Tests

Measure	KMO and Bartlett's Test	Value
KMO Measure of Sampling Adequacy		0.896
Bartlett's test of sphericity	Approx. Chi-square	8287.899
	Degrees of Freedom (df)	780
	Significance (p-value)	$p < 0.001$

Reliability analysis was conducted using Cronbach's alpha. As shown in Table 4-4, the Cronbach's alpha values of all dimensions ranged from 0.769 to 0.866, exceeding the recommended threshold of 0.70. This indicates that the measurement scales had acceptable to good internal consistency. Therefore, all items were retained for further validity analysis, confirmatory factor analysis, and structural equation modeling.

4.3 Confirmatory Factor Analysis

Confirmatory factor analysis was conducted to test the measurement model. The standardized factor loadings ranged from 0.703 to 0.841, all exceeding the recommended standard. The composite reliability values ranged from 0.769 to

Journal of Thai-Chinese Social Science Vol (3) ,No (3), 2026
E-ISSN：3057-157X (Online)
https://so19.tci-thaijo.org/index.php/JTCSS/AboutJournal

0.866, and the average variance extracted values ranged from 0.526 to 0.620. These results indicate that the measurement model had acceptable reliability and convergent validity.

Discriminant validity was examined by comparing the square root of AVE with the correlations among latent variables. The results showed that the square root of AVE for each construct was higher than its correlations with other constructs. Therefore, the measurement model had acceptable discriminant validity and was suitable for structural equation modeling.

4.4 Structural Equation Modeling and Hypothesis Testing

The structural equation model showed good fit, with $\chi^2/df = 1.259$, GFI = 0.911, RMSEA = 0.024, CFI = 0.976, TLI = 0.974, and IFI = 0.976. These results indicate that the proposed model fit the data well. Path analysis showed that push factors significantly influenced participation motivation ($\beta = 0.291$, $p < 0.001$), and pull factors also had a significant positive effect on participation motivation ($\beta = 0.358$, $p < 0.001$). Participation motivation significantly affected perceived value ($\beta = 0.376$, $p < 0.001$), while perceived value significantly influenced both travel intention ($\beta = 0.377$, $p < 0.001$) and recommendation intention ($\beta = 0.417$, $p < 0.001$). Therefore, all five direct-effect hypotheses, H1–H5, were supported.

Table 4.6 Direct-Effect Hypothesis Testing Results

Hypothesis	Path	Standardized Coefficient (β)	p-value	Result
H1	Push Factors → Participation Motivation	0.291	< 0.001	Supported
H2	Pull Factors → Participation Motivation	0.358	< 0.001	Supported
H3	Participation Motivation → Perceived Value	0.376	< 0.001	Supported
H4	Perceived Value → Travel Intention	0.377	< 0.001	Supported
H5	Perceived Value → Recommendation Intention	0.417	< 0.001	Supported

Overall, the results indicate that Chinese Generation X and Y's behavioral intention toward wellness tourism in Thailand is formed through a process in which push and pull factors enhance participation motivation, participation motivation increases perceived value, and perceived value further promotes travel intention and recommendation intention.

4.5 Bootstrap Analysis of Indirect Effects

Bootstrap analysis was conducted with 5,000 samples to examine the indirect effects among the research variables. The bias-corrected 95% confidence interval was used to determine

Journal of Thai-Chinese Social Science Vol (3) ,No (3), 2026
E-ISSN：3057-157X (Online)
https://so19.tci-thaijo.org/index.php/JTCSS/AboutJournal

significance, and an indirect effect was considered significant when the confidence interval did not include zero.

As shown in Table 4.7, the indirect effect of participation motivation on travel intention through perceived value was significant (indirect effect = 0.080, 95% CI [0.048, 0.122]), supporting H6a. The indirect effect of participation motivation on recommendation intention through perceived value was also significant (indirect effect = 0.089, 95% CI [0.055, 0.131]), supporting H6b. In addition, all four chained indirect effects of push factors and pull factors through participation motivation and perceived value were significant.

Table 4.7 Bootstrap Analysis of Indirect Effects

Hypothesis	Indirect Path	Indirect Effect	SE	95% CI Lower	95% CI Upper	Result
H6a	Participation Motivation → Perceived Value → Travel Intention	0.080	0.019	0.048	0.122	Supported
H6b	Participation Motivation → Perceived Value → Recommendation Intention	0.089	0.020	0.055	0.131	Supported
Additional indirect effect	Push Factors → Participation Motivation → Perceived Value → Travel Intention	0.019	0.006	0.010	0.034	Significant
Additional indirect effect	Push Factors → Participation Motivation → Perceived Value → Recommendation Intention	0.021	0.007	0.011	0.037	Significant
Additional indirect effect	Pull Factors → Participation Motivation → Perceived Value → Travel Intention	0.024	0.007	0.013	0.041	Significant
Additional indirect effect	Pull Factors → Participation Motivation → Perceived Value → Recommendation Intention	0.027	0.007	0.015	0.044	Significant

Note. PF = Push Factors; LF = Pull Factors; PM = Participation Motivation; PV = Perceived Value; TI = Travel Intention; RI = Recommendation Intention. Bootstrap samples = 5,000. The indirect effect is significant when the 95% confidence interval does not include zero.

4.6 Multi-group Analysis between Generation X and Generation Y

Journal of Thai-Chinese Social Science Vol (3) ,No (3), 2026
E-ISSN：3057-157X (Online)
https://so19.tci-thaijo.org/index.php/JTCSS/AboutJournal

Multi-group analysis was conducted to compare the structural paths between Generation X and Generation Y. The sample was divided into Generation X (n = 259) and Generation Y (n = 194). As shown in Table 4-8, the critical ratios for difference of all tested paths were lower than ±1.96, indicating that there were no significant path differences between the two groups. Therefore, the tested structural relationships were broadly similar across Generation X and Generation Y. However, because full measurement invariance was not examined, the multi-group results should be interpreted as exploratory.

Table 4.8 Multi-group Comparison between Generation X and Generation Y

Path	Generation X β	Generation Y β	Difference	CR for Difference	p-value
PF → PM	0.223	0.276	-0.053	-0.551	0.582
LF → PM	0.363	0.215	0.148	1.555	0.120
PM → PV	0.250	0.285	-0.035	-0.381	0.703
PV → TI	0.311	0.294	0.017	0.187	0.852
PV → RI	0.296	0.385	-0.088	-0.990	0.322

Note. PF = Push Factors; LF = Pull Factors; PM = Participation Motivation; PV = Perceived Value; TI = Travel Intention; RI = Recommendation Intention. A critical ratio for difference greater than ±1.96 indicates a significant path difference between Generation X and Generation Y.

5. Discussion and Conclusion

5.1 Discussion

This study examined the relationships among push factors, pull factors, participation motivation, perceived value, travel intention, and recommendation intention among Chinese Generation X and Generation Y tourists.

H1 and H2 were supported. Both push factors and pull factors had significant positive effects on participation motivation, indicating that internal wellness needs and Thailand's destination attractions jointly influence tourists' willingness to participate.

H3 was supported. Participation motivation had a significant positive effect on perceived value, suggesting that more motivated respondents were more likely to regard wellness tourism in Thailand as worthwhile.

H4 and H5 were also supported. Perceived value significantly influenced both travel intention and recommendation intention. Respondents who perceived greater value were more willing to travel to Thailand and recommend its wellness tourism to others.

The Bootstrap results supported H6a and H6b. Participation motivation had significant indirect effects on travel intention and recommendation intention through perceived value. This confirms that perceived value is an important mechanism linking participation motivation with behavioral intention.

Journal of Thai-Chinese Social Science Vol (3) ,No (3), 2026
E-ISSN：3057-157X (Online)
https://so19.tci-thaijo.org/index.php/JTCSS/AboutJournal

Finally, the exploratory multi-group analysis found no significant structural path differences between Generation X and Generation Y, suggesting that the tested relationships were broadly similar across the two groups. However, these findings should be interpreted cautiously because full measurement invariance was not examined.

5.2 Practical Implications

First, wellness tourism providers should strengthen professional services, convenience, safety, natural environments, and cultural wellness experiences, as these destination attributes significantly influence participation motivation.

Second, marketing communication should clearly present the health, emotional, cultural, and service benefits of wellness tourism, together with transparent information about price, time, and convenience. Improving perceived value can increase both travel intention and recommendation intention.

Third, although no significant structural differences were found between Generation X and Generation Y, tourism providers may cautiously adjust product design and promotional content according to possible generational preferences. Generation X may respond more positively to health maintenance, safety, comfort, and service reliability, while Generation Y may prefer psychological relaxation, personalization, cultural experiences, and digital convenience. These recommendations reflect possible market preferences rather than statistically significant structural differences identified in this study.

5.3 Limitations and Future Studies

This study used a cross-sectional design, convenience and snowball sampling, and self-reported questionnaire data. Many respondents had not previously visited Thailand or participated in wellness tourism, so some evaluations may reflect anticipated rather than experience-based perceptions. In addition, the multi-group analysis was exploratory because full measurement invariance was not tested. Future studies should use longitudinal designs, more representative samples, experienced tourists, and more comprehensive generational comparison procedures.

5.4 Conclusion

This study found that push factors and pull factors significantly influenced participation motivation, participation motivation significantly influenced perceived value, and perceived value significantly influenced travel intention and recommendation intention. H1–H5 were therefore supported. Bootstrap analysis further showed significant indirect effects of participation motivation on travel intention and recommendation intention through perceived value, supporting H6a and H6b. Thus, all five direct-effect hypotheses and both indirect-effect hypotheses were supported. The exploratory multi-group analysis found no significant structural path differences between Generation X and Generation Y, suggesting that the proposed model was broadly applicable to both groups.

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Journal of Thai-Chinese Social Science Vol (3) ,No (3), 2026
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