

-RESEARCH ARTICLE-

EXPLORING CUSTOMER INTENTION FOR SUSTAINABLE TOURISM PACKAGES IN THAILAND THROUGH SOCIAL MEDIA: A ROUGH SET E-DELPHI METHOD

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—Abstract—

The tourism industry in Thailand holds a pivotal position in driving economic advancement, constituting a substantial share of the national economy. Nevertheless, the sector encounters persistent obstacles in attaining sustainable expansion and enhancing its contribution to GDP, particularly among domestic tour operators. This research formulates a structural equation model to investigate the determinants of consumers' intention to purchase sustainable tourism packages promoted via social media platforms in Thailand. Employing a mixed-methods design, the study integrates qualitative insights derived from 21 experts, assessed through the rough set e-Delphi technique, alongside quantitative data gathered from 893 participants through an online survey, subsequently analysed using structural equation modelling (SEM). The analysis reveals that customer loyalty serves as a critical determinant of sustainable purchasing intentions, exerting a direct influence on consumers' decision-making processes. The research advances theoretical knowledge by proposing a structural equation model tailored to the operational context of Thai tour companies. Furthermore, it offers valuable recommendations for policymakers and industry practitioners to formulate effective marketing strategies that promote sustainable growth, resilience, and long-

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term viability in the tourism sector. The outcomes deliver essential guidance to aid Thailand's progression towards a high-income economy.

Keywords: Sustainable; Rough Set e-Delphi; Tourism Packages; Loyalty; Purchase Intention

INTRODUCTION

Thailand's economy is heavily reliant on the tourism industry, which serves as a fundamental driver of national economic growth (Pongsakornrungsilp & Pongsakornrungsilp, 2023). The country's overarching tourism strategy highlights the importance of preserving Thailand's status as a leading global destination. Achieving comprehensive development within the tourism sector requires an emphasis on attracting high-quality tourists, diversifying tourism products and services to align with evolving demand, and fostering development in underprivileged yet high-potential regions. In addition to a strong commitment to environmental sustainability, this approach necessitates safeguarding Thailand's distinctive cultural heritage, including its traditions, customs, and national identity (Uddin et al., 2024). Over the next two decades, the primary objective of tourism development is to ensure sustained revenue generation, thereby laying the foundation for a tourism model that adheres to international standards and prioritises service quality (Fakfare et al., 2022).

A fundamental prerequisite for fostering tourism growth is cultivating traveller confidence in safety standards. To this end, robust enforcement of laws designed to protect visitors and prevent exploitation is essential. Furthermore, it is crucial to promote equitable distribution of tourism-generated income and regional development, thereby supporting local enterprises. Aligning tourism with the broader goal of reducing social disparities necessitates a firm commitment to advancing sustainable tourism practices (Liu et al., 2022). As of 2024, Thailand hosts approximately 12,000 officially registered businesses operating under tourism licences. Additionally, 98 travel agencies were formally registered within the first half of June 2024. The country is recognised as one of the leading nations globally for online purchasing activities, with 66% of internet users aged between 17 and 62 engaging in online shopping on a weekly basis (Kim & Lee, 2023). By February 2023, Thailand's population stood at 70.72 million, of which 60.21 million individuals—equivalent to 82.3%—were identified as internet users (Potjanajaruwit et al., 2024). The widespread adoption of social media platforms offers a strategic avenue for tourism operators to promote domestic travel products, enhancing brand recognition, increasing product visibility, and stimulating demand (Khemthong et al., 2024).

Despite the strength of Thailand's tourism industry, numerous challenges persist that impede its sustainable growth and full contribution to GDP. Domestic tour operators,

in particular, face difficulties adapting to swiftly shifting consumer preferences, especially within the digital domain, where promoting sustainable tourism packages via social media demands tailored marketing strategies. A noticeable disconnect exists between conventional marketing approaches and the expectations of environmentally aware travellers, thereby hindering the effective promotion of sustainable tourism offerings. Moreover, although internet and social media penetration rates in Thailand are remarkably high, many tourism businesses struggle to utilise these tools effectively to establish consumer trust and mitigate perceived risks associated with purchasing domestic travel packages online.

Through the development of a comprehensive structural equation model specifically designed for Thailand's tourism context, this research makes significant contributions to both academic discourse and policymaking. By integrating critical variables—such as positive affect, perceived service quality, electronic word-of-mouth (e-WOM), motivation, satisfaction, loyalty, and destination image—the study enhances the theoretical understanding of consumer behaviour in sustainable tourism. The findings yield actionable insights for practitioners and policymakers, informing the development of effective marketing strategies aimed at advancing domestic tourism growth and ensuring sustainability. The proposed framework also offers tour operators a systematic approach to support Thailand's broader economic objectives, foster customer loyalty, and refine digital marketing efforts. By identifying the key determinants of purchase intentions for sustainable tourism packages, this study contributes to advancing Thailand's transition toward a higher-income economy through the promotion of sustainable tourism practices.

Although prior research has explored various dimensions of tourism marketing and consumer behaviour, significant gaps remain concerning the factors shaping sustained purchase intentions for domestically marketed travel packages via social media in Thailand. While most existing studies have focused on international tourism markets or general e-commerce behaviours, they have largely overlooked the unique dynamics underpinning domestic sustainable tourism in Thailand's highly digitalised environment. Additionally, much of the current research tends to examine these variables in isolation, without employing an integrated structural framework to capture their interrelations. This study addresses these limitations by constructing a holistic model that examines the combined influence of multiple variables on consumers' intentions to purchase sustainable tourism packages, thereby enriching the understanding of decision-making processes in this sector.

This research aims to: (1) develop and validate a structural equation model for purchase intention of sustainable tourism packages marketed via social media in Thailand; (2) analyse relationships among key factors like positive affect, perceived service quality, eWOM, motivation, satisfaction, loyalty, and destination image; (3) identify drivers of

consumer loyalty and eco-conscious travel decisions; and (4) provide practical recommendations for tourism businesses and policymakers to improve digital marketing of sustainable travel. The paper is structured as follows: Section 2 reviews relevant theories and develops hypotheses. Section 3 details the research methodology. Section 4 presents findings from structural equation modelling and Rough Set e-Delphi analysis. Section 5 discusses theoretical and practical implications. Section 6 summarises key contributions, and Section 7 outlines limitations and future research directions.

LITERATURE REVIEW

Positive Impacts (PTI)

The positive impacts of tourism represent crucial drivers of economic advancement, particularly within developing regions. Tourism generates substantial employment opportunities and significantly contributes to both local and national economies, thereby stimulating broader economic growth (Odunga et al., 2024). These economic benefits also play a vital role in enhancing the perceived quality of services within host destinations, as increased revenues often translate into improved infrastructure and service delivery. By facilitating widespread job creation and boosting regional economies, tourism becomes instrumental in fostering sustainable development (Negri et al., 2021). Moreover, the cultural exchange that emerges from tourism activities is fundamental to promoting mutual understanding and reinforcing community relations. Interactions between visitors and residents encourage greater cultural appreciation and facilitate stronger social ties across diverse groups. Through direct engagement, tourists acquire an authentic understanding of local customs, traditions, and ways of life, thereby enriching their travel experiences and broadening their intercultural perspectives. This process fosters respect and appreciation for cultural diversity, as visitors come to value the heritage and social norms of host communities. Such meaningful interactions often bridge social divides, enhancing cohesion and solidarity within the community (Agarwal et al., 2023). By participating in cultural activities and supporting local artisans and enterprises, tourists contribute to preserving intangible cultural heritage while also stimulating the local economy. These exchanges promote inclusivity and cultivate a shared sense of belonging, yielding long-term benefits for both tourists and local residents. Ultimately, such interactions contribute to an environment of mutual respect that enhances perceived service quality and overall satisfaction (Cizreliogullari et al., 2022).

Furthermore, e-WOM and tourist motivation are significantly influenced by the implementation of sustainable tourism practices. Environmentally conscious initiatives, such as biodiversity conservation and the protection of natural resources, benefit both local ecosystems and the communities that depend on them (Alamineh et al., 2023). Additionally, tourism often serves as a catalyst for improving local infrastructure, thus

providing tangible advantages not only to tourists but also to local populations. Investment driven by tourism frequently leads to the enhancement of public services, including recreational amenities, healthcare facilities, and transportation networks (Malik et al., 2023). Consequently, sustainable tourism practices reinforce positive perceptions of service quality and heighten tourists' motivation to engage with destinations that demonstrate environmental and social responsibility. Based on this comprehensive review of the literature, the following hypotheses are proposed:

H1: *Positive impacts relate positively to perceived service quality.*

The beneficial effects of tourism—encompassing economic benefits, cultural exchange, and infrastructure development—directly contribute to enhancing the quality of services provided to visitors. Communities that benefit from tourism are more likely to invest in upgrading facilities and services, thereby improving tourists' perceptions of service quality.

H2: *Positive impacts relate positively to e-WOM.*

When tourism generates positive impacts for destinations and communities, visitors are more inclined to share their experiences through electronic platforms. Such favourable experiences provide engaging content for social media, reviews, and recommendations, thereby strengthening electronic word-of-mouth communication about the destination.

H3: *Positive impacts relate positively to motivation.*

The observable positive effects of tourism on local communities and environments can significantly strengthen tourists' motivation to visit a destination. When potential travellers perceive that their visit will support local economies and promote sustainable development, their motivation to select such destinations is notably heightened.

Perceived Service Quality (PSQ)

In the tourism industry, customer satisfaction and loyalty are profoundly shaped by perceived service quality. Empirical evidence suggests that travellers' perceptions and overall experiences are significantly influenced by critical dimensions (Luo & Li, 2024). A strong correlation exists between perceived service quality and positive customer experiences, resulting in heightened satisfaction and an increased likelihood of repeat visits. Thus, delivering exceptional service not only enhances immediate customer satisfaction but also fosters long-term loyalty and trust, which are essential strategies for retaining customers and cultivating enduring relationships (Crossman, 2024). Furthermore, technological advancements play an essential role in augmenting perceived service quality. Innovations such as mobile applications, online platforms, and real-time customer support significantly improve the efficiency and responsiveness

of service delivery, shaping customer perceptions positively. The availability of digital resources and instant access to booking and support services elevates customer satisfaction and stimulates favourable e-WOM, thereby amplifying the reputation and reach of tourism businesses (Islamy et al., 2022). In addition, staff training is a critical determinant of both customer satisfaction and service quality. Well-trained personnel are better equipped to anticipate and address customer needs, demonstrate effective communication, and manage customer concerns with professionalism and empathy. Such service delivery often exceeds customer expectations, resulting in enhanced visitor experiences (Medeková et al., 2023). Based on this review of existing research, the following hypotheses are proposed:

H4: *Perceived service quality relates positively to satisfaction.*

High-quality service experiences play a pivotal role in enhancing customer satisfaction. When tourism service providers offer reliable, responsive, and empathetic services, complemented by appropriate tangible aspects, tourists are more likely to report higher levels of satisfaction with their overall experience. Such positive encounters not only improve visitors' perceptions of the service but also foster favourable attitudes towards the destination itself.

Electronic Word of Mouth (EWM)

In the tourism industry, e-WOM exerts a profound influence on customer perceptions and decision-making processes (Meenakshy et al., 2024). Online reviews serve as pivotal determinants in travellers' selection of destinations, positioning e-WOM as a critical factor in shaping travel-related choices (Akhi et al., 2023). Particularly within the tourism sector, e-WOM significantly impacts consumers' attitudes and preferences (Rattanaburi, 2023). Moreover, social media platforms such as Facebook and Instagram amplify the reach and effectiveness of e-WOM, influencing prospective tourists' perceptions and fostering customer loyalty. This trend is especially pronounced among younger travellers, who frequently depend on peer reviews and social media recommendations when planning their trips (Pop et al., 2022). From this body of literature, the following hypotheses are proposed:

H5: *E-WOM relates positively to loyalty.*

Favourable e-WOM establishes a foundation of trust and credibility that significantly strengthens customer loyalty. When tourists are exposed to positive reviews and peer recommendations, they are more likely to form emotional attachments to brands and destinations, thereby increasing their propensity for long-term loyalty and sustained engagement with these service providers.

Motivation (MTV)

Understanding tourist motivation is essential for improving travel experiences and developing effective marketing strategies. Travel motivations comprise both intrinsic and extrinsic elements that substantially influence destination selection (Li & Kovacs, 2024). These motivations are multifaceted, encompassing desires for relaxation, adventure, cultural engagement, and social interaction, and they often differ across demographic groups (Xia et al., 2024). Sustainability has emerged as an increasingly important motivator, as environmentally conscious travellers seek destinations and experiences that reflect their ethical and ecological values (Pereira et al., 2022). In addition, emotional and psychological drivers—such as personal growth, the need to escape daily routines, and the pursuit of novel experiences—are pivotal in shaping travel decisions and perceptions of destination image (Karakan & Birdir, 2023). Based on these insights, the following hypotheses are proposed:

H6: *Motivation relates positively to destination image.*

Motivations strongly shape tourists' perceptions of destinations. When travellers' motives align with destination offerings, they form more positive and meaningful destination images, which in turn influence their travel decisions.

Satisfaction (SAT)

In the travel industry, customer satisfaction is vital for promoting repeat visits and positive word of mouth. High-quality services enhance satisfaction, loyalty, and encourage visitors to share favourable experiences, thus benefiting the destination (Auksondee & Darawong, 2024). Tourist satisfaction is shaped by personal experiences, destination attributes, and service quality, making an understanding of these factors crucial to improving overall visitor experiences (Atsız et al., 2021). Emotional experiences significantly impact satisfaction, as positive emotions from travel increase the likelihood of return visits and loyalty (Ratih & Noer, 2024). Moreover, a strong destination image influences expectations and satisfaction, requiring effective branding and marketing to foster sustained purchase intention (Tosun et al., 2021). Based on these insights, we propose:

H7: *Satisfaction related positively to loyalty.*

Satisfied customers are more likely to develop strong loyalty toward tourism providers. When tourist experiences meet or surpass expectations, satisfaction fosters emotional attachment and commitment, leading to long-term loyalty and repeat visits.

H8: *Satisfaction related positively to sustainable purchase intention.*

Customer satisfaction directly affects the intention to purchase sustainable tourism

packages. Tourists satisfied with previous sustainable experiences are more likely to choose similar options in the future, promoting a positive cycle of sustainable consumption.

Loyalty (LYT)

The steady growth of tourist businesses relies on customer loyalty. Excellent service, customer satisfaction, and sustainable purchase intention are key drivers of loyalty. High service quality surpasses expectations, promotes repeat visits, and creates positive experiences. Emotional bonds further strengthen loyalty, increasing referrals and return visits (Yen et al., 2024). A strong brand image significantly impacts sustainable purchase intentions. Positive brand perception builds trust and encourages ongoing engagement, repeat business, and favourable word-of-mouth (Rahayu et al., 2024). Loyalty programmes enhance perceived value, strengthen relationships, and encourage repeat visits (Fu, 2019). High service quality is closely linked to sustainable purchase intention, as exceptional service drives brand attachment and customer retention (Rahmiati et al., 2020). From this literature, we propose:

H9: *Loyalty relates positively to sustainable purchase intention.*

Customer loyalty positively influences the intention to purchase sustainable tourism packages. Tourists loyal to destinations and providers offering sustainable options are more likely to invest in such products, even at premium price

Destination Image (DTI)

The image of a destination strongly affects visitors' decision-making. A positive destination image enhances overall satisfaction and increases the likelihood of visits (Afshardoost & Eshaghi, 2020). Destination characteristics, including cultural diversity, natural beauty, and safety, play a crucial role in shaping image and influencing visitor choices. Destination image comprises cognitive, emotional, and conative dimensions (Al-Gasawneh & Al-Adamat, 2020). Additionally, travellers' shared experiences online offer valuable insights for future tourists (Carvalho, 2022). Positive reviews and feedback boost a destination's reputation and influence potential visitors' perceptions (Irfan et al., 2020). Based on this literature, we propose:

H10: *Destination image is positively related to satisfaction.*

A positive destination image directly enhances tourist satisfaction. Favourable perceptions formed before a visit shape travellers' experiences, increasing the likelihood of higher satisfaction during their stay.

H11: *Destination image is positively related to sustainable purchase intention.*

Favourable destination images increase tourists' intentions to purchase sustainable tourism packages. When travellers view destinations as environmentally responsible and culturally authentic, they are more likely to invest in sustainable tourism offerings linked to those locations.

Sustainable Purchase Intention (SPI)

In the travel industry, sustainable purchase intention is increasingly important, especially among environmentally conscious tourists whose awareness of environmental issues is rising. This growing awareness influences consumer behaviour, encouraging choices of eco-friendly accommodation, transport, and activities aligned with their values (Kokkhangplu et al., 2023). Travellers are more inclined to adopt sustainable travel practices when influenced by friends or social circles that value sustainability (Qalati et al., 2021). Marketing strategies that highlight sustainability initiatives significantly increase purchase intention, as clear communication attracts eco-aware consumers (Nogueira et al., 2024). However, barriers to sustainable purchase intention include higher costs and limited information. Eco-friendly options are often perceived as more expensive than conventional ones, discouraging cost-sensitive travellers (Rao et al., 2022).

Conceptual Framework

Figure 1 shows the conceptual framework for this investigation, based on a thorough literature analysis and hypotheses. Positive impacts, perceived service quality, electronic word-of-mouth, motivation, contentment, loyalty, destination image, and sustainable purchase intention are shown in the model. This framework illustrates structural equation modelling relationships.

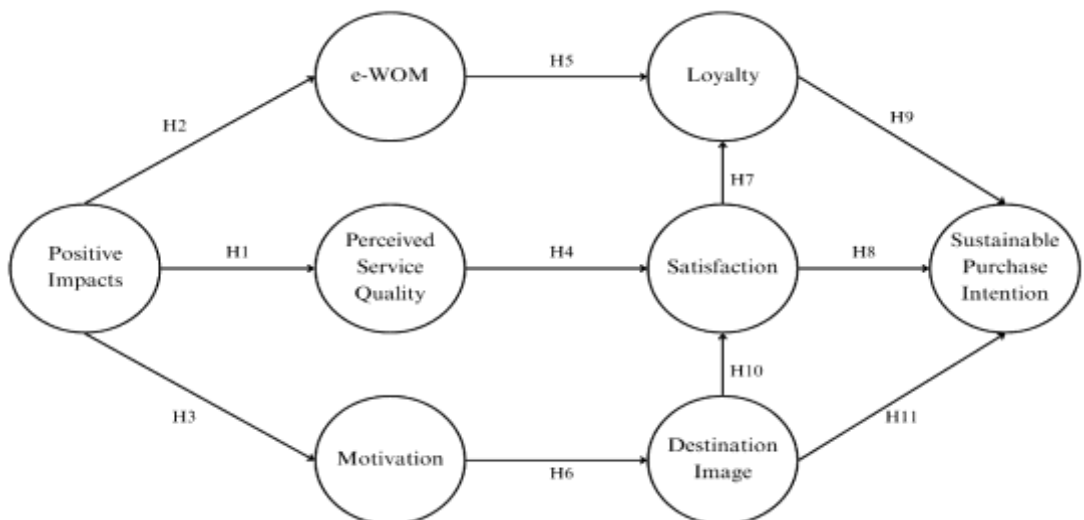


Figure 1: Conceptual Model of the Hypothesis Testing

METHODS

The study employs a mixed-methods design, integrating qualitative and quantitative approaches to examine purchase intention for sustainable tourism destination tour packages on social media in Thailand. The research was conducted in accordance with Rangsit University ethical standards and received IRB approval on 28 May 2026 (protocol COA. NO. RSUERB2024-086).

Data Description

The data collection techniques, sampling strategies, and measuring instruments employed in both the qualitative and quantitative stages of the study are detailed in this section.

In the qualitative phase, the Rough Set e-Delphi Technique was applied to reach expert consensus on purchase intention regarding Thailand's sustainable tourism destination tour packages. A total of twenty-one experts participated, divided into three groups: seven executives from travel agencies or domestic tour companies operating for at least five years; seven marketing and social media professionals with a minimum of 2 years' experience or certified by online platforms; and 7 university professors in business administration and marketing, each with at least two years of teaching experience. These twenty-one experts completed an online survey consisting of open-ended questions and seven-point Likert scale items designed for careful review and validation. The qualitative data collection spanned three months, from May to August 2023, through three rounds of online surveys distributed via email. For the quantitative phase, as the exact population count was unknown, purposive sampling was used to target individuals who had purchased travel packages via social media in Thailand. The sample size followed [Kline \(2011\)](#) recommendation of one observed variable for every 10 to 20 responses, and [Hoelter \(1983\)](#) criterion requiring at least 200 participants for statistical validity. Given that there were thirty-two observed variables, a minimum of 320 samples was necessary to ensure robustness. Ultimately, 893 responses were collected through an online survey, and after removing incomplete or incorrect responses, a valid sample remained for analysis. This dataset enabled a thorough examination of the hypothesised causal relationships.

[Table 1](#) presents the demographic characteristics of the respondents in the quantitative phase. Among the 893 valid respondents who had purchased travel packages via social media in Thailand, 57.8% were male, 40.0% female, and 2.2% identified as other genders. The largest age group was 31–40 years (65.4%), followed by 41–50 years (20.9%) and 18–30 years (12.9%). Regarding education, most held a Bachelor's degree (41.9%) or a Master's degree (47.3%). Regionally, 58.1% were from the Central Region of Thailand and 24.1% from the Northern Region. In terms of occupation, students/learners accounted for 34.2%, government officials for 24.4%, and freelancers

for 8.2%. Data were collected using an online survey platform, with the screening question, "Have you ever acquired a tour package in Thailand via an online platform?" to ensure relevance. Responses indicating "No" were excluded from the analysis. Data collection was conducted over three months, from October to December 2023.

Table 1: Count and Percentage of Respondents

Variables	Quantity	Percentage
Gender		
Female	357	40.0
Male	516	57.8
Other	20	2.2
Age		
18-30 years	115	12.9
31-40 years	584	65.4
41-50 years	187	20.9
More than 51 years	7	0.8
Education Level		
Associate Degree	5	0.6
Bachelor's Degree	374	41.9
Master's Degree	422	47.3
Doctoral Degree	92	10.3
Region		
Central Region	519	58.1
Northern Region	215	24.1
Eastern Region	65	7.3
North-eastern Region	49	5.5
Western Region	16	1.8
Southern Region	29	3.2
Occupation		
Private Employee	123	13.8
Government Official	218	24.4
Student / Learner	70	7.8
Business Owner	305	34.2
Freelancer	177	80.2

Methods

This section describes the analytical techniques and procedures employed to analyse the collected data and test the proposed hypotheses.

For the qualitative phase, the researcher applied the rough-set Delphi theory to carry out the data analysis. The lower approximation, defined as $\{x \in U: [x]R \subseteq X\}$, indicates complete agreement and corresponds to ratings of 5-7. In contrast, the upper approximation, defined as $\{x \in U: [x]R \cap X \neq \emptyset\}$, reflects disagreement, associated with ratings of 1-4. The decision-making process follows three specific rules based on

suitability and feasibility attributes: full agreement ($d=1$) is assigned when both attributes are rated between 5–7; complete disagreement ($d=0$) is assigned when both are rated between 1–4; and partial disagreement ($d=2$) is assigned for mixed responses. The Quality of Lower Approximation (QL) is calculated by dividing the number of experts in agreement by the total number of experts. In the quantitative phase, the analytical framework included an in-depth analysis of mean values, Cronbach's alpha, CR, and AVE. After confirming the measurement model's validity, SEM was employed to examine the hypothesised relationships among constructs. The model's adequacy was assessed using a variety of model fit indices, as outlined in [Table 2](#).

Table 2: Model Measurement & SEM Fits Index

No.	Fit Index	Acceptable Threshold	Source
1.	CR	≥ 0.70	Sarstedt et al. (2021)
2.	AVE	≥ 0.50	Sarstedt et al. (2021)
3.	CMIN/df	≤ 3.00	Kline (2011)
4.	GFI	≥ 0.90	G and D (1984)
5.	AGFI	≥ 0.90	Schumacker and Lomax (2004)
6.	CFI	≥ 0.90	Hu and Bentler (1999)
7.	RMSEA	≤ 0.08	Schreiber et al. (2006)
8.	SRMR	≤ 0.08	Thompson (2004)

Qualitative analysis using the Rough Set e-Delphi Technique is applied to gather expert consensus on purchase intention for sustainable tourism destination tour packages on social media in Thailand, following a structured four-step approach (see [Figure 2](#)).

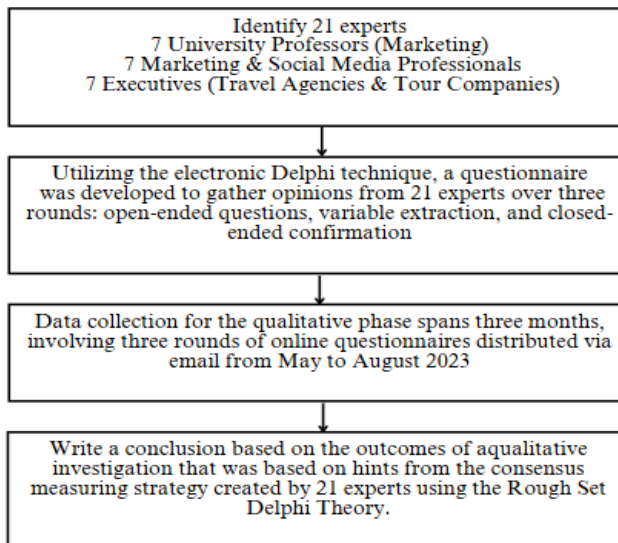


Figure 2: Qualitative Research

The researcher applied the Rough Set Delphi theory for data analysis. The lower

approximation, $\{x \in U: [x]R \subseteq X\}$, indicates full agreement with ratings of 5–7, while the upper approximation, $\{x \in U: [x]R \cap X \neq \emptyset\}$, reflects disagreement with ratings of 1–4. Three rules guide decision-making: full agreement ($d=1$) when both attributes are 5–7; complete disagreement ($d=0$) when both are 1–4; and partial disagreement ($d=2$) for mixed responses. The Quality of Lower Approximation (QL) is calculated by dividing experts in agreement by total experts. This method provides a quantitative basis for consensus in the e-Rough Set Delphi Technique (see [Figure 3](#)).

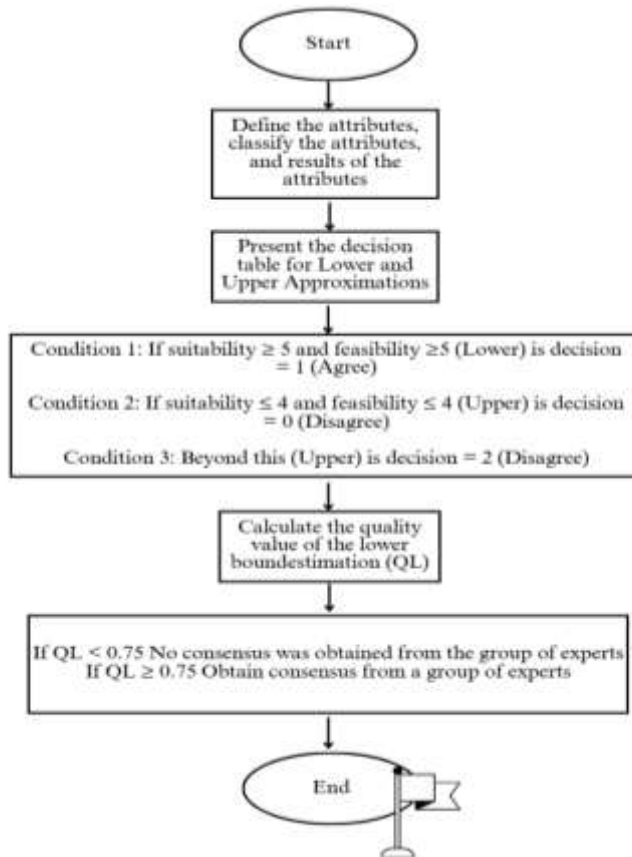


Figure 3: Rough-Set Delphi Technique

RESULTS

Expert Consensuses on Rough Set Delphi

To validate the questionnaire, the Quality of Lower Approximation (QL) was calculated, with values above 0.75 indicating expert acceptance. Following a literature review and questionnaire development, expert evaluations were conducted. All items met the required QL threshold, confirming their acceptance (see [Table 3](#)). This

validation allowed the finalisation of the questionnaire for each construct and the progression to the quantitative phase.

Table 3: Expert Consensuses on Rough Set Delphi

Item	QL > 0.75	Result
Positive Impacts (PTI)		
PTI 1	0.95	Accepted
PTI 2	0.95	Accepted
PTI 3	0.89	Accepted
PTI 4	0.89	Accepted
Perceived Service Quality (PSQ)		
PSQ 1	0.89	Accepted
PSQ 2	0.95	Accepted
PSQ 3	0.89	Accepted
PSQ 4	0.89	Accepted
Electronic Word-of-Mouth (EWM)		
EWM 1	0.89	Accepted
EWM 2	0.95	Accepted
EWM 3	0.89	Accepted
EWM 4	0.89	Accepted
Motivation (MTV)		
MTV 1	0.84	Accepted
MTV 2	0.84	Accepted
MTV 3	0.89	Accepted
MTV 4	0.89	Accepted
Satisfaction (SAT)		
SAT 1	0.84	Accepted
SAT 2	0.84	Accepted
SAT 3	0.95	Accepted
SAT 4	0.89	Accepted
Loyalty (LYT)		
LYT 1	0.84	Accepted
LYT 2	0.84	Accepted
LYT 3	0.95	Accepted
LYT 4	0.95	Accepted
Destination Image (DTI)		
DTI 1	0.95	Accepted
DTI 2	0.89	Accepted
DTI 3	0.89	Accepted
DTI 4	0.84	Accepted
Sustainable Purchase Intention (SPI)		
SPI 1	0.95	Accepted
SPI 2	0.84	Accepted
SPI 3	0.89	Accepted
SPI 4	0.89	Accepted

Measurement Model Testing

The reliability and validity of the measurement model were confirmed using multiple statistical indicators. As shown in Table 4, all constructs showed strong internal consistency, with Cronbach's alpha values between 0.932 and 0.952, surpassing the 0.70 threshold. CR values ranged from 0.933 to 0.952, confirming measure reliability. AVE values exceeded 0.77, indicating strong convergent validity. Mean scores ranged from 4.888 to 4.980 on a 7-point Likert scale, reflecting generally positive perceptions.

Table 4: Mean, Cronbach's Alpha, CR, AVE

Latent Variables and Indicators	PTI	PSQ	EWM	MTV	SAT	LYT	DTI	SPI
Mean	4.905	4.890	4.909	4.890	4.888	4.932	4.926	4.980
Cronbach's Alpha	0.932	0.939	0.939	0.946	0.935	0.952	0.952	0.950
CR	0.933	0.940	0.939	0.946	0.936	0.952	0.952	0.950
AVE	0.776	0.796	0.794	0.813	0.829	0.832	0.832	0.826

Structural Model Fit and Hypothesis Testing

The structural equation model showed an excellent fit across all evaluation criteria (Table 5). The CMIN/df ratio of 2.778 is below the 3.00 threshold, indicating a good fit. Goodness-of-fit indices exceeded 0.90, with GFI, AGFI, and CFI at 0.916, 0.902, and 0.979, respectively. Residual-based indices also performed well, with RMR at 0.024 and RMSEA at 0.045, both below the 0.08 limit. These results confirm that the model fits the observed data and supports analysis of the structural relationships.

Table 5: The Statistical Measures Employed to Assess the Fit and Alignment of the Model

Statistics /Index	Criteria for Consideration	Structural Models	Consideration
CMIN/df	≤ 3.00	2.778	Acceptable
GFI	≥ 0.90	0.916	Acceptable
AGFI	≥ 0.90	0.902	Acceptable
CFI	≥ 0.90	0.979	Acceptable
RMSEA	< 0.08	0.045	Acceptable
RMR	< 0.08	0.024	Acceptable

Figure 4 illustrates the causal relationships between the variables in the structural model. The analysis identifies several significant pathways. Positive impacts strongly affect perceived service quality ($\beta = 0.937$), motivation ($\beta = 0.970$), and electronic word-of-mouth ($\beta = 0.924$). Satisfaction is influenced by destination image ($\beta = 0.601$) and perceived service quality ($\beta = 0.387$). Motivation significantly affects destination image ($\beta = 0.938$). Loyalty is shaped by satisfaction ($\beta = 0.625$) and e-WOM ($\beta = 0.375$). Finally, sustainable purchase intention is driven by loyalty ($\beta = 0.620$),

destination image ($\beta = 0.487$), and negatively by satisfaction ($\beta = -0.180$).

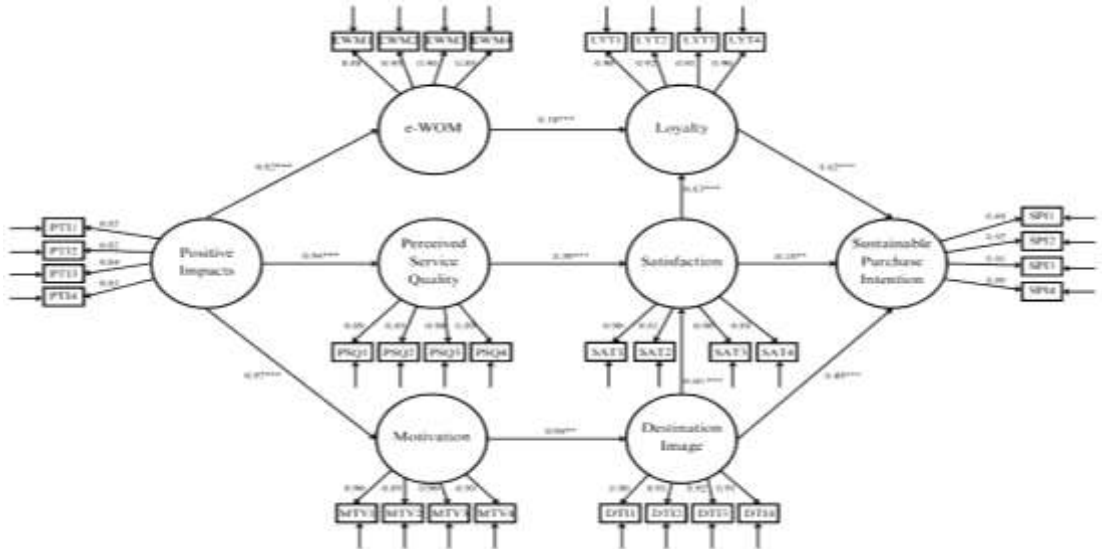


Figure 4: Quantitative Metrics of the Causality Model

Moreover, Table 6 presents the detailed results of the hypothesis testing. All hypothesised relationships were supported, with p-values below 0.05. The strongest relationships were found between positive impacts and motivation ($\beta = 0.970$), motivation and destination image ($\beta = 0.938$), and positive impacts and perceived service quality ($\beta = 0.937$).

Table 6: Path Coefficients

Hypothesis Tested	Path	β	S.E.	C.R.	P-Value	Decision
H1	PTI → PSQ	0.937	0.31	31.897	0.000	Yes
H2	PTI → EWM	0.924	0.31	30.973	0.000	Yes
H3	PTI → MTV	0.970	0.30	34.335	0.000	Yes
H4	PSQ → SAT	0.387	0.32	12.021	0.000	Yes
H5	EWM → LYT	0.375	0.29	12.813	0.000	Yes
H6	MTV → DTI	0.938	0.25	37.171	0.000	Yes
H7	SAT → LYT	0.625	0.31	20.141	0.000	Yes
H8	SAT → SPI	-1.80	0.84	-2.114	0.035	Yes
H9	LYT → SPI	0.620	0.67	9.120	0.000	Yes
H10	DTI → SAT	0.601	0.33	18.000	0.000	Yes
H11	DTI → SPI	0.487	0.60	8.036	0.000	Yes

DISCUSSION

This study examines the variables influencing the purchase intention of sustainable tourism destination tour packages on social media in Thailand. The strong association between positive impacts and perceived service quality ($\beta = 0.937$) highlights how the

benefits of tourism shape perceptions of service in local communities and ecosystems, aligning with (Seow et al., 2024), who stress the role of high-quality services in enhancing tourist experiences. Tourists who acknowledge tourism's contributions to economic growth, cultural preservation, and environmental sustainability are more likely to perceive services favourably. Positive impacts also significantly influence motivation ($\beta = 0.970$), underscoring the power of tourism benefits in inspiring travellers. This finding supports (Pestana et al., 2020), who argue that perceptions of tourism's advantages strongly drive visitor motivation. Thus, marketing that highlights sustainable tourism benefits can effectively increase tourist engagement and interest. Furthermore, e-WOM is substantially shaped by positive impacts ($\beta = 0.924$), emphasising the role of visitor experiences in generating favourable online reviews. As noted by (Hoang et al., 2022), peer recommendations are crucial in shaping tourist perceptions, especially in Thailand's highly connected social media environment, where user-generated content and testimonials are key marketing tools. Lastly, satisfaction is significantly influenced by destination image ($\beta = 0.601$) and perceived service quality ($\beta = 0.387$), with destination image playing a greater role. This suggests that overall impressions of a place outweigh individual service encounters in determining satisfaction.

Motivation ($\beta = 0.938$) strongly influences destination image, indicating that travellers' perceptions of destinations are closely linked to their underlying motives. Understanding these motivations is essential for effective destination marketing, as (Swangjang & Kornpiphat, 2021) highlight the direct impact of motivation on destination image. Aligning marketing strategies with traveller motivations can thus enhance destination appeal and image. Loyalty is shaped by satisfaction ($\beta = 0.625$) and e-WOM ($\beta = 0.375$), with satisfaction exerting a stronger influence. This underscores the importance of real experiences in building loyalty, supporting (Hung & Khoa, 2022), who argue that while a positive digital presence is crucial, it must be paired with meaningful experiences to foster long-term loyalty. Therefore, although e-WOM plays a role, it cannot substitute the effect of genuine satisfaction in retaining customers. Loyalty ($\beta = 0.620$) has the strongest influence on sustainable purchase intention, followed by destination image ($\beta = 0.487$), while satisfaction has a negative effect ($\beta = -0.180$). This unexpected negative relationship suggests that factors beyond immediate satisfaction—such as deeper loyalty and favourable destination perceptions—drive sustainable purchase decisions. Consistent with (Ezeh & Dube, 2024), who found that values and commitment often outweigh enjoyment in sustainable tourism, this finding highlights the need for marketers to focus on cultivating long-term loyalty rather than short-term satisfaction to promote sustainable travel choices.

CONCLUSION

This study adopts a mixed-methods approach, combining quantitative SEM with

qualitative expert consensus via the Rough Set e-Delphi method, to examine factors influencing sustainable tourism purchase intention in Thailand. The integrated approach confirms the proposed framework and offers insights for academics and practitioners. The study contributes theoretically by developing and validating a model that explains how various elements interact to shape sustainable tourism purchase decisions on social media. The unexpected negative link between satisfaction and purchase intention, alongside loyalty's central role, offers fresh insights into consumer behaviour in this context. For industry and policymakers, the findings provide practical guidance to design marketing strategies that leverage positive impacts, enhance destination image, and foster loyalty, supporting sustainable tourism growth. The model also aids policymakers in crafting tourism initiatives aligned with sustainability and economic goals. Ultimately, this research offers a framework to understand and promote sustainable tourism purchase intentions in Thailand's digital market.

LIMITATIONS AND SUGGESTIONS

First, as the research focuses on customers who purchased domestic tour packages via social media in Thailand, the findings may not be fully generalisable to other markets or contexts. Cultural factors unique to Thailand may not reflect consumer behaviour in regions with different social media usage or sustainability perceptions. Second, self-reported statistics may overstate sustainable travel intentions because to social desirability bias. Future research could incorporate observational data or actual purchase records to address this. Third, while SEM identifies relationships, it does not establish causality; thus, longitudinal studies are needed to examine these relationships over time. The unexpected negative link between satisfaction and purchase intention requires further investigation to understand the underlying mechanisms. Future research should explore additional factors influencing sustainable tourism choices, such as perceived value, risk, and cultural differences. Cross-national studies could distinguish universal versus culture-specific drivers of sustainable tourism. Experimental designs may also test marketing strategies derived from this model to assess real-world effectiveness. Moreover, this approach can be applied beyond tourism to sectors like hospitality, retail, and e-commerce to examine social media's role in influencing sustainable purchase behaviours and loyalty. Cross-sector comparisons could identify broader sustainable marketing principles. Finally, the negative association between satisfaction and purchase intention suggests that sustainable tourism consumption may diverge from traditional consumer behaviour models, highlighting complex interactions between personal satisfaction, values, and environmental concerns. Addressing these limitations can enhance future research and guide more effective sustainable tourism marketing strategies.

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