

-RESEARCH ARTICLE-

SUCCESSFUL ANALYSIS OF CONSUMER TRUST AND PERCEIVED RISKS ON THE INTENTIONS TO PURCHASE OVERSEAS TRAVEL PACKAGES VIA SOCIAL MEDIA

Pongchatorn Kulnadee

College of Digital Innovation Technology,
Rangsit University, Thailand,
ORCID: <https://orcid.org/0009-0001-9824-8287>
Email: pongchatorn.k65@rsu.ac.th,

Sumaman Pankham

College of Digital Innovation Technology,
Rangsit University, Thailand,
ORCID: <https://orcid.org/0009-0002-6821-7049>
Email: sumaman.p@rsu.ac.th (**Corresponding Author**)

—Abstract—

Tourism businesses in Thailand significantly contribute to the country's economy. This study aims to develop a novel model for sustainable travel agency operations in Thailand. A mixed-methods approach was employed, integrating both qualitative and quantitative methodologies. The qualitative phase involved gathering consensus from 19 qualified experts using the Fuzzy Set Delphi Method. The quantitative phase involved surveying 800 individuals who had purchased overseas travel packages through social media platforms in Thailand. The results indicate that trust and perceived risk are the most critical factors affecting purchase intention and decision-making. Specifically, perceived risk significantly impacts customers' reluctance to purchase products and services when there is uncertainty, which is notably high during the studied period. The in-depth findings from the proposed model suggest that incorporating real factors can enhance the attractiveness of overseas travel packages to customers, thereby fostering growth, strength, and sustainability in Thailand's travel agency sector. Consequently, it is concluded that increasing demand for travel packages is achievable

Citation (APA): Kulnadee, P., Pankham, S. (2024). Successful Analysis of Consumer Trust and Perceived Risks on the Intentions to Purchase Overseas Travel Packages Via Social Media. *International Journal of eBusiness and eGovernment Studies*, 16(1), 371-389. doi: 10.34109/ijebeg. 2024160119

through promoting trust and mitigating perceived risks, which would enhance the overall sustainability of travel agencies in Thailand.

Keywords: Social Media, Trust, Fuzzy Set Delphi Method, Perceived Risk, Purchase Intention.

INTRODUCTION

The tourism industry plays a pivotal role in Thailand's economy (Pongsakornrungsilp & Pongsakornrungsilp, 2023; Thongkaw et al., 2024; Uddin et al., 2024), as evidenced by its incorporation into the “20-Year National Strategy” plan for 2018-2037. This strategy aims to evolve current industries into future-oriented sectors, with a particular emphasis on services and emerging industries. The COVID-19 pandemic has profoundly affected Thailand's tourism sector, leading to the suspension of many operations, substantial income losses, and the closure of both domestic and international tourism businesses within the country. Despite the challenges posed by the pandemic, there is a renewed enthusiasm for travel, with individuals placing higher value on travel and personal time than ever before (Jęczyński et al., 2023). The global air travel market has experienced intensified competition between “Low-Cost Carriers” (LCCs) and “Full-Service Carriers” (FSCs), with LCCs gaining a significant market share in the Asian air travel sector and other emerging markets. Both LCCs and FSCs are implementing cost-cutting strategies to attract discerning travellers. This trend has facilitated greater convenience for tourists in Thailand, leading to an increased preference for low-cost airlines and a rise in the popularity of purchasing overseas travel packages from Thai travel agencies.

As of 2024, Thailand has more than 13,814 registered companies holding legal tourism licenses, with an additional 101 travel companies registering in the first half of April 2024. Weekly online shopping activity in Thailand ranks among the highest globally, with 68.3 percent of internet users aged 16 to 64 engaging in online shopping. Global spending on travel through online channels has shown significant improvement compared to the previous year, with increases in airline ticket purchases by 6.8%, car rentals by 15%, home rentals by 30%, hotel bookings by 45%, and vacation package purchases by 59%. This expansion in online travel booking represents a substantial opportunity for travel agencies to promote their overseas travel packages to consumers in Thailand. As of January 2023, Thailand had a population of 71.75 million (Kulnadee & Pankham, 2024). Among this population, 61.21 million people, or 85.3%, use the Internet, while 52.25 million individuals or 72.8%, and engage with social media. Popular platforms such as Facebook and YouTube have 48.10 million and 43.90 million users, respectively, with Instagram, TikTok, and Line also enjoying significant popularity. This high level of Internet and social media usage presents a considerable opportunity for travel agencies to promote their overseas travel packages, potentially

increasing brand and product awareness and influencing tourism demand (Büyüközkan & Ruan, 2008).

Despite the potential for marketing travel packages through social media in Thailand, there is a lack of comprehensive literature on the factors influencing Thai consumers' intentions to purchase such packages. Research focusing on the targeting of overseas travel products and services via social media platforms in Thailand is thus urgently needed. The researchers aim to examine all relevant factors affecting Thai consumers' purchase intentions for these packages through social media. With the rise in online travel reservations and extensive social media use in Thailand, travel agencies can develop effective marketing strategies (Pongsakornrunsilp et al., 2021; Teng, 2024; Zhang et al., 2020) to boost sales and foster customer loyalty by identifying key factors influencing consumer trust and perceived risks. This research examines the attitudes of Thai consumers and the associated factors influencing their use of social media for purchasing overseas travel packages, with the aim of assessing the potential impact on the sustainability of Thailand's travel agency sector. Given the crucial role of the tourism industry in the global economy, understanding these factors is essential for revitalising the sector and enhancing its sustainability in the aftermath of the COVID-19 pandemic. In the context of the digital age and the increasing prevalence of online travel package purchases via social media platforms in Thailand, this study aims to achieve the following objectives:

1. To identify the primary factors influencing consumer trust in relation to purchasing intentions.
2. To evaluate the impact of perceived risks on consumer trust and purchasing intentions.
3. To recommend strategies for travel agencies aimed at enhancing consumer trust and mitigating perceived risks in their marketing efforts.

LITERATURE REVIEW

Purchase intention is a critical aspect of consumer behaviour, reflecting the likelihood that a consumer will buy specific products or services (Grewal et al., 1998; Suki & Suki, 2019; Torlak et al., 2014; Zarei et al., 2019). In the context of overseas travel packages, purchase intention pertains to the willingness of Thai consumers to book and pay for travel packages advertised on social media platforms. As noted by Kanwal (2021), purchase intention encompasses consumers' readiness to acquire particular products or services. It is a measure of Thai consumers' propensity to reserve and pay for travel packages promoted through social media. Several factors influence purchase intentions in the tourism industry, including the following independent variables.

Trust is a critical determinant of consumer purchase intention (Kulnadee & Pankham,

2024; Liu et al., 2022; Ozdemir & Sonmezay, 2020; Rehman, 2018). It serves as a crucial catalyst in buyer-seller transactions, impacting consumer satisfaction and their decision-making process regarding purchases. McKnight and Chervany (2001) identified trust as a fundamental element in e-commerce customer relationships, highlighting various dimensions of trust in online transactions. Moreover, research has demonstrated that trust significantly influences patients' willingness to opt for online health consultations, underscoring its importance in consumer decisions within the healthcare sector. Liu et al. (2022) found that features of "E-Commerce Live-Streaming" in tourism significantly impact consumer purchase intentions, with trust being a key factor. Similarly, Ozdemir and Sonmezay (2020) observed that the attributes of kindness, honesty, and competence in e-commerce companies profoundly affect consumer trust, willingness to purchase, and loyalty. This highlights that trust in online shopping involves multiple layers. Emotional trust, especially with emerging technologies, has gained increasing significance in the digital era (Tersine & Hummingbird, 1995). Developing positive consumer attitudes and fostering trust in online platforms are crucial factors influencing trust in international online platforms and businesses.

Perceived risk has a direct impact on consumer purchase intention, with higher levels of perceived risk generally leading to a decrease in purchase intention (Kanwal, 2021). This concept relates to consumers' apprehension about potential negative outcomes associated with purchasing a product or service. In the tourism industry, perceived risks—including concerns about financial expenditure, proficiency in organising tours, psychological factors, and safety during travel—negatively affect consumers' intentions to purchase travel products (Mohseni et al., 2018). This finding aligns with Fan et al. (2013), who demonstrated that "Electronic Word-of-Mouth" (eWOM) and consumers' perceived credibility significantly influence both trust and purchase intentions. Moreover, perceived benefits and risks are integral to consumer decision-making processes. Brand image has a significant positive effect on online purchase intention, demonstrating a clear relationship between the two (Bilgihan et al., 2014). A strong brand image enhances a travel agency's competitiveness and positively influences consumers' trust and purchase intentions. A favourable brand image can boost consumer confidence in a travel agency and increase their willingness to book travel packages. This factor plays a crucial role in shaping consumer behaviour and purchase decisions. Additionally, the destination image, defined by individuals' "Beliefs," "Ideas," and "Impressions" about a location, can significantly attract travellers by highlighting opportunities and impacting their decision to visit specific tourist destinations (Kim et al., 2019; Zhu et al., 2023).

Social media influencers are individuals who have established their credibility in a specific industry and possess the ability to reach a broad audience on social media platforms (Lou & Yuan, 2019). Influencer marketing has gained significant traction in

the tourism industry (Polat et al., 2024; Zhang & Huang, 2022) due to its effectiveness in engaging target audiences and shaping their purchase decisions. Within the tourism sector, "Travel Influencers," who specialise in travel-related content, have emerged as a critical factor influencing consumers' travel-related purchase decisions. The credibility of social media influencers, assessed through various dimensions such as appeal, reliability, expertise, entertainment value, and similarity, impacts consumer behaviour and purchasing intentions (Asyraff et al., 2022). In particular, credibility is vital in influencer marketing within the beauty industry. Furthermore, brand trust is essential in the relationship between social media marketing activities and purchase intention, highlighting the influence of social media on consumer behaviour (Arshinder et al., 2007).

Electronic Word-of-Mouth (eWOM) refers to online statements—whether positive or negative—about a product or company made by potential, current, or former customers, and shared widely (Hennig-Thurau et al., 2004). eWOM significantly affects consumers' purchase intentions, particularly for agricultural products from regional public brands, by influencing their purchasing decisions. The interplay between social media marketing, eWOM, and purchase intentions highlights the complex relationships affecting consumer decision-making (Alyssa Anindya et al., 2022). eWOM contributes to brand awareness, brand image, and consumer perceptions, demonstrating its significant impact (Faisal & Ekawanto, 2021). Edo et al. (2022) identified the intermediary role of closeness behaviour in live-streaming marketing, further illustrating eWOM's influence on consumer behaviour. Additionally, eWOM affects purchase decisions for various travel-related products and services (Chakraborty et al., 2015; Muzorewa & Chitakira, 2022). Rating reviews, an online evaluation method provided by consumers who have purchased and experienced a product or service, significantly influence decision-making in the tourism industry. Reviews from travel websites such as TripAdvisor, Booking.com, Agoda, and Expedia offer valuable and current information that affects potential travellers' choices. Research indicates that these rating reviews considerably impact consumers' purchase decisions and behaviours, as demonstrated by (Al Doghan & Malik, 2022; Jia et al., 2022), who found that such reviews shape consumers' perceptions and evaluations of tourism products and services.

Personal attitude, which encompasses an individual's positive or negative evaluation of specific behaviours (Vlasic & Kesic, 2007), also plays a role in purchasing decisions. For overseas travel packages, personal attitudes—both benefits and drawbacks—affect consumers' assessments of travel package reservations on social media. Personal attitude has a positive influence on purchase intentions within the tourism industry. The study framework includes eight independent variables: trust, perceived risk, brand image, destination image, social media influencer, eWOM, rating reviews, and personal attitude, with purchase intention as the dependent variable. The analysis employs the

Fuzzy Delphi technique, first-order confirmatory factor analysis, and second order confirmatory factor analysis to examine these variables, as illustrated in Figure 1.



Figure 1. The Model of Conceptual Framework that Uses the Fuzzy Delphi Technique.

METHODS

This research employs a mixed-methods approach, incorporating both qualitative and quantitative data collection techniques. The data analysis adhered to ethical standards established by Rangsit University, with approval from the Institutional Review Board (IRB) granted on October 3, 2023, under COA No. RSUERB2023-155. Informed consent was obtained from all participants, ensuring their anonymity and confidentiality were maintained throughout the study.

Qualitative Research

The e-Fuzzy Delphi Technique was employed in this phase of the study to achieve expert consensus on decision-making regarding online purchases of overseas travel packages. The study involved 21 participants, divided into three distinct groups: seven university professors specialising in business administration and marketing, seven experts in marketing and social media, and seven executives from travel agencies and tour businesses. The selection criteria ensured that participants had relevant expertise and experience. Specifically, professors were required to have at least two years of teaching experience in business administration and marketing. Marketing and social media experts needed a minimum of two years of professional experience or relevant certifications from platforms such as Facebook, Line, or TikTok. Travel agency and tour business executives were required to have at least five years of experience in their respective companies.

In the qualitative phase of the research, an online questionnaire served as the primary data collection tool. Initially, the researcher conducted a comprehensive analysis of relevant data tables to develop an open-ended questionnaire for Round 1 of the survey. The responses from Round 1 were then used to formulate a closed-ended questionnaire for Round 2. During Round 2, experts evaluated the suitability of a 7-point rating scale for implementing the Fuzzy Delphi Technique (Alalwan, 2018; Alalwan et al., 2018; Bernstein et al., 2006; Reyes et al., 2023). Data collection for the qualitative phase spanned three months, involving three rounds of online questionnaires distributed via email. Delphi fuzzy theory was used for data analysis to address ambiguity and uncertainty. The function was modelled using a triangular membership function, denoted as $F = (l, m, u)$, where l represents the minimum value, m the maximum value, and u the greatest membership value (Saaty, 1977). Opinions rated on a Likert scale were converted to fuzzy numbers using the fuzzy mean method, calculated as $(l + m + u)/3$. A criterion of 0.70 was applied to determine question acceptance: questions meeting or exceeding this threshold were accepted, while those below it were rejected. The qualitative research employed the Fuzzy Set Delphi Method, which involved consulting 19 industry experts to assess and synthesise their perspectives on the factors influencing consumer trust and perceived risk in purchasing overseas travel packages. This methodology facilitated a comprehensive analysis of the qualitative factors affecting consumer behaviour, providing a well-rounded understanding of the drivers behind travel package purchases. This approach significantly enhanced the depth of analysis concerning consumer behaviour.

Quantitative Research with an Online Questionnaire

The quantitative phase of the study utilised an online questionnaire to gather data. The target population comprised 800 individuals residing in Thailand who had previously purchased overseas travel packages online. Focus was placed on those who had bought

such packages at least once through social media. Building on qualitative insights from the initial phase, an e-Delphi questionnaire was developed. This questionnaire was distributed to the 800 respondents, and data collection occurred over a three-month period. Data analysis uses second-order confirmatory factor analysis (CFA) and maximum likelihood (ML) estimation to assess model parameters. Key fit indices Chi-square (X^2), relative chi-square (CMIN/df), TLI, AGFI, GFI, CFI, IFI, RMSEA, RMR, and SRMR evaluate model alignment with empirical data, specifically examining the effects of trust and perceived risk on purchase intentions for overseas travel packages via social media in Thailand.

RESULTS

Expert Consensus on Fuzzy Set Delphi

The research results derive from a consensus among 19 qualified experts using the Fuzzy Set Delphi method. The experts assessed various variables, including Social Media Influencer (SI), eWOM (EW), Trust (TR), Perceived Risk (PR), Brand Image (BI), Rating Review (RR), Personal Attitude (PA), Destination Image (DI), and Purchase Intention (PI). Each variable was evaluated using a fuzzy scale, which allows for a range of possible values rather than a single fixed number. The "defuzzified" value for each variable represents a clear, single value derived from these fuzzy ratings. All variables were accepted, as they met the criterion of having values above 0.7, ranging between 0.70 and 0.93. This acceptance confirms the relevance and importance of the variables for measuring their respective constructs, supporting the validity of the assessment model. Consequently, the study advances to further quantitative research using a questionnaire to analyse responses from individuals in Thailand with experience in purchasing overseas travel packages online.

Figure 2 presents the results of the CFA, a widely used method in social sciences research (Flora et al., 2012; Hair et al., 2011; Hair Jr et al., 2017). The diagram illustrates the relationships between indicators and latent factors. In the model, ovals represent latent constructs or factors, while rectangles denote the observed indicators. Arrows indicate factor coefficients and correlations. Factor coefficients range from 0.51 to 0.87, signifying varying levels of association; for instance, a coefficient of 0.87 between the latent construct PI and the observed variable PI2 suggests a strong relationship, whereas coefficients from 0.51 to 0.85 indicate moderate associations, with a notable coefficient of 0.85 between SI and PI reflecting a strong link. Error terms, represented by small circles with arrows, account for the variance in observed variables. The model's fit indices include a CMIN/DF of 2.049, AGFI of 0.918, GFI of 0.933, CFI of 0.975, TLI of 0.972, IFI of 0.975, RMSEA of 0.041, and RMR of 0.018, all of which meet the criteria for a well-fitting model.

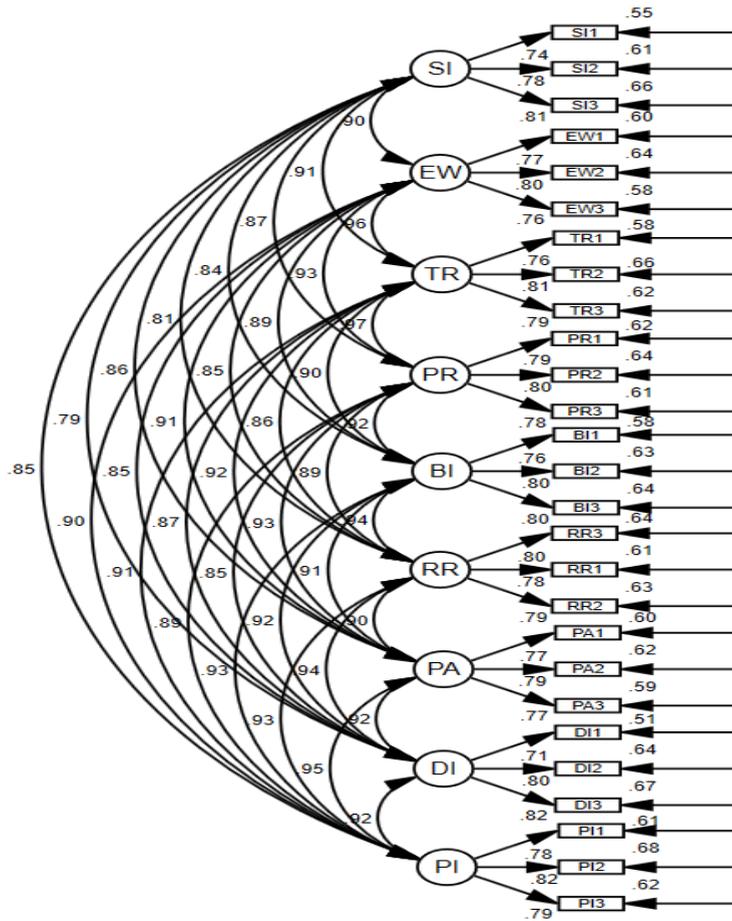


Figure 2. The Analysis of First-Order Confirmatory Factor

Table 1 shows that the CFI analysis indicates a good model fit. The relative chi-square (CMIN/DF) is 1.632, below the threshold of 2.00. AGFI and GFI values are 0.928 and 0.945, respectively, exceeding the 0.90 threshold. CFI, TLI, and IFI are all above 0.90 (0.985, 0.981, and 0.985). RMSEA is 0.032, well below 0.08, and RMR is 0.013, also below 0.08, both suggesting a minimal discrepancy between the model and the data.

Table 1. The First-Order Confirmatory Factor Results

Statistical Values	CMIN/DF	AGFI	GFI	CFI
Criteria for Consideration	≤ 2.00	≥ 0.90	≥ 0.90	≥ 0.90
Statistics Obtained	1.632	0.928	0.945	0.985
Consideration	Qualified	Qualified	Qualified	Qualified
Statistical Values	TLI	IFI	RMSEA	RMR
Criteria for Consideration	≥ 0.90	≥ 0.90	≤ 0.08	≤ 0.08
Statistics Obtained	0.981	0.985	0.032	0.013
Consideration	Qualified	Qualified	Qualified	Qualified

Pearson Correlation Coefficients Among Observed Variables

The Pearson correlation coefficients measure the linear relationship between two observed variables, ranging from -1 to +1. A coefficient of +1 signifies a perfect positive correlation, -1 a perfect negative correlation, and 0 no correlation. In this study, 351 variable pairs were analysed, all showing positive correlations. The highest correlation was between purchasing overseas travel packages based on the destination's reputation (DI1) and its unique culture (DI2), with a coefficient of 0.686. Figure 3 displays the results of the second-order confirmatory factor analysis.

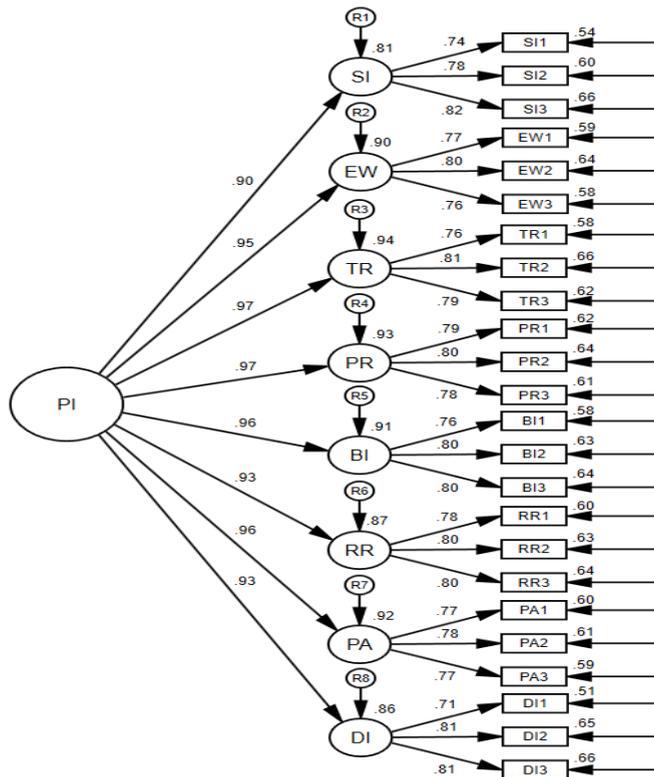


Figure 3: The Analysis Results of the Second-Order Confirmatory Factor

Analysis Results of a Confirmatory Factor of Purchase Intention Overseas Travel Packages on Social Media in Thailand

The analysis identifies eight significant factors influencing purchase intention: 1) SI, 2) eWOM, 3) TR, 4) PR, 5) BI, 6) RR, 7) PA, and 8) DI. Each factor is assessed through three observable variables.

1) The standardized factor coefficients (β) for all observable variables are statistically significant (p -value < 0.001), indicating their reliability as indicators of their respective factors. The highest coefficients are: SM3 ($\beta = 1.103$) for Social Media Influencer, EW2

($\beta = 0.987$) for eWOM, TR2 ($\beta = 1.064$) for Trust, PR2 ($\beta = 0.938$) for Perceived Risk, BI3 ($\beta = 1.014$) for Brand Image, RR2 ($\beta = 1.063$) for Rating Review, PA2 ($\beta = 0.972$) for Personal Attitude, and DI3 ($\beta = 1.122$) for Destination Image.

2) The R-squared (R^2) values for these variables range from 0.51 to 0.68, demonstrating that the factors account for a substantial portion of the variance in the observable variables. The highest R^2 values are: SM3 ($R^2 = 0.66$) for Social Media Influencer, EW2 ($R^2 = 0.64$) for eWOM, TR2 ($R^2 = 0.66$) for Trust, PR2 ($R^2 = 0.64$) for Perceived Risk, BI3 ($R^2 = 0.64$) for Brand Image, RR1 ($R^2 = 0.64$) for Rating Review, PA2 ($R^2 = 0.62$) for Personal Attitude, and DI3 ($R^2 = 0.67$) for Destination Image.

3) The factor coefficients for the dependent variable, Purchase Intention (PI), are also statistically significant (p -value < 0.001). The highest coefficient is observed for PI2 ($\beta = 1.006$), indicating that the intention to purchase overseas travel packages on social media in the future is the most critical indicator of purchase intention. The R^2 values for Purchase Intention range from 0.61 to 0.68, reflecting that the factors explain a significant portion of the variance in purchase intention. Additionally, [Table 2](#) presents the conformity test index values.

Table 2: Conformity Test Index Values

Statistical Values	CMIN/DF	AGFI	GFI	CFI
Criteria for Consideration	≤ 3.00	≥ 0.90	≥ 0.90	≥ 0.90
Statistics Obtained	2.049	0.918	0.933	0.975
Consideration	Qualified	Qualified	Qualified	Qualified
Statistical Values	TLI	IFI	RMSEA	RMR
Criteria for Consideration	≥ 0.90	≥ 0.90	≤ 0.08	≤ 0.08
Statistics Obtained	0.972	0.975	0.041	0.018
Consideration	Qualified	Qualified	Qualified	Qualified

The conformity test shows a good model fit: CMIN/DF is 2.049 (below 3.00), AGFI and GFI are 0.918 and 0.933 (above 0.90), CFI, TLI, and IFI are 0.975, 0.972, and 0.975 (above 0.90), and RMSEA is 0.041 (below 0.08). The RMR is 0.018, which is below the criterion of 0.08, reflecting a low average difference between the predicted and observed covariances and confirming a good model fit. Overall, the fit indices from the conformity test meet the respective criteria, supporting the validity and reliability of the constructs and their interrelationships within the study. This indicates that the theoretical framework underpinning the study is substantiated by the empirical data collected.

DISCUSSION

The study's model, aligned with empirical data, identified eight factors affecting development, with trust being the most influential in shaping purchase intentions for

online overseas travel packages in Thailand. This finding corroborates previous research highlighting the critical role of trust in the tourism sector (Kerdpitak et al., 2019; Liu et al., 2022; Roy et al., 2017; Su et al., 2017; Tamba & Widnyana, 2022), demonstrating its significant impact on consumer willingness to purchase travel products and services. The model proposed for sustainable travel agency businesses in Thailand integrates essential concepts of consumer trust, perceived risk, and purchase intention regarding online travel package purchases. It incorporates fundamental theories from consumer behaviour and marketing, including the Theory of Planned Behaviour (Francis, 2004; Manning, 2009; Seow et al., 2017) and Consumer Decision-Making Theory. This theoretical foundation aims to provide a more applicable model tailored to the unique characteristics of the Thai travel industry.

By building on these theories, the study addresses a gap in the literature by analysing factors affecting consumer behaviour and their implications for the sustainability of travel agency businesses in Thailand. Trust plays a crucial role in consumer decision-making; when tourists trust a product, they are more confident in their decisions. Trust influences tourist reactions and decisions, forging a vital connection between tourists and their destinations. Recommendations from friends, family, or online sources can significantly enhance tourists' trust and perceptions, while also affecting their perceived risk. The new generation of tourists seeks reliable travel destinations to mitigate risks, highlighting the importance of building trust between tourists and travel companies. When tourists trust a tour company, it positively influences their decision to purchase travel packages.

Perceived risk plays a crucial role in destination selection and travel decision-making, alongside brand image, which significantly influences the intention to purchase travel packages through social media in Thailand. This underscores the power of social media as a tool for shaping destination identities. Previous research also emphasizes the critical impact of perceived risk in tourism activities (Curras-Perez et al., 2017; Mohseni et al., 2018). Additionally, effective marketing strategies and distinctive branding are essential for tourist destinations. Digital marketing, in particular, can greatly affect tourist decision-making (Kerdpitak, 2022; Saura et al., 2020; Yuce, 2021), and the image of a destination also influences consumer loyalty. These factors highlight the complex interplay between trust, perceived risk, brand image, and destination image in shaping consumer behaviour and purchase intentions on social media in Thailand for overseas travel packages.

CONCLUSION

The research identifies eight key factors influencing the intention to purchase overseas travel packages via social media in Thailand: Trust, Perceived Risk, Brand Image, Personal Attitude, eWOM, Destination Image, Rating Reviews, and Social Media

Influencers. Among these, Trust emerged as the most significant factor affecting purchase intention, underscoring the critical need for travel companies to establish and maintain consumer trust in the context of online travel package sales through social media platforms. Perceived Risk also significantly influences consumer concerns regarding potential risks associated with their purchase decisions. To enhance purchase intentions, travel companies should focus on mitigating these perceived risks. Brand Image and Personal Attitude also play pivotal roles; thus, travel companies should strive to develop strong brand identities and foster positive consumer attitudes towards their offerings. Furthermore, factors such as eWOM, Destination Image, Rating Reviews, and Social Media Influencers are crucial for understanding consumer purchase decisions. Therefore, travel companies in Thailand should concentrate on building trust, reducing perceived risks, and enhancing brand image to improve consumer purchase likelihood.

IMPLICATIONS OF THE STUDY

The study recommends that entrepreneurs and travel companies in Thailand should prioritise building consumer trust by addressing perceived risks and enhancing their brand image when offering overseas travel packages. This involves mitigating concerns related to economic factors, sustainability, emotional impact, timing, and safety. Providing clear and transparent information about travel packages, including detailed itineraries, accommodations, and transportation arrangements, is essential. Ensuring customer satisfaction and implementing protective policies, such as flexible cancellation and refund options, are also critical. Developing a robust brand image can help travel agencies distinguish themselves from competitors and bolster customer confidence. This can be achieved by consistently delivering on service promises, conducting effective marketing campaigns that emphasize unique benefits, and collaborating with influencers to promote travel packages.

LIMITATIONS AND FUTURE DIRECTIONS

The research presents several limitations. Firstly, the study is susceptible to response bias, as it relies on data from individuals who used social media to purchase overseas travel packages. This reliance on self-reported data may introduce variance and is prone to socially desirable responses, affecting the generalisability of the findings. Additionally, the qualitative component of the research, which used the Fuzzy Set Delphi Method with a selected group of experts, may introduce interpretative bias and impact the consensus achieved. These limitations highlight the need for caution when generalising the findings to other populations and contexts. Future research should consider employing longitudinal designs to mitigate bias and strengthen the validity of the conclusions. Future research should involve a wider range of qualified experts with diverse backgrounds, including specialists from various regions of Thailand and

international experts knowledgeable about the global tourism industry. Future studies should explore additional factors in consumer decision-making, assess the impact of social media marketing strategies, and consider cultural, financial, and generational influences on consumer decisions.

REFERENCES

- Al Doghan, M., & Malik, N. (2022). Gauging the effect of job burnout and stress on job satisfaction. *Przestrzeń Społeczna (Social Space)*, 22(1), 383-403. <https://socialspacejournal.eu/menu-script/index.php/ssj/article/view/34>
- Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International journal of information management*, 42, 65-77. <https://doi.org/10.1016/j.ijinfomgt.2018.06.001>
- Alalwan, A. A., Baabdullah, A. M., Rana, N. P., Tamilmani, K., & Dwivedi, Y. K. (2018). Examining adoption of mobile internet in Saudi Arabia: Extending TAM with perceived enjoyment, innovativeness and trust. *Technology in Society*, 55, 100-110. <https://doi.org/10.1016/j.techsoc.2018.06.007>
- Alyssa Anindya, P., Mohamad, R., & Ika, F. (2022). The Impact of Social Media Marketing and E-Wom on Purchase Decisions Through Purchase Intention: Study on Ready-to-Eat Food. *JURNAL DINAMIKA MANAJEMEN DAN BISNIS*(Vol 5 No 2 (2022): Jurnal Dinamika Manajemen dan Bisnis), 1-17. <http://journal.unj.ac.id/unj/index.php/jdmb/article/view/28091/13135>
- Arshinder, Kanda, A., & Deshmukh, S. (2007). Supply chain coordination issues: an SAP-LAP framework. *Asia Pacific Journal of Marketing and Logistics*, 19(3), 240-264. <https://doi.org/10.1108/13555850710772923>
- Asyraff, M. A., Hanafiah, M., Zain, N. A. M., & Amir, A. F. (2022). The Influence of Instagram Influencers Source Credibility Towards Domestic Travel Intention. *International Journal of Academic Research in Business and Social Sciences*, 12(11), 2508-2525. <http://dx.doi.org/10.6007/IJARBS/v12-i11/15612>
- Bernstein, F., Chen, F., & Federgruen, A. (2006). Coordinating supply chains with simple pricing schemes: The role of vendor-managed inventories. *Management Science*, 52(10), 1483-1492. <https://doi.org/10.1287/mnsc.1060.0564>
- Bilgihan, A., Peng, C., & Kandampully, J. (2014). Generation Y's dining information seeking and sharing behavior on social networking sites: An exploratory study. *International Journal of Contemporary Hospitality Management*, 26(3), 349-366. <https://doi.org/10.1108/IJCHM-11-2012-0220>
- Büyüközkan, G., & Ruan, D. (2008). Evaluation of software development projects using a fuzzy multi-criteria decision approach. *Mathematics and Computers in Simulation*, 77(5-6), 464-475. <https://doi.org/10.1016/j.matcom.2007.11.015>
- Chakraborty, A., Chatterjee, A. K., & Mateen, A. (2015). A vendor-managed inventory scheme as a supply chain coordination mechanism. *International Journal of Production Research*, 53(1), 13-24.

<https://doi.org/10.1080/00207543.2014.921350>

- Curras-Perez, R., Ruiz, C., Sanchez-Garcia, I., & Sanz, S. (2017). Determinants of customer retention in virtual environments. The role of perceived risk in a tourism services context. *Spanish journal of marketing-ESIC*, 21(2), 131-145. <https://doi.org/10.1016/j.sjme.2017.07.002>
- Edo, D., Arwin, S., & Tuti, W. (2022). The Effect of Social Media Marketing and Brand Awareness on Purchase Decisions through Purchase Intention in Kopiria. *PINISI Discretion Review*(Volume 6, Issue 1, September 2022), 37-44. <https://ojs.unm.ac.id/UDR/article/view/37048/17159>
- Faisal, A., & Ekawanto, I. (2021). The role of social media marketing in increasing brand awareness, brand image and purchase intention. *Indonesian Management and Accounting Research*, 20(2), 185-208. <https://doi.org/10.25105/imar.v20i2.12554>
- Fan, Y.-W., Miao, Y.-F., Fang, Y.-H., & Lin, R.-Y. (2013). Establishing the adoption of electronic word-of-mouth through consumers' perceived credibility. *International Business Research*, 6(3), 58-65. <http://dx.doi.org/10.5539/ibr.v6n3p58>
- Flora, D. B., LaBrish, C., & Chalmers, R. P. (2012). Old and new ideas for data screening and assumption testing for exploratory and confirmatory factor analysis. *Frontiers in psychology*, 3, 55. <https://doi.org/10.3389/fpsyg.2012.00055>
- Francis, J. J. (2004). Constructing Questionnaires Based on the Theory of Planned Behaviour: A Manual for Health Services Researchers. <https://openaccess.city.ac.uk/id/eprint/1735/>
- Grewal, D., Krishnan, R., Baker, J., & Borin, N. (1998). The effect of store name, brand name and price discounts on consumers' evaluations and purchase intentions. *Journal of retailing*, 74(3), 331-352. [https://doi.org/10.1016/S0022-4359\(99\)80099-2](https://doi.org/10.1016/S0022-4359(99)80099-2)
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing theory and Practice*, 19(2), 139-152. <https://doi.org/10.2753/MTP1069-6679190202>
- Hair Jr, J. F., Matthews, L. M., Matthews, R. L., & Sarstedt, M. (2017). PLS-SEM or CB-SEM: updated guidelines on which method to use. *International Journal of Multivariate Data Analysis*, 1(2), 107-123. <https://doi.org/10.1504/IJMDA.2017.087624>
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the internet? *Journal of interactive marketing*, 18(1), 38-52. <https://doi.org/10.1002/dir.10073>
- Jęczmyk, A., Uglis, J., Zawadka, J., Pietrzak-Zawadka, J., Wojcieszak-Zbierska, M. M., & Kozera-Kowalska, M. (2023). Impact of COVID-19 Pandemic on Tourist Travel Risk Perception and Travel Behaviour: A Case Study of Poland.

International Journal of Environmental Research and Public Health, 20(8), 5545. <https://doi.org/10.3390/ijerph20085545>

- Jia, Q., Li, Y., & Wang, S. (2022). Design is more than looks: Research on the affordance of review components on consumer loyalty. *Psychology Research and Behavior Management*, 3347-3366. <https://doi.org/10.2147/PRBM.S384024>
- Kanwal, R. (2021). Impact of Perceived Risk on Consumer Purchase Intention towards Luxury Brands in Case of Pandemic: The Moderating Role of Fear. *INTERNATIONAL REVIEW* <https://www.researchgate.net/profile/Rimsha-Kanwal-3/publication/349917444>
- Kerdpitak, C. (2022). The effects of innovative management, digital marketing, service quality and supply chain management on performance in cultural tourism business. *Uncertain Supply Chain Management*, 10(3), 771-778. <http://dx.doi.org/10.5267/j.uscm.2022.4.005>
- Kerdpitak, C., Somjai, S., Aeknarajindawat, N., & Thongrawd, C. (2019). Collaborative performance and swift trust in tourism industry of Thailand: Role of big data analytics capability and external supply chain management. *International Journal of Supply Chain Management*, 8(5), 610-621. <https://core.ac.uk/download/pdf/237015981.pdf>
- Kim, S., Lehto, X., & Kandampully, J. (2019). The role of familiarity in consumer destination image formation. *Tourism Review*, 74(4), 885-901. <https://doi.org/10.1108/TR-10-2018-0141>
- Kulnadee, P., & Pankham, S. (2024). Exploring the Impact of Consumer Trust and Perceived Risks on the Intentions to Purchase Overseas Travel Packages via Social Media in Thailand: an Application of the Fuzzy Set Delphi Method. <https://doi.org/10.20944/preprints202405.1531.v1>
- Liu, X., Zhang, L., & Chen, Q. (2022). The effects of tourism e-commerce live streaming features on consumer purchase intention: The mediating roles of flow experience and trust. *Frontiers in psychology*, 13, 995129. <https://doi.org/10.3389/fpsyg.2022.995129>
- Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. *Journal of interactive advertising*, 19(1), 58-73. <https://doi.org/10.1080/15252019.2018.1533501>
- Manning, M. (2009). The effects of subjective norms on behaviour in the theory of planned behaviour: A meta-analysis. *British journal of social psychology*, 48(4), 649-705. <https://doi.org/10.1348/014466608X393136>
- McKnight, D. H., & Chervany, N. L. (2001). What trust means in e-commerce customer relationships: An interdisciplinary conceptual typology. *International journal of electronic commerce*, 6(2), 35-59. <https://doi.org/10.1080/10864415.2001.11044235>
- Mohseni, S., Jayashree, S., Rezaei, S., Kasim, A., & Okumus, F. (2018). Attracting tourists to travel companies' websites: the structural relationship between

- website brand, personal value, shopping experience, perceived risk and purchase intention. *Current Issues in Tourism*, 21(6), 616-645. <https://doi.org/10.1080/13683500.2016.1200539>
- Muzorewa, W., & Chitakira, M. (2022). Evaluating the role of climate smart agriculture towards sustainable livelihoods in Mutare district, Zimbabwe. *Future of Food*. <https://dx.doi.org/doi:10.17170/kobra-202110144900>
- Ozdemir, E., & Sonmezay, M. (2020). The effect of the e-commerce companies' benevolence, integrity and competence characteristics on consumers' perceived trust, purchase intention and attitudinal loyalty. *Business and Economics Research Journal*, 11(3), 807-821. <https://www.ceeol.com/search/article-detail?id=893308>
- Polat, E., Çelik, F., Ibrahim, B., & Gursoy, D. (2024). Past, present, and future scene of influencer marketing in hospitality and tourism management. *Journal of Travel & Tourism Marketing*, 41(3), 322-343. <https://doi.org/10.1080/10548408.2024.2317741>
- Pongsakornrungsilp, P., & Pongsakornrungsilp, S. (2023). Mindful tourism: nothing left behind—creating a circular economy society for the tourism industry of Krabi, Thailand. *Journal of Tourism Futures*, 9(3), 366-380. <https://doi.org/10.1108/JTF-01-2021-0001>
- Pongsakornrungsilp, S., Pongsakornrungsilp, P., Kumar, V., & Maswongssa, B. (2021). The art of survival: Tourism businesses in Thailand recovering from COVID-19 through brand management. *Sustainability*, 13(12), 6690. <https://doi.org/10.3390/su13126690>
- Rehman, S.-u. (2018). Impact of financial risk, privacy risk, convenience, and trust on online shopping with mediating role of consumer purchase intention in Pakistan. *International Journal of Academic Multidisciplinary Research*, 2(8), 27-34. <http://ijeais.org/wp-content/uploads/2018/08/abs/IJAMR180803.html>
- Reyes, E. D., Ramirez, C. Q., & Wolff, C. S. (2023). Anti-gender Populism in Latin America: The Cases of Mexico and Brazil. <https://doi.org/10.12924/johs2023.18020047>
- Roy, H., Hall, C. M., & Ballantine, P. W. (2017). Trust in local food networks: The role of trust among tourism stakeholders and their impacts in purchasing decisions. *Journal of Destination Marketing & Management*, 6(4), 309-317. <https://doi.org/10.1016/j.jdmm.2017.07.002>
- Saaty, T. L. (1977). A scaling method for priorities in hierarchical structures. *Journal of mathematical psychology*, 15(3), 234-281. [https://doi.org/10.1016/0022-2496\(77\)90033-5](https://doi.org/10.1016/0022-2496(77)90033-5)
- Saura, J. R., Reyes-Menendez, A., & Palos-Sanchez, P. R. (2020). The digital tourism business: A systematic review of essential digital marketing strategies and trends. *Digital marketing strategies for tourism, hospitality, and airline industries*, 1-22. <https://doi.org/10.4018/978-1-5225-9783-4.ch001>
- Seow, A. N., Choong, Y. O., Moorthy, K., & Chan, L. M. (2017). Intention to visit

- Malaysia for medical tourism using the antecedents of Theory of Planned Behaviour: A predictive model. *International Journal of Tourism Research*, 19(3), 383-393. <https://doi.org/10.1002/jtr.2120>
- Su, L., Hsu, M. K., & Swanson, S. (2017). The effect of tourist relationship perception on destination loyalty at a world heritage site in China: The mediating role of overall destination satisfaction and trust. *Journal of Hospitality & Tourism Research*, 41(2), 180-210. <https://doi.org/10.1177/1096348014525630>
- Suki, N. M., & Suki, N. M. (2019). Correlations between awareness of green marketing, corporate social responsibility, product image, corporate reputation, and consumer purchase intention. In *Corporate social responsibility: Concepts, methodologies, tools, and applications* (pp. 143-154). IGI Global. <https://doi.org/10.4018/978-1-5225-6192-7.ch008>
- Tamba, I. M., & Widnyana, I. W. (2022). Consumer preferences on the purchase of cayenne pepper in Bali Province market. *AgBioForum*, 24(2), 73-82. <http://agbioforum.org/menuscript/index.php/agb/article/view/128>
- Teng, N. (2024). The Sun, The Beach, and The Pad Thai: A Postcolonial discourse analysis of how Thailand is portrayed by Swedish travel agencies. In. <https://www.diva-portal.org/smash/record.jsf?pid=diva2%3A1858784&dswid=-2729>
- Tersine, R. J., & Hummingbird, E. A. (1995). Lead-time reduction: the search for competitive advantage. *International Journal of Operations & Production Management*, 15(2), 8-18. <https://doi.org/10.1108/01443579510080382>
- Thongkaw, B., Kongbuamai, N., Chinnakum, W., & Chaiboonsri, C. (2024). The Impact of Gastronomic Tourism on the Regional Economy of Thailand: Examined by the Dynamic IO Model after the Decline of COVID-19. *Economies*, 12(7). <https://doi.org/10.3390/economies12070180>
- Torlak, O., Ozkara, B. Y., Tiltay, M. A., Cengiz, H., & Dulger, M. F. (2014). The Effect of Electronic Word of Mouth on Brand Image and Purchase Intention: An Application Concerning Cell Phone Brands for Youth Consumers in Turkey. *Journal of Marketing Development and Competitiveness*, 8(2), 61. <https://www.researchgate.net/profile/Hakan-Cengiz/publication/283723484>
- Uddin, H., Ahammed, S., Rana, M. M., & Majumder, S. C. (2024). Investigating the relationship between environmental quality and tourism industry in Thailand. *Environment, Development and Sustainability*, 26(5), 12339-12365. <https://doi.org/10.1007/s10668-023-03801-0>
- Vlasic, G., & Kesic, T. (2007). Analysis of consumers' attitudes toward interactivity and relationship personalization as contemporary developments in interactive marketing communication. *Journal of Marketing Communications*, 13(2), 109-129. <https://doi.org/10.1080/13527260601070417>
- Yuce, A. (2021). The Impact of Digital Transformation and Virtual Reality in Tourism Marketing: A Conceptualized Exploration. In *Handbook of Research on IoT, Digital Transformation, and the Future of Global Marketing* (pp. 1-14). IGI

Global. <https://doi.org/10.4018/978-1-7998-7192-7.ch001>

- Zarei, G., Asgarnezhad Nuri, B., & Noroozi, N. (2019). The effect of Internet service quality on consumers' purchase behavior: The role of satisfaction, attitude, and purchase intention. *Journal of Internet Commerce*, 18(2), 197-220. <https://doi.org/10.1080/15332861.2019.1585724>
- Zhang, T., & Huang, X. (2022). Viral marketing: influencer marketing pivots in tourism—a case study of meme influencer instigated travel interest surge. *Current Issues in Tourism*, 25(4), 508-515. <https://doi.org/10.1080/13683500.2021.1910214>
- Zhang, Z., Plathong, S., Sun, Y., Guo, Z., Munnoy, T., Ma, L., Jantharakhantee, C., & Tanboot, L. (2020). Analysis of the island tourism environment based on tourists' perception—A case study of Koh Lan, Thailand. *Ocean & Coastal Management*, 197, 105326. <https://doi.org/10.1016/j.ocecoaman.2020.105326>
- Zhu, J., Ma, G., Ren, M., & Wu, D. (2023). Research on simulation and prediction of spinal sports injury based on finite element analysis. *J. Nat. Sci. Biol. Med*, 14(2), 165. https://doi.org/10.4103/jnsbm.JNSBM_14_2_12