The Mediating Role of Perceived Value, Brand Awareness, and Brand Loyalty in Tourism Revisit Intention among High-Quality Tourists in Thailand

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Abstract

This study aims to examine the mediating roles of perceived value, brand awareness, and brand loyalty in the correlation between brand attributes and tourism revisit intention among high-quality domestic tourists in Bangkok, Thailand. In this study, the Hayes Process Macro methodology is used to test for the mediating effects with a sample comprising 163 high-quality tourists. The research seeks to offer insights into the factors influencing tourists' decisions to revisit Bangkok. The study's results reveal that perceived value, brand awareness, and brand loyalty collectively act as mediators in the relationship between brand attributes and tourism revisit intention. This underscores the significance of these three factors in influencing the decision-making process of domestic tourists contemplating a revisit to Bangkok. This research contributes original insights into the interplay of brand attributes, perceived value, brand awareness, and brand loyalty in shaping tourism revisit intention, particularly among high-quality domestic tourists. The findings offer a nuanced understanding that can be leveraged by tourism marketers to formulate more effective strategies aimed at attracting and retaining this specific tourist segment.

Keywords

Introduction

The COVID-19 pandemic has presented significant challenges to the Thai tourism industry, resulting in a notable decline in foreign tourist numbers and substantial economic repercussions (Prajongkan & Junanantham, 2021). Responding to this crisis, the Thai government has actively pursued strategies to attract high-end tourists from new markets, aiming to enhance the premium travel experience (Saxon, Sodprasert, & Sucharita, 2021). These initiatives include relaxing regulations on luxury goods, launching a long-term residency program, and targeting one million high-value personas to spur 1 trillion baht in domestic spending over the next five years. Furthermore, the Tourism Authority of Thailand's campaigns for 2023 emphasize experience-based travel, sustainability in the supply chain, and aim to generate 2.38 trillion baht in revenue (Tourism Authority of Thailand, 2023). Amidst this backdrop, destinations like Bangkok play a pivotal role in attracting tourists, renowned for its vibrant city life, diverse markets, and rich culture (Janprasit & Kruthwaysho, 2020).

High-end Thai tourists, characterized by their affluence and preference for luxury accommodations, prioritize historical sites, temples, and local food and nightlife experiences (Trachuwanich & Punnoi, 2022). However, little research has explored the intricate relationship between perceived value, brand awareness, brand loyalty, and brand attributes concerning high-quality Thai tourists' revisit intentions (Sartori et al., 2012; Chi et al., 2020; Preko et al., 2021; Abbasi et al., 2022). This study aims to bridge this gap by investigating how perceived value, brand awareness, and brand loyalty mediate brand attributes and tourism revisit intentions in Bangkok, offering valuable insights for destination marketers and policymakers (Tourism Marketing Research Division of Thailand, 2017; TAT Review, 2018).

To address this gap, this study delves into the background of the problem, establishes the significance of the research gap by referencing existing literature, and proposes the specific variables (i.e., Brand Awareness, Perceived Value, Brand Awareness, and Brand Loyalty) as focal points for investigation in the tourism context. By doing so, the study sets clear research objectives and outlines its contribution to the field.

Literature Review

Brand Loyalty

Brand loyalty occurs because of the consumer-brand relationship, which is characterized by strong emotional and behavioral ties when a consumer's preference for a brand is influenced by various factors, such as product quality, brand reputation, personal experience, and marketing efforts (Fournier & Yao, 1997). Furthermore, Fournier and Yao (1997) argue that brand loyalty should be viewed as a dynamic and evolving relationship between the consumer and the brand, rather than a static attribute of the consumer. This shift

in perspective highlights the importance of understanding the role of consumer-brand relationships in shaping brand loyalty.

Brand awareness

Macdonald and Sharp (2000) proposed that brand awareness plays a crucial role in consumer decision making for common, repeat purchase products. High levels of brand awareness can lead to automatic processing of information and reduce the effort required to make a purchasing decision. This in turn can lead to greater brand loyalty and an increased likelihood of repeat purchases, the theory suggests that brand awareness can serve as a mental shortcut for consumers, allowing them to make quick and efficient purchasing decisions without needing to fully evaluate all available options (Macdonald & Sharp; 2000).

Perceived value

The concept of perceived value refers to an individual's assessment of the worth or utility of a product or service in relation to its price and it encompasses both tangible and intangible factors such as quality, price, brand, and customer service, and is influenced by the customer's needs, expectations, and experiences (Sánchez-Fernández & Iniesta-Bonillo, 2007). The perceived value is a crucial factor in the customer's decision-making process and can impact their purchase behavior and loyalty to a brand.

Brand attributes

A brand attribute refers to a characteristic or feature of a brand that serves to differentiate it from other brands and contributes to its overall image and identity. This includes both *cognitive* attributes, such as a brand's reputation for quality, and *affective* attributes, such as the emotions that a brand evokes in consumers (Alwi & Kitchen, 2014). The combination of brand attributes forms the basis of a brand's identity, and influences consumer behavior and perception of the brand.

Tourism revisit intention

Tourism revisit intention is a concept that has attracted significant attention from scholars and practitioners in recent years. Revisit intention refers to the likelihood of a tourist to revisit a destination after their initial visit. It is an important determinant of the sustainability and success of a destination's tourism industry. Understanding the factors that influence tourists' intention to revisit a destination is essential for tourism managers and policymakers to develop effective marketing strategies and improve destination competitiveness.

The theory of planned behavior (TPB) is a widely used theoretical framework for predicting tourists' revisit intention. The TPB posits that the intention of individuals to engage in a particular behavior is influenced by their attitude, subjective norms, and perceived behavioral control (Ajzen, 1991). In the context of tourism, attitude towards revisiting a destination is determined by the cognitive, affective, and behavioral components. The affective component expresses visitors' preference for a destination, while the behavioral

component indicates their intention to revisit. Subjective norms refer to the perceived social pressure of individuals to revisit a destination and their motivation to comply with the beliefs and expectations of others. Perceived behavioral control refers to individuals' perception of their ability to revisit a destination, based on their available resources and confidence (Soliman, 2021).

The theory of planned behavior (TPB) is widely used in predicting people's behavioral intentions. According to this theory, the intention of individuals to engage in a particular behavior is influenced by their attitude, subjective norms, and perceived behavioral control. In the context of tourism, revisiting a destination is a behavior of interest (Ajzen, 1991). Attitude towards revisiting a destination is determined by the cognitive, affective, and behavioral components, the affective component expresses visitors' preference for a destination, while the behavioral component indicates their intention to revisit (Soliman, 2021). Subjective norms refer to the perceived social pressure of individuals to revisit a destination and their motivation to comply with the beliefs and expectations of others and Perceived behavioral control refers to individuals' perception of their ability to revisit a destination, based on their available resources and confidence (Soliman, 2021).

Consequently, high-quality tourists seek premium experiences and prioritize luxury, exclusivity, and authenticity. They prefer brands that are well-established and recognized for excellence, value unique and exclusive experiences, and are influenced by brand attributes aligning with their preferences. Their tourism revisit intention is influenced by satisfaction with past experiences, perceptions of destination brand attributes, perceived value of returning, and emotional ties to destination brands.

Brand Attributes and Perceived Value (X to M1)

A comparable relationship can be found in the insurance market. Kiwanuka and Sibindi (2023) examined the relationship between brand attributes in terms of perceived value, insurance literacy, and perceived trust and insurance inclusion in Uganda and found that perceived value, insurance literacy, and perceived trust have a positive effect on insurance inclusion (Kiwanuka & Sibindi, 2023). Previous studies on such relationships also suggest that insurance providers need to focus on building trust and delivering value to customers to promote insurance inclusion, and that policymakers should consider incorporating insurance literacy into national financial inclusion strategies to support insurance inclusion (Kiwanuka & Sibindi, 2023; Zhao, Zhao, & Liu, 2023). Moreover, in their study of the relationship between brand authenticity and perceived value and brand trust in the craft beer industry, Hernandez-Fernandez and Lewis (2019) proposed that brand authenticity plays a significant role in influencing consumers' perceptions of brand attributes, perceived value, and brand trust. They argued that the authentic brand potential in products like craft beer, perceived as genuine, sincere, and transparent in its communication and actions, can

enhance brand trust and perceived value. When consumers perceive a brand as authentic, they may view it as more trustworthy and valuable, which can result in higher levels of perceived value. This perception of value can influence consumers' willingness to pay more for products or services offered by the brand. Additionally, a higher level of trust in the brand can lead to positive attitudes and favorable word-of-mouth communication, which can improve brand loyalty and reputation, enhancing perceived value. Thus, Hernandez-Fernandez and Lewis (2019) suggest that it is essential for brands to build an authentic brand identity and communicate it effectively to consumers. By doing so, brands can potentially enhance their perceived value and establish a strong brand loyalty among their consumers. Thus, Previous research has contributed to the theoretical model by examining the relationship between brand attributes, perceived value, and other relevant factors such as insurance literacy and trust. This perception of value can influence consumers' willingness to pay more for products or services offered by the brand. Additionally, a higher level of trust in the brand can lead to positive attitudes and favorable word-of-mouth communication, improving brand loyalty and reputation, and further enhancing perceived value. This investigation proposes the following hypothesis: Hypothesis 1a: brand attributes have a positive impact on brand perceived value.

Brand Attributes and Brand Awareness (X to M2)

Rachmawati and Suroso (2022). explores the relationship between product knowledge, product involvement, and purchase decision-making in the context of the halal food industry in Indonesia and found that product knowledge and product involvement have a positive and significant impact on purchase decision-making, and that halal brand awareness serves as a moderating variable in this relationship. Following a similar approach, Foroudi (2019) explores the influence of brand signature, brand awareness, brand attitude, and brand reputation on the brand performance of the hotel industry. According to Foroudi (2019) and Rachmawati and Suroso (2022) implied that increases in profitability required developing strategies to increase halal brand awareness and heighten consumers' decision to purchase the product or service, however, they did not specifically focus on the relationship between brand attributes and brand awareness. According to an investigation into the coffee industry by Lin et al. (2021), brand attributes and brand awareness are closely related. Brand attributes refer to the unique characteristics or features of a brand, such as quality, design, and performance. Brand awareness, on the other hand, is the extent to which consumers are familiar with a brand and recognize it when they see or hear it. The investigation found that brand attributes have a significant impact on brand awareness. Particularly, the higher the perceived quality, design, and performance of a brand's products, the greater the brand awareness among consumers. This suggests that when a brand can deliver products with strong and unique attributes, it can enhance its visibility and recognition among consumers, thereby increasing brand awareness. Furthermore, the investigation also found that product

knowledge plays a mediating role in the relationship between brand attributes and brand awareness. In other words, consumers who have a better understanding of a brand's product attributes are more likely to have higher brand awareness. The focal point is the importance of effective communication and marketing strategies in conveying the unique features and benefits of a brand's products to consumers. the literature suggests that brand attributes and brand awareness are closely intertwined, and that product knowledge plays a crucial role in mediating this relationship (Lin et al., 2021). Brands that can effectively communicate their unique attributes and benefits to consumers are more likely to enhance their brand awareness and establish a stronger brand image in the marketplace. According to previous researchers emphasized the positive impact of product knowledge, product involvement, and halal brand awareness on purchase decision-making and brand performance, respectively. Also, product knowledge mediates this relationship, indicating that consumers with better understanding of a brand's attributes tend to have higher brand awareness. Hence, we also propose the following hypothesis: Hypothesis 1b: brand attributes have a positive and significant impact toward brand awareness.

Brand attributes and brand loyalty (X to M3)

The relationship between brand attributes and brand loyalty was confirmed when previous research investigated the relationship between brand attributes and brand loyalty in the restaurant industry and found that brand attributes including quality, value, and image had a significant impact on brand equity, which in turn positively influenced brand loyalty (Lin & Chung, 2019). Furthermore, Ab Hamid, Maulan, and Wan Jusoh (2022) studied the relationship between brand attributes and brand loyalty in the context of Islamic banks in Malaysia and found that brand attributes such as quality, reliability, innovation, and customer orientation, as well as corporate brand image, have a positive impact on customer loyalty in the Islamic banking industry. Other related literature indicates that a brand's attributes and image are key factors in determining customer loyalty, with customers being more likely to remain loyal to a brand if they perceive it to be of high quality, reliable, innovative, customer-oriented, responsible, of good value, and with a positive image. Kim, Han, and Ariza-Montes (2021) investigated the impact of hotel attributes, well-being perception, and attitudes on brand loyalty, with a focus on examining the moderating role of the COVID-19 pandemic. The findings suggest that hotel attributes, such as service quality, cleanliness, and safety, have a significant positive effect on brand loyalty (Kim et al., 2021). This indicates that consumers are more likely to remain loyal to a hotel brand if they perceive it to be of high quality, clean, and safe. The investigation also highlights the importance of well-being perception and attitudes in the relationship between hotel attributes and brand loyalty. Specifically, finding positive attitudes towards a hotel, along with a perception of well-being, strengthens the relationship between hotel attributes and brand loyalty. Thus, the theoretical models proposed by previous

researchers suggest that brand attributes, including quality, value, reliability, innovation, customer orientation, and corporate brand image, play a crucial role in determining brand loyalty across various industries. Additionally, the impact of customers' well-being perception and attitudes, particularly in the context of the COVID-19 pandemic, further influences the relationship between brand attributes and brand loyalty. Following the findings in the related literature, this investigation hypothesized: Hypothesis 1c: brand attributes have a significant and positive impact on brand loyalty.

Brand Attributes and Tourism Revisit Intention (X to Y)

Yu, Seo, and Hyun (2021) conducted a study to examine the role of brand attributes in shaping tourist revisit intentions in the Korean medical tourism market. Researchers contend that brand attributes are crucial in influencing tourists' intentions to revisit medical tourism destinations and the investigation revealed that service quality, destination image, and perceived value are the brand attributes with the greatest impact on tourist revisit intentions in this market (Yu, Seo & Hyun, 2021). Service quality pertains to the professionalism and expertise of medical staff, while destination image pertains to the overall perception of the destination as a medical tourism site and perceived value relates to the cost-effectiveness of medical services (Yu, Seo & Hyun, 2021). Yu, Seo, and Hyun (2021) conclude that building a strong brand image that accentuates these essential attributes can enhance tourist revisit intentions in the Korean medical tourism market and that medical tourism stakeholders, such as hospitals, clinics, and travel agencies, should focus on improving these brand attributes to increase tourist satisfaction and, consequently, the likelihood of repeat visits. The significance of Yu, Seo, and Hyun (2021) study is that brand attributes are shown to influence tourist revisit intentions in the medical tourism industry. The investigation's implications extend beyond the medical tourism sector, emphasizing the need for tourism stakeholders to concentrate on creating a robust brand image and enhancing critical brand attributes to augment tourist satisfaction and increase the likelihood of repeat visits. The theoretical model proposed by previous scholars highlights the importance of these brand attributes in shaping tourist revisit intentions in the medical tourism industry, underscoring the need for stakeholders to prioritize improving these aspects to enhance tourist satisfaction and encourage repeat visits. Drawing on the findings in the related literature, this investigation hypothesized: Hypothesis 1d: brand attributes have a significant and positive impact on tourism revisit intention.

Perceived Value and Brand Awareness (M1 to M2)

Perceived value refers to the benefit that consumers believe they will receive from a product or service in comparison to the cost they will incur, and perceived value is associated with positive brand outcomes such as brand purchase intention, especially apparent in airline

brand choice (Kim, Chung & Fiore, 2023; Koech, Buyle, & Macário, 2023). Brand awareness is found to influence travelers' attitudes towards frequent-flyer programs and airline brand choice. The effect of interactivity of Instagram ads on positive brand outcomes, and the influence of airline brand awareness and perceived quality on travelers' attitudes towards frequent-flyer programs determined airline brand choice. Kim, Chung & Fiore, 2023; Koech, Buyle, & Macário, 2023). Moreover, Graciola et al. (2020) investigated the relationship between store image, brand awareness, perceived value, and purchase intention in the context of mini and supermarket retail stores. The study found that brand awareness has a positive and significant impact on perceived value specifically. The investigation found that consumers who have higher brand awareness of a particular retail store perceive higher value from that store (Graciola et al., 2020). This is because brand awareness helps consumers develop a perception of the store as being reliable, trustworthy, and offering quality products and services. As a result, consumers are more likely to view the store as providing excellent value for their money. Thus, the theoretical model suggests that brand awareness plays a crucial role in shaping consumers' perceptions of value, which in turn influences brand outcomes such as purchase intention and brand choice. By building strong brand awareness, retail stores and airlines can increase perceived value, driving consumer decisions and contributing to their success. Therefore, this investigation hypothesized: Hypothesis 2a: perceived value has a significant and positive impact on brand awareness.

Perceived Value and Brand Loyalty (M1 to M3)

Previous studies have aimed to examine the mediating effect of perceived value and the moderating role of airline type on the relationship between airline brand image and passenger loyalty in the aviation industry by using structural equation modeling. These studies showed that airline brand image had a significant positive effect on passenger perceived value, and perceived value had a significant positive effect on passenger loyalty (Fu, 2023). Islas, Velázquez and Villalobos (2023) conducted a similar study on the restaurant industry in Mexico, and it was found that there was a positive and statistically significant relationship between customer satisfaction and perceived value and customer loyalty. However, while they note that the factor of perceived value was found to be a crucial mediator in the restaurant industry, Fu found that airline type was not a key moderator in that industry (2023). Moreover, Özkan et al. (2020) investigated the relationships between service quality, customer satisfaction, perceived value, corporate image, corporate reputation, and customer loyalty in the banking industry and found that perceived value of services mediates the relationship between customer satisfaction and brand loyalty. The study found notably that when customers perceive high value in the services they receive from a bank, they are more likely to develop a sense of loyalty towards that bank. This is because customers who perceive high value believe that the bank is providing them with quality services that are worth

the money they are paying (Özkan et al., 2020). As a result, they are more likely to continue using the bank's services and recommend it to others. Hence, the investigation suggests that perceived value is an important mediator in the relationship between customer satisfaction and brand loyalty. By providing high-quality services that customers perceive as valuable, banks can increase customer loyalty and improve their bottom line. Previous studies concluded that perceived value plays a crucial role as a mediator between various factors such as brand image, customer satisfaction, and brand loyalty across different industries. When customers perceive high value from a product or service, they are more likely to exhibit loyalty towards the brand, which highlights the importance of delivering quality and value to customers for building long-term relationships and success in business. Therefore, this investigation hypothesized: Hypothesis 2b: perceived value has a significant and positive impact on brand loyalty.

Perceived Value and Tourism Revisit Intention (M1 to Y)

Damanik and Yusuf (2022) investigated how perceived value, expectation, visitor management, and visitor satisfaction affect the likelihood of tourists revisiting Borobudur Temple in Indonesia and discovered that perceived value had a significant and positive impact on the intention to revisit. According to the study, visitors who perceive a high value in their experience at Borobudur Temple are more likely to express an intention to revisit the site in the future (Damanik & Yusuf, 2022). This is because visitors who perceive a high value consider the site to be a worthwhile investment of their time and money, and that it offers distinctive and pleasurable experiences that are not easily replicated elsewhere. The findings from the study suggest that perceived value plays a crucial role in driving the intention to revisit heritage sites. By providing tourists with satisfying experiences that they perceive as valuable, heritage sites can increase the likelihood of visitors returning, which can contribute to their long-term sustainability and success. When tourists perceive high value in their experience, they are more likely to express an intention to revisit in the future. This underscores the importance of providing satisfying experiences that tourists perceive as valuable in order to increase the likelihood of repeat visits and contribute to the long-term sustainability and success of heritage sites. Therefore, this investigation hypothesized: Hypothesis 2c: perceived value has a significant and positive impact on tourism revisit intention.

Brand awareness and Brand loyalty (M2 to M3)

Zhao et al. (2022) investigated the impact of advertisements on consumers' buying behavior and brand loyalty, with brand awareness as the mediator and perceived quality as the moderator and found that brand awareness has a positive and significant impact on brand loyalty. The study also found that consumers who have higher brand awareness are more likely to develop brand loyalty towards the advertised product (Zhao et al., 2022). This is

because brand awareness helps consumers recognize and remember the brand, and as a result, they are more likely to choose the brand over competitors. So, by building strong brand awareness through effective advertising and marketing strategies, companies can increase the likelihood of customers developing brand loyalty, which can lead to repeat purchases and contribute to the company's success. The theoretical model proposed by previous studies suggests that brand awareness plays a crucial role in driving brand loyalty. Higher brand awareness leads to increased brand loyalty, as consumers are more likely to choose the brand over competitors. Effective advertising and marketing strategies that build strong brand awareness can increase the likelihood of customers developing brand loyalty, leading to repeat purchases and contributing to the company's success. Therefore, this investigation hypothesized: Hypothesis 3a: Brand awareness has a significant and positive impact on brand loyalty.

Brand Awareness and Tourism Revisit Intention (M2 to Y)

Rather (2021) primarily focuses on the effects of perceived risk and fear on customer engagement, co-creation, and revisit intention during the COVID-19 pandemic. The study also found that brand awareness has a positive impact on revisit intention. The investigation found that customers who are more aware of a destination's brand are more likely to have the intention to revisit that destination in the future (Rather, 2021). This is because brand awareness helps customers develop a positive perception of the destination, which can create a sense of familiarity and trust. As a result, customers are more likely to want to return to their destination for future visits. The theoretical model proposed by previous studies suggests that brand awareness plays a crucial role in driving tourism to revisit intention. Higher brand awareness leads to increased revisit intention, as customers perceive the destination more positively and are more likely to want to return for future visits. This highlights the importance of building and maintaining strong brand awareness for destinations, particularly in the context of the COVID-19 pandemic, to increase the likelihood of repeat visitors and enhance long-term sustainability and success. Therefore, this investigation hypothesized: Hypothesis 3b: Brand awareness has a significant and positive impact on tourism revisit intention.

Brand Loyalty and Tourism Revisit Intention (M3 To Y)

Akbari et al. (2021) examined how corporate social responsibility (CSR) contributes to strengthening brand loyalty, hotel positioning, and intention to revisit in the hotel industry and found that brand loyalty has a positive and significant impact on intention to revisit. The study of Akbari et al. (2021) found that customers who are loyal to a particular hotel brand are more likely to have the intention to revisit that hotel in the future. The theoretical model proposed by previous studies emphasizes the pivotal role of brand loyalty in influencing the intention to revisit in the hotel industry. Higher levels of brand loyalty are associated with an

increased likelihood of intending to revisit a hotel. This is because loyal customers, driven by their attachment and trust towards the brand, are more inclined to choose the hotel for future stays. The findings underscore the significance of fostering and preserving strong brand loyalty through effective corporate social responsibility (CSR) strategies. By doing so, hotels can enhance the probability of repeat customers, thus contributing to their long-term sustainability and success in the industry. Thus, this investigation proposes the following hypothesis: Hypothesis 4: Brand loyalty has a significant and positive impact on tourism revisit intention.

Mediating Role of Perceived Value (M1)

Wang and Chiu (2023) argued that a positive service encounter leads to higher perceived value, which in turn impacts repurchase intention, when perceived value was found to fully mediate the relationship between the service encounter and repurchase intention. Furthermore, Salem and Alanadol (2022) asserted that the mediating role of perceived value refers to the effect that perceived value has on the relationship between consumer fashion involvement, opinion seeking, and online buying experience and online purchasing behavior of fashion products. They found that perceived quality mediates the relationship between fashion involvement, online shopping experience, and online purchasing, while perceived price mediates the relationship between opinion seeking, online shopping experience, and online buying behavior (Salem & Alanadoly, 2022). Accordingly, perceived value is important in performing the role of a mediator variable because it can provide insight into how consumers make purchasing decisions. By understanding the relationship between the independent variables (consumer fashion involvement, opinion seeking, and online buying experience) and perceived value, the study is able to shed light on the factors that influence consumers' online purchasing behavior of fashion products. Moreover, Özkan et al. (2020) examines the effect of service quality and customer satisfaction on customer loyalty, and explores the mediating role of perceived value, corporate image, and corporate reputation. In particular, the authors investigate whether perceived value mediates the relationship between service quality and customer loyalty, and between customer satisfaction and customer loyalty. Based on the analysis of data collected from customers of a Turkish bank, the authors find that perceived value does indeed mediate the relationship between both service quality and customer satisfaction on customer loyalty (Özkan et al., 2020) Also the factor of perceived value has a stronger mediating effect on the relationship between service quality and customer loyalty than on the relationship between customer satisfaction and customer loyalty (Özkan et al., 2020). The theoretical model aims to elucidate how factors such as consumer involvement, opinion seeking, and online buying experience influence consumer behavior and intentions, with perceived value playing a crucial role as a mediator in these relationships. This framework provides a structured approach for understanding the complex dynamics of

consumer decision-making processes. Therefore, this investigation hypothesized: Hypothesis 5a: perceived value mediates between brand attributes and tourism revisit intention.

Mediating Role of Brand Awareness (M2)

Brand awareness performs as a mediator in the relationship between social media interaction, public relations, and electronic word of mouth and brand trust. One study found that brand awareness has a significant effect on building trust among customers in the retail sector in UAE, thus emphasizing the importance of increasing brand awareness in promoting brand trust (Aljumah, Nuseir & Refae, 2023). Similarly, Rania, Daud, Afifah, Heriyadi and Syahbandi (2023) studied the mediating role of brand awareness in Indonesia. The study refers to its function as an intermediate variable that affects the relationship between Instagram advertisement and word of mouth on purchase decision and found that brand awareness mediates the effect of Instagram advertisement and word of mouth on purchase decisions. This implied that increased exposure to Instagram advertisement and positive word of mouth leads to increased brand awareness, which in turn positively impacts the purchase decision of Indonesian consumers for the brand. Moreover, Zia, Younus and Mirza (2021) investigated the impact of brand image and brand loyalty on brand equity and explored the mediating role of brand awareness to consider the degree to which brand awareness mediates the relationship between brand image and brand loyalty on one hand, and brand equity on the other hand. According to analysis of data collected from consumers of fashion apparel in Pakistan, Zia, Younus and Mirza (2021) found that brand awareness plays a significant mediating role in the relationship between brand image and brand equity, as well as between brand loyalty and brand equity. In other words, the positive effects of brand image and brand loyalty on brand equity are partially transmitted through the mechanism of brand awareness. Previous studies provide a structured understanding of how variables such as brand awareness and brand loyalty mediate relationships between different factors and outcomes such as brand trust, purchase decisions, and brand equity. They highlight the importance of these intermediary variables in influencing consumer behavior and perceptions in various contexts, including retail, advertising, and brand management. Therefore, this investigation hypothesized: Hypothesis 5b: brand awareness mediates between brand attributes and tourism revisit intention.

Mediating Role of Brand Loyalty (M3)

Tiep Le, Ngo and Aureliano-Silva (2021) investigated the contribution of corporate social responsibility (CSR) to the performance of small and medium-sized enterprises (SMEs) in an emerging market and explored the mediating roles of brand trust and brand loyalty. They found that specifically brand loyalty mediates the relationship between CSR and SMEs' performance. Tiep Le, Ngo and Aureliano-Silva (2021) found that loyalty plays a significant

mediating role in the relationship between CSR and SMEs' performance. In other words, the positive effects of CSR on SMEs' performance are partially transmitted through the mechanism of brand loyalty. The study contributes to the understanding of how CSR can enhance the performance of SMEs in emerging markets and emphasizes the importance of building strong brand loyalty among consumers (Tiep Le, Ngo & Aureliano-Silva, 2021). CSR is therefore a potential strategic tool for SMEs to differentiate themselves from competitors and gain a competitive advantage in the marketplace. Previous studies provide insights into how CSR initiatives can impact the performance of SMEs in emerging markets by influencing brand loyalty among consumers. They highlight the importance of incorporating CSR practices as a strategic tool for SMEs to differentiate themselves from competitors, gain a competitive advantage, and improve their overall performance. Therefore, this investigation hypothesized: Hypothesis 5c: brand loyalty mediates between brand attributes and tourism revisit intention.
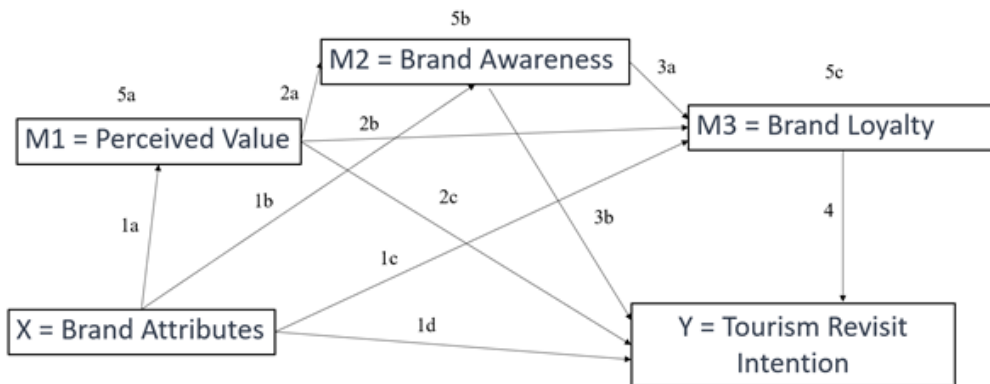

Figure 1 Theoretical Model

Method

Measurements and Questionnaire Development

The questionnaire was designed in the Thai language format since the study sample consisted of domestic high-quality tourists in Bangkok. The questionnaire items were in the Likert scale format with 5 points, ranging from 5 (strongly agree) to 1 (strongly disagree). The measurement details for each variable are as follows:

Perceived value measurement consists of 5 items adapted from Onpium (2017). Example items include "Bangkok has a distinctly unique architecture" and "Tourist attractions in Bangkok are different from other tourist destinations." The alpha coefficient value is 0.943. Brand awareness measurement consists of 3 items adapted from Jebbouri et al. (2022). Example items include "Tourist attractions in Bangkok are famous and have a good image"

and "Tourist attractions in Bangkok are very famous." The alpha coefficient value is 0.919. Brand loyalty measurement consists of 3 items adapted from Liu et al. (2020). Example items include "I would love to stay in a tourist attraction in Bangkok" and "There is no better attraction than the one in Bangkok." The alpha coefficient value is 0.888. Brand attributes measurement consists of 8 items adapted from Chahal Devi (2015). Example items include "Bangkok has the right roads, easy to travel" and "Bangkok has attractive tourist attractions such as museums, art galleries, shopping malls, etc." The alpha coefficient value is 0.979. Tourism revisit intention measurement consists of 3 items adapted from Abbasi et al. (2021). Example items include "I have the intention of coming back here again" and "I'm happy to travel here." The alpha coefficient value is 0.967. The following part is comprised of brief descriptions of the characteristics of all participants based on demographic data. The obtained demographic information includes gender, age, level of education and income.

Sample and Data Collection

The objective of this study was to investigate how perceived value, brand awareness, and brand loyalty mediate brand attributes and tourism revisit intention among domestic high-quality tourists in Bangkok. According to data from the year 2022, Bangkok received a total of 38,626,450 tourists (Ministry of Tourism and Sports, 2022). The sample in this research is the population representative of domestic high-quality tourists who have traveled in Bangkok, Thailand. Due to the large population, the exact population is unknown, and that therefore, the authors refer to the minimum sample size criteria established by Hair et al. (2014) for Multiple Regression analysis, which requires a minimum of 150 samples. The convenience sampling technique was utilized on March 1st and June 30th, 2023. During this time, the Tourism Authority of Thailand launched two important campaigns: "Year of Thai Tourism 2023" and "Visit Thailand Year 2023: Amazing New Chapters." These campaigns aimed to boost Thai tourism by focusing on meaningful travel experiences through soft power and experiential tourism (Tourism Authority of Thailand, 2023). We were looking for Thai individuals between the ages of 18 and 60 with the average cost of travel per person per trip being 6,890 baht, with food expenses being the highest expenditure (TAT Review, 2018) in Bangkok. To be eligible for participation in our study, participants must currently travel to specific locations in Bangkok. Before being selected for the study, participants will need to pass a screening process that includes questions related to their spending and travel experiences. The study employed a multi-stage random sampling technique, with a cluster sample divided by tourist-populated districts and simple random sampling to obtain the appropriate number of responses. Google Forms were used to collect data, and pre-test questionnaires were administered to validate the research instrument. The confidentiality and anonymity of respondents were protected in accordance with research ethics standards. The final sample size was comprised of 163 participants (N = 163), representing 108.33% of those

participants originally planned to be collected. There were more females (57.7%) than males (42.3%) in the sample. The majority of participants ranged from 30 to 39 years old (55.2%), followed by 40 to 49 years old (25.8%). There were more participants with a master's degree (64.4%) than those with a bachelor's degree (24.5%). Additionally, a significant percentage of participants earned 45,001 baht or more monthly (66.9%), followed by 35,001 to 45,000 baht (15.3%).

Data Analysis

In this study, the Hayes Process Macro methodology is employed to assess the mediating effects of perceived value, brand awareness, and brand loyalty on the relationship between brand attributes and tourism revisit intention. The selection of this methodology is grounded in its suitability for investigating direct and indirect effects within complex models, as recommended by Hayes (2012). By utilizing this approach, the study aims to gain comprehensive insights into the underlying mechanisms driving tourist behavior, specifically focusing on the interplay between brand attributes and revisit intention.

To ensure the validity of the results, rigorous steps are taken throughout the data analysis process. Prior to conducting the Hayes Process Macro analysis, the presence of common method bias (CMB) is evaluated using the Harman one-factor test. This step is integrated into the overall flow of the data analysis section to emphasize its significance in mitigating potential biases and ensuring the reliability of the findings. The absence of common method bias is confirmed by the Harman one-factor test, with a variance of 49.02 percent, as documented by Kock (2020).

Furthermore, to enhance the rigor of the analysis, various measures are implemented to ensure the validity and reliability of the data. These measures include reliability tests, which assess the consistency and stability of the measurement instruments employed in the study. Additionally, orthogonal varimax rotation is utilized to separate factors and eliminate any measurements with loadings below 0.50 or communalities below 0.40, aligning with recommendations by Hair et al. (2014). Moreover, both the Kaiser-Meyer-Olkin (KMO) and Bartlett's test of Sphericity are conducted to validate the significant correlation between items, as emphasized by Hair et al. (2014).

While the selected methodology and analytical techniques contribute to the robustness of the study, it is important to acknowledge certain limitations associated with sampling, data collection, and statistical approaches. Future research endeavors may address these limitations to further strengthen the validity and generalizability of the findings.

Results

Cronbach's alpha and EFA were used to evaluate the constructs' reliability and validity. Table 1 displays the Cronbach's alpha results for each construct. Cronbach's alpha is

acceptable for all scales, with the lowest level being 0.700 (Hair et al., 2014). Then, using the method of principal axis factoring, EFA was applied to all observed acceptable variables. Five factors were extracted from the data set with a total extracted variance of 49.02 and a KMO value of 0.700.

Table 1 Descriptive statistics, correlations, Cronbach's alpha, reliability, convergent validity, and discriminant validity of constructs

Construct	Mean	S.D.	α	CR	AVE	PER	BRA	BRL	BRT	TRI
PER	3.77	1.00	.953	.953	.802	.896				
BRA	3.67	1.02	.919	.732	.795	.767**	.892			
BRL	3.47	1.04	.888	.640	.640	.788**	.823**	.800		
BRT	3.62	0.41	.979	.987	.857	.353**	.387**	.432**	.926	
TRI	3.82	1.11	.967	.785	.915	.760**	.736**	.765**	.374**	.957

Note: N = 163, α = Cronbach's alpha, **P < 0.001

According to Table 1, it shows a mean between 3.62 and 3.82 and a standard deviation between 0.41 and 1.11, which are relatively similar in terms of their central tendency and variability. The correlation coefficients are also shown between 0.353 and .788, which are all positive and significant, indicating that there are positive relationships between all of the variables. The average variance extracted (AVE) and composite reliability (CR) were examined to corroborate the convergence and discriminant validity of the constructs' reliability and validity. As shown in Table 1, the CR values for nearly all sample constructs were greater than 0.7 except for BRL (0.640). In addition, all AVE values for the variables were above 0.5 and within the acceptable range. However, according to Hair et al. (2020), if AVE is less than 0.5 and composite reliability is greater than 0.6, the constructs' reliability and validity are satisfactory.

Table 2 Regression results for direct effect

Dependent Variable	PER				BRA				BRL				TRI			
	β	SE	T	p	β	SE	T	p	β	SE	T	P	β	SE	T	P
Constant	.703	.645	1.08	.277	-.292	.446	-.654	.513	-.802	.370	-2.16	.031	.016	.457	.035	.971
BRT	.847**	.177	4.78	.000	.327*	.130	2.50	.013	.276*	.110	2.51	.013	.106*	.136	.774	.040
PER					.736**	.054	13.55	.000	.354**	.066	5.37	.000	.397**	.087	4.54	.000
BRA									.527**	.065	8.04	.000	.201*	.094	2.12	.035
BRA													.342**	.097	3.54	.000
R²	.124				.604				.739				.665			
F	22.87**				122.19**				150.25**				78.55**			

Note: **P < 0.001; *P<0.05

According to table 2, BRT has a significant positive impact on PER, with a coefficient of 0.847. The R-squared (R2) value is 0.124, indicating that approximately 12.4% of the variation in PER can be explained by the included independent variables. The F-statistic is

22.87, showing that the overall regression model, including all the independent variables, is statistically significant. BRT and PER has a significant positive impact on BRA, with a coefficient of 0.327 and .736 respectively. The R-squared (R2) value is 0.604, indicating that approximately 60.4% of the variation in BRA can be explained by the included independent variables. The F-statistic is 122.19, showing that the overall regression model, including all the independent variables, is statistically significant. BRT, PER, and BRA has a significant positive impact on BRL, with a coefficient of 0.276, 0.357, and 0.527 respectively. The R-squared (R2) value is 0.739, indicating that approximately 73.9% of the variation in BRL can be explained by the included independent variables. The F-statistic is 150.25, showing that the overall regression model, including all the independent variables, is statistically significant. BRT, PER, BRA, and BRA has a significant positive impact on TRI with a coefficient of 0.106, 0.397, 0.201, and 0.342 respectively. The R-squared (R2) value is 0.665, indicating that approximately 66.5% of the variation in TRI can be explained by the included independent variables. The F-statistic is 78.55, showing that the overall regression model, including all the independent variables, is statistically significant.

Table 3 Regression results for indirect effect

Regression results for indirect effect	β	SE	LLCI	ULCI
1. BRT->PER -> TRI	.336	.106	.146	.562
2. BRT->BRA->TRI	.065	.106	.146	.562
3. BRT->BRL->TRI	.095	.047	.015	.199
4. BRT ->PER->BRA->TRI	.125	.085	-.025	.309
5. BRT->PER->BRL->TRI	.103	.047	.025	.210
6. BRT->BRA->BRL->TRI	.059	.038	.009	.155
7.BRT->PER->BRA ->BRL->TRI	.112	.056	.027	.248
Total Effect	.860	.152	.614	1.21

Note: BRT = Brand Attributes; PER = Perceived value; BRA = Brand Awareness; BRL = Brand Loyalty and TRI = Tourism Revisit Intention

According to table 3, indirect Effect 1: BRT -> PER -> TRI: This indirect effect represents the effect of brand attributes on tourism revisit intention that is mediated by perceived value. The coefficient is 0.336, with a 95% confidence interval (CI) of (0.146, 0.526). This means that for every one-unit increase in brand attributes, there is a 0.336-unit increase in tourism revisit intention, mediated by a 0.336-unit increase in perceived value. Indirect Effect 2: BRT -> BRA -> TRI: This indirect effect represents the effect of brand attributes on tourism revisit intention that is mediated by brand awareness. The coefficient is 0.065, with a 95% CI of (-0.015, 0.146). This means that for every one-unit increase in brand attributes, there is a 0.065-unit increase in tourism revisit intention, mediated by a 0.065-unit increase in brand awareness. Indirect Effect 3: BRT -> BRL -> TRI: This indirect effect represents the effect of brand attributes on tourism revisit intention that is mediated by brand loyalty. The coefficient is 0.095, with a 95% CI of (0.047, 0.199). This means that for every one-unit increase in brand attributes, there is a 0.095-unit increase in tourism revisit intention,

mediated by a 0.095-unit increase in brand loyalty. Indirect Effect 4: BRT -> PER -> BRA -> TRI: This indirect effect represents the effect of brand attributes on tourism revisit intention that is mediated by perceived value and then brand awareness. The coefficient is 0.125, with a 95% CI of (-0.025, 0.309). This means that for every one-unit increase in brand attributes, there is a 0.125-unit increase in tourism revisit intention, mediated by a 0.125-unit increase in perceived value and then a 0.125-unit increase in brand awareness. Indirect Effect 5: BRT -> PER -> BRL -> TRI: This indirect effect represents the effect of brand attributes on tourism revisit intention that is mediated by perceived value and then brand loyalty. The coefficient is 0.103, with a 95% CI of (0.038, 0.155). This means that for every one-unit increase in brand attributes, there is a 0.103-unit increase in tourism revisit intention, mediated by a 0.103-unit increase in perceived value and then a 0.103-unit increase in brand loyalty. Indirect Effect 6: BRT -> BRA -> BRL -> TRI: This indirect effect represents the effect of brand attributes on tourism revisit intention that is mediated by brand awareness and then brand loyalty. The coefficient is 0.112, with a 95% CI of (0.027, 0.248). This means that for every one-unit increase in brand attributes, there is a 0.112-unit increase in tourism revisit intention, mediated by a 0.112-unit increase in brand awareness and then a 0.112-unit increase in brand loyalty. Indirect effect 7: BRT ->PER ->BRA ->BRL ->TRI: The indirect effect of brand attributes on tourism revisit intention through the three mediators is 0.112, with a 95% confidence interval of (0.027, 0.248). This means that for every one-unit increase in brand attributes, there is a 0.112-unit increase in tourism revisit intention, mediated by a 0.056-unit increase in perceived value, a 0.027-unit increase in brand awareness, and a 0.248-unit increase in brand loyalty. Total Effect: BRT -> TRI: This is the total effect of brand attributes on tourism revisit intention, including both the direct and indirect effects. The coefficient is 0.860, with a 95% CI of (0.614, 1.21). This means that for every one-unit increase in brand attributes, there is a 0.860-unit increase in tourism revisit intention.

Discussion

Brand attributes and perceived value (X to M1):

The hypothesis that brand attributes have a positive impact on brand perceived value is supported by Kiwanuka and Sibindi (2023), who found that brand attributes have a positive effect on perceived value, insurance literacy, and perceived trust, which in turn have a positive effect on insurance inclusion. This suggests that brand attributes play an important role in influencing consumers' perceptions of brands and their willingness to engage with them. The study by Hernandez-Fernandez and Lewis (2019) also found that brand authenticity plays a significant role in influencing consumers' perceptions of brand attributes, perceived value, and brand trust. This suggests that brands that are perceived as genuine, sincere, and transparent are more likely to be seen as valuable and trustworthy by

consumers. When consumers perceive a brand as valuable and trustworthy, they are more likely to be willing to engage with the brand, including purchasing its products or services. This is because consumers are more likely to do business with brands that they trust and believe will provide them with good value for their money.

Brand attributes and brand awareness (X to M2):

The hypothesis that brand attributes have a positive impact on brand awareness is supported by Lin et al. (2021), who found that brand attributes have a significant impact on brand awareness, mediated by product knowledge. This suggests that when consumers perceive a brand as having positive attributes, such as high quality, design, and performance, they are more likely to have a better understanding of the brand's products and, therefore, higher brand awareness. Rachmawati and Suroso (2022) also found that halal brand awareness moderates the relationship between product knowledge and product involvement in purchase decision-making. This suggests that brand awareness can play an important role in influencing consumers' purchase decisions, especially when they are aware of the brand's positive attributes. So, brand attributes and brand awareness are closely intertwined. Brands that can effectively communicate their unique attributes and benefits to consumers are more likely to enhance their brand awareness and establish a stronger brand image in the marketplace.

Brand attributes and brand loyalty (X to M3):

The hypothesis that brand attributes have a positive impact on brand loyalty is supported. Lin and Chung (2019) found that brand attributes such as quality, value, and image have a significant impact on brand equity, which in turn positively influences brand loyalty.

Furthermore, Ab Hamid, Maulan, and Wan Jusoh (2022) found that brand attributes such as quality, reliability, innovation, customer orientation, and corporate brand image have a positive impact on customer loyalty in the Islamic banking industry. Kim, Han, and Ariza-Montes (2021) also found that hotel attributes such as service quality, cleanliness, and safety have a significant positive effect on brand loyalty. Because brand attributes play a crucial role in building brand loyalty, when consumers perceive a brand as having positive attributes, such as high quality, reliability, innovation, customer orientation, value, and a positive image, they are more likely to remain loyal to that brand.

Brand attributes and tourism revisit intention (X to Y):

The hypothesis that brand attributes have a positive impact on tourism revisit intention is supported by Yu, Seo, and Hyun (2021), who found that the brand attributes of

service quality, destination image, and perceived value have a significant impact on tourist revisit intentions in the Korean medical tourism market. This suggests that tourists are more likely to revisit a tourism destination if they perceive it to have positive brand attributes. Other studies have also found that brand attributes have a positive impact on tourism revisit intention in other tourism markets. For example, a study by Akbari, Oskooei, and Ghafoori (2021) found that brand attributes such as destination image, perceived quality, and perceived value have a significant impact on tourism revisit intention in the Iranian cultural tourism market. Therefore, brand attributes play an important role in influencing tourism revisit intention, when tourists perceive a tourism destination as having positive brand attributes, such as high-quality services, a positive image, and good value for money.

Perceived value and brand awareness (M1 to M2):

The hypothesis that perceived value has a positive impact on brand awareness is supported by Graciola et al. (2020), who found that brand awareness has a positive and significant impact on perceived value. This suggests that when consumers have higher brand awareness of a particular product or service, they perceive higher value from that product or service. This is because brand awareness helps consumers develop a perception of the brand as being reliable, trustworthy, and offering quality products or services. As a result, consumers are more likely to view the brand as providing excellent value for their money. Other studies have also found that perceived value has a positive impact on brand awareness. For instance, a study by Kim, Chung, and Fiore (2023) found that perceived value has a positive and significant impact on brand purchase intention and airline brand choice. This suggests that when consumers perceive a brand to offer high value, they are more likely to purchase from that brand and become loyal customers. Hence, perceived value plays an important role in influencing brand awareness. When consumers perceive a brand to offer high value, they are more likely to be aware of that brand and to have a positive perception of it.

Perceived Value and Brand Loyalty (M1 to M3):

Numerous studies support the hypothesis that perceived value positively influences brand loyalty. Fu (2023) found a significant positive effect of airline brand image on passenger perceived value, leading to increased passenger loyalty. Similarly, Islas, Velázquez, and Villalobos (2023) discovered a positive and statistically significant relationship between customer satisfaction, perceived value, and customer loyalty in the restaurant industry in Mexico. Additionally, Özkan et al. (2020) revealed that perceived value of services mediates the relationship between customer satisfaction and brand loyalty in the banking industry. This body of evidence underscores the pivotal role of perceived value in fostering brand loyalty across various industries.

Furthermore, the findings align with the main objective of the study, highlighting the importance of perceived value in shaping consumer loyalty towards a brand. The synthesis of these findings emphasizes the consistent impact of perceived value on brand loyalty, reinforcing its significance in the context of destination marketing strategies.

Brand Awareness and Brand Loyalty (M2 to M3):

The hypothesis asserting that brand awareness positively affects brand loyalty is supported by Zhao et al. (2022), who observed a positive and significant impact of brand awareness on brand loyalty. Aaker (1991) also identified brand awareness as a crucial dimension of brand equity, which contributes to brand loyalty. This convergence of findings underscores the essential role of brand awareness in cultivating brand loyalty among consumers.

These findings contribute to the overarching aim of the study by elucidating the relationship between brand awareness and brand loyalty. By synthesizing these findings, the study underscores the pivotal role of brand awareness in driving brand loyalty, thus providing valuable insights for crafting effective brand-building strategies.

Perceived Value and Tourism Revisit Intention (M1 to Y):

The hypothesis positing that perceived value positively influences tourism revisit intention is supported by Damanik and Yusuf (2022), who identified a significant and positive impact of perceived value on the intention to revisit Borobudur Temple in Indonesia. Huang, Wang, and Hsu (2022) also corroborated these findings by demonstrating a significant and positive impact of perceived value on tourist revisit intention in rural tourism in China. These findings underscore the importance of perceived value in influencing tourists' intentions to revisit destinations. These findings are instrumental in addressing the study's objective of understanding the role of perceived value in shaping tourism revisit intention. The synthesis of these findings emphasizes the critical impact of perceived value on tourists' intentions to revisit destinations, providing valuable insights for destination marketing strategies.

In conclusion, the synthesized findings highlight the interconnectedness of perceived value, brand awareness, brand loyalty, and tourism revisit intention. By reinforcing the relationships between these variables, the study contributes to a comprehensive understanding of consumer behavior in the context of destination marketing.

Other studies have also found that brand awareness has a positive impact on tourism revisit intention. For example, a study by Yu, Seo, and Hyun (2021) found that brand awareness is one of the key factors that influence tourist revisit intentions in the Korean medical tourism market. Thus, brand awareness plays an important role in influencing tourism revisit intention.

Brand loyalty and tourism revisit intention (M3 to Y):

The hypothesis that brand loyalty has a positive impact on tourism revisit intention is supported by Akbari et al. (2021), who found that brand loyalty has a positive and significant impact on the intention to revisit in the hotel industry. The study found that customers who are loyal to a particular hotel brand are more likely to have the intention of revisiting that hotel in the future. This is because loyal customers have developed a strong attachment and trust towards the brand, and as a result, they are more likely to choose that brand over competitors for future hotel stays. Other studies have also found that brand loyalty has a positive impact on tourism revisit intention. For example, a study by Yu, Seo, and Hyun (2021) found that brand loyalty is one of the key factors that influence tourist revisit intentions in the Korean medical tourism market. Tourism revisit intention is an asset for tourism businesses. Tourism marketers should focus on building tourism revisit intention by building strong brand loyalty and providing a high-quality customer experience. The hypothesis that perceived value mediates the relationship between brand attributes and tourism revisit intention is supported by Wang and Chiu (2023), who found that perceived value fully mediates the relationship between service encounter and repurchase intention. This suggests that perceived value plays a key role in influencing consumer purchase decisions. The study by Salem and Alanadol (2022) found that perceived quality and perceived price mediate the relationship between fashion involvement, opinion seeking, online buying experience, and online purchasing behavior of fashion products. This suggests that perceived value can mediate the relationship between a variety of independent variables and consumer behavior. The study by Özkan et al. (2020) found that perceived value mediates the relationship between service quality and customer loyalty and between customer satisfaction and customer loyalty. This suggests that perceived value can mediate the relationship between brand attributes and tourism revisit intention. Therefore, understanding the mediating role of perceived value is a valuable tool for tourism marketers to improve the tourism experience and attract and retain tourists.

The hypothesis that brand awareness mediates the relationship between brand attributes and tourism revisit intention is supported by Aljumah, Nuseir, and Refae (2023), who found that brand awareness has a significant effect on building trust among customers in the retail sector in the UAE. This suggests that brand awareness can play a mediating role in the relationship between brand attributes and tourism revisit intention. The study by Rania, Daud, Afifah, Heriyadi, and Syahbandi (2023) found that brand awareness mediates the effect of Instagram advertisements and word of mouth on purchase decisions. This suggests that brand awareness can mediate the relationship between a variety of independent variables and consumer behavior. The study by Zia, Younus, and Mirza (2021) found that brand awareness plays a significant mediating role in the relationship between brand image and

brand equity, as well as between brand loyalty and brand equity. This suggests that brand awareness can mediate the relationship between brand attributes and tourism revisit intention. So, brand awareness plays an important role in mediating the relationship between brand attributes and tourism revisit intention. This is because brand awareness reflects the consumer's overall familiarity with a brand. When consumers have high brand awareness, they are more likely to consider a brand for future purchases or revisits. The hypothesis that brand loyalty mediates the relationship between brand attributes and tourism revisit intention is supported by Tiep Le, Ngo, and Aureliano-Silva (2021), who found that brand loyalty mediates the relationship between CSR and SMEs' performance. This suggests that brand loyalty can play a mediating role in the relationship between brand attributes and tourism revisit intention. Other studies have also found that brand loyalty mediates the relationship between brand attributes and tourism revisit intention. For example, a study by Akbari et al. (2021) found that brand loyalty mediates the relationship between corporate social responsibility (CSR) and revisit intention in the hotel industry. Some brand loyalty plays an important role in mediating the relationship between brand attributes and tourism revisit intention. This is because brand loyalty reflects the consumer's overall attachment to a brand. When consumers are loyal to a brand, they are more likely to revisit that brand in the future, even if there are other options available.

Implications

Theoretical implications

The findings of this research hold significant theoretical implications for understanding tourism revisit intention. By demonstrating the mediating roles of perceived value, brand awareness, and brand loyalty in the relationship between brand attributes and tourism revisit intention, this study contributes to the development of comprehensive models of tourist behavior. These findings underscore the importance of considering these constructs when conceptualizing frameworks in tourism research. Furthermore, this research enhances the understanding of branding's role in tourism, highlighting branding as a powerful tool for influencing tourist revisit intention. Integrating these findings with existing theories and models in tourism studies would provide a deeper theoretical insight and facilitate the evolution of current frameworks.

Managerial implications

The practical implications of this research offer valuable guidance for tourism marketers. To attract and retain tourists, marketers should prioritize delivering high-quality tourism experiences and providing value to tourists. This entails offering unique and authentic experiences, ensuring excellent customer service, maintaining cleanliness, safety, and accessibility at destinations, and implementing competitive pricing strategies. Moreover, marketers should focus on building robust

brand awareness and fostering brand loyalty through diverse marketing channels such as advertising, public relations, and social media. By leveraging the mediating roles of perceived value, brand awareness, and brand loyalty identified in this study, marketers can develop targeted strategies to enhance tourist engagement and loyalty. Providing specific quantitative benchmarks and linking research findings to actionable managerial strategies would enhance the practicality and effectiveness of these recommendations, facilitating their implementation in real-world tourism marketing practices.

Limitations and Further Study

The research on the mediating roles of perceived value, brand awareness, and brand loyalty in the relationship between brand attributes and tourism revisit intention is still in its early stages. There are a few limitations to the existing research, and further study is needed to fully understand the complex relationships between these variables. One limitation of the existing research is that it is primarily based on quantitative studies. Qualitative studies are needed to gain a deeper understanding of the motivations and experiences of tourists. Another limitation is that the existing research has been conducted in a limited number of contexts. Further research is needed to replicate the findings in different contexts, such as different countries and cultures. Finally, the existing research has not fully explored the mechanisms through which perceived value, brand awareness, and brand loyalty influence tourism revisit intention. Further research is needed to identify the specific processes through which these variables affect tourist behaviour.

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