Exploring the Impact of Brand Attributes on Tourism Revisit Intentions: The Mediating Effects of Perceived Value, Brand Awareness, and Brand Loyalty in Phuket, Thailand

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Abstract

This study investigates the mediating roles of perceived value, brand awareness, and brand loyalty in the relationship between brand attributes and tourism revisit intentions among high-quality tourists in Phuket, Thailand. Drawing on a robust theoretical framework, the study employs Process Macro methodology to analyze data collected from 254 domestic tourists, using a 5-point Likert scale questionnaire. The findings confirm that brand attributes have a significant positive impact on perceived value, brand awareness, brand loyalty, and tourism revisit intentions. Additionally, the study demonstrates that perceived value, brand awareness, and brand loyalty serve as crucial mediators, enhancing the influence of brand attributes on revisit intentions. These results align with existing literature, reinforcing the importance of strong brand attributes in shaping tourists' perceptions and behaviors. The study provides valuable theoretical contributions by extending the application of brand management theories to the tourism context and offers practical insights for destination marketers in designing effective branding strategies to foster tourist loyalty and encourage repeat visits. Despite the study's focus on Phuket, the findings suggest broader implications for tourism destinations in Thailand, and future research is recommended to explore these relationships across different regions and tourist segments.

Keywords

Introduction

Phuket, one of Thailand's foremost tourist destinations, has increasingly garnered the attention of high-end travelers seeking premium and distinctive experiences. Renowned for its pristine beaches, luxury resorts, and diverse adventure tourism opportunities, Phuket has successfully positioned itself as a key player in the global tourism market. The island's unique blend of natural beauty, cultural richness, and upscale tourism services makes it an ideal context for examining the determinants of tourist behavior, particularly the factors influencing the revisit intentions of high-quality tourists (Janprasit & Krutwaysho, 2020).

The influx of affluent tourists to Phuket highlights the critical importance of developing strategic marketing and branding initiatives that enhance tourist satisfaction and foster loyalty. Existing literature suggests that brand attributes (BRT), perceived value (PER), brand awareness (BRA), and brand loyalty (BRL) are pivotal in shaping tourists' decisions to return to a destination. However, the intricate interplay between these factors, especially within the context of a luxury-focused destination such as Phuket, remains insufficiently explored in scholarly research (Trachuwanich & Punnoi, 2022). Phuket's tourism industry has invested considerably in branding initiatives aimed at differentiating the destination within an increasingly competitive global market. These initiatives have emphasized the island's premium offerings, including world-class accommodation, gourmet dining, and exclusive cultural and adventure experiences. Understanding how these branding strategies impact tourists' perceptions—specifically, how BRA and loyalty mediate the relationship between BRT and PER, ultimately influencing revisit intentions—is crucial for advancing both theoretical knowledge and practical applications in tourism marketing (TAT Review, 2018;Tourism Marketing Research Division of Thailand, 2017).

As high-quality tourists continue to play an increasingly vital role in Phuket's economic development, there is a pressing need to delve deeper into the mechanisms that drive tourists' revisit intentions. This study aims to fill this gap by investigating the mediating effects of PER, BRA, and BRL on the relationship between BRT and revisit intentions among high-quality tourists in Phuket (Abbasi, et al., 2022; Preko, et al., 2021). By concentrating exclusively on Phuket, this research seeks to provide nuanced insights that can inform the creation of more effective branding and marketing strategies, thereby contributing to the sustainable growth of the tourism sector in this destination. The anticipated findings of this study are expected to make significant contributions to the academic discourse on tourism marketing and destination branding. Additionally, they will offer practical implications for tourism practitioners and policymakers in Phuket. Phuket's position as a leading luxury tourism destination highlights the need to understand factors that drive tourists' revisit intentions, particularly in a competitive market. Strong brand attributes, such as quality and image, are known to significantly influence perceived value, brand awareness, and brand

loyalty, all of which are key drivers of tourism behavior (Kiwanuka & Sibindi, 2023; Rachmawati & Suroso, 2022). Research shows that BRT positively impacts PER, BRA, and BRL, leading to higher tourist engagement, satisfaction, and loyalty (Ab Hamid et al., 2022; Lin & Chung, 2019) Furthermore, these factors are critical in shaping revisit intentions, with PER and BRA enhancing brand loyalty, while BRL reinforces repeat visits (Akbari et al., 2021; Zhao et al., 2022). By elucidating the complex relationships between BRT, tourist perceptions, and revisit intentions, this research will equip stakeholders with the knowledge needed to craft compelling value propositions that resonate with high-quality tourists, fostering repeat visitation and reinforcing Phuket's status as a premier luxury destination. In summary, this research endeavors to achieve three main objectives: (1) to examine the direct impact of BRT on tourists' revisit intentions, with a focus on the mediating role of PER; (2) to analyze how BRA and BRL mediate the relationship between BRT and RI; and (3) to provide comparative insights into the operation of these mediating factors across different segments of high-quality tourists in Phuket.

Literature Review

BRL is a dynamic and evolving relationship between consumers and brands, shaped by emotional and behavioral bonds. Key factors influencing this connection include product quality, brand reputation, personal experiences, and strategic marketing efforts. Rather than being a static consumer trait, BRL evolves over time as consumer-brand interactions deepen (Fournier & Yao, 1997). BRA plays a critical role in this process, especially for products that are frequently purchased. High BRA simplifies decision-making by reducing the cognitive effort required, acting as a cognitive shortcut that leads to stronger BRL and an increased likelihood of repeat purchases (Macdonald & Sharp, 2000). PER is another crucial element in building brand loyalty. It reflects a customer's overall judgment of a product or service's worth relative to its price, factoring in both tangible aspects like quality and pricing, and intangible ones like brand reputation and customer service (Sánchez-Fernández & Iniesta-Bonillo, 2007). This perception, shaped by the customer's needs, expectations, and past experiences, significantly influences their purchasing behavior and loyalty. BRT, which include both cognitive elements like quality reputation and affective elements such as emotional appeal, are central to a brand's identity and significantly shape consumer perceptions and behavior (Alwi & Kitchen, 2014). In the tourism industry, revisiting intentions is a key metric for the long-term sustainability of a destination. The Theory of Planned Behavior (TPB) suggests that an individual's intentions to revisit is influenced by their attitude towards the behavior, subjective norms, and perceived behavioral control (Ajzen, 1991; Soliman, 2021).

Confirming Relationships Among Variables in Tourism Revisit Intentions

Research highlights the significant relationship between BRT and consumer perceptions across various industries. Kiwanuka and Sibindi (2023) emphasize that strong BRT enhance PER, leading to better consumer engagement. Hernandez-Fernandez and Lewis (2019) suggest that authenticity and reliability in a brand increase its PER, which in turn boosts consumer willingness to pay and loyalty. Therefore, Hypothesis 1a proposes that BRT positively impact PER.

The link between BRT and BRA is also well-documented. Rachmawati and Suroso (2022) show that BRA, influenced by product knowledge and involvement, plays a key role in purchase decisions. Foroudi (2019) adds that brand signature and reputation significantly boost BRA. Thus, Hypothesis 1b posits that BRT positively impact BRA.

BRT are critical for brand loyalty, with studies like Lin and Chung (2019) indicating that quality, value, and image enhance brand loyalty, especially in the restaurant industry. Ab Hamid et al. (2022) also found similar results in the context of Islamic banks in Malaysia. Accordingly, Hypothesis 1c suggests that BRT positively influence brand loyalty.

In tourism, BRT significantly affect revisit intentions. Yu, Seo, and Hyun (2021) found that quality and image in the Korean medical tourism market strongly influence tourists' intentions to revisit. Therefore, Hypothesis 1d hypothesizes that BRT positively impact tourism revisit intentions.

The relationship between PER and BRA is supported by research across different sectors. Studies by Kim et al. (2023) and Graciola et al. (2020) suggest that higher BRA enhances PER. Thus, Hypothesis 2a proposes that PER positively impacts BRA.

PER also plays a mediating role between BRT and brand loyalty. Fu (2023) and Özkan et al. (2020) indicate that PER is crucial in translating BRT into brand loyalty. Consequently, Hypothesis 2b posits that PER positively impacts brand loyalty.

Tourism revisit intentions is influenced by PER, as shown by Damanik and Yusuf (2022) in their study on heritage tourism. Hypothesis 2c suggests that PER positively impacts tourism revisit intentions.

BRA significantly affects brand loyalty, with Zhao et al. (2022) demonstrating that consumers prefer familiar brands, leading to increased loyalty. Thus, Hypothesis 3a posits that BRA positively impacts brand loyalty.

BRA also influences tourism revisit intentions. Rather (2021) found that higher BRA increases the likelihood of revisiting a destination. Therefore, Hypothesis 3b hypothesizes that BRA positively impacts tourism revisit intentions.

The relationship between BRL and tourism revisit intentions is well-supported. Akbari et al. (2021) found that loyal customers are more likely to return to a hotel. Hence, Hypothesis 4 proposes that BRL positively impacts tourism revisit intentions.

PER is also a mediator in various contexts. Wang and Chiu (2023) and Salem and Alanadoly (2022) suggest that PER enhances the impact of BRT on outcomes like loyalty and revisit intentions. Therefore, Hypothesis 5a posits that PER mediates the relationship between BRT and tourism revisit intentions.

BRA serves as another mediator in consumer decision-making. Studies by Aljumah et al. (2023) and Zia et al. (2021) indicate that BRA mediates the relationship between BRT and outcomes like loyalty and revisit intentions. Thus, Hypothesis 5b proposes that BRA mediates the relationship between BRT and tourism revisit intentions.

Finally, brand loyalty's role in mediating is crucial for enhancing business performance. Tiep Le et al. (2021) highlight that BRL can amplify the effects of BRT on revisit intentions. Consequently, Hypothesis 5c suggests that BRL mediates the relationship between BRT and tourism revisit intentions.
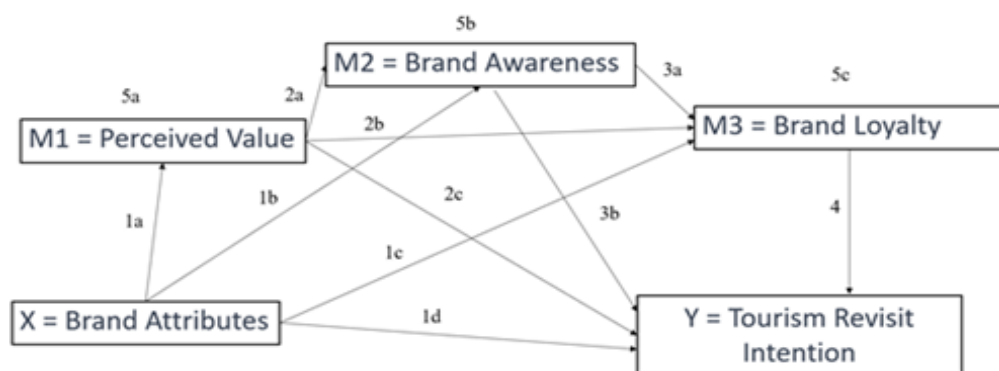

Figure 1 Theoretical Model

Method

Measurements and Questionnaire Development

The questionnaire for this study was meticulously designed in the Thai language to ensure appropriateness and relevance for the target population (domestic high-quality tourists in Phuket). The questionnaire items were structured using a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), to capture the intensity of respondents' attitudes and perceptions. The measurement scales for each variable were adapted from established sources to ensure reliability and validity. PER was measured using 5 items adapted from Onpium (2017), with sample items such as "Phuket has a distinctly unique architecture" and "Tourist attractions in Phuket are different from other tourist destinations." BRA was assessed using 3 items adapted from Jebbouri et al. (2022), including statements like "Tourist attractions in Phuket are famous and have a good image" and "Tourist attractions in Phuket are very famous." BRL was measured using 3 items adapted

from Liu et al. (2020), such as "I would love to stay in a tourist attraction in Phuket" and "There is no better attraction than the one in Phuket," BRT were assessed with 8 items adapted from Chahal Devi (2015), including statements like "Phuket has the right roads, easy to travel" and "Phuket has attractive tourist attractions such as museums, art galleries, shopping malls, etc." Tourism revisit intentions was measured with 3 items adapted from Abbasi et al. (2021), such as "I have the intentions of coming back here again" and "I'm happy to travel here." Demographic data were also collected to provide a comprehensive profile of the participants, including gender, age, education level, and income.

Sample and Data Collection

Phuket's prominence as a major tourist destination is underscored by the 38,626,450 tourists it attracted in 2022, according to the Ministry of Tourism and Sports (2022). The study focused on a sample that was representative of domestic high-quality tourists who had recently visited Phuket. Given the large and undefined population, the sample size was determined based on the minimum criteria for multiple regression analysis as recommended by Hair et al. (2014), which suggests a minimum of 150 samples.

Data collection was conducted using a convenience sampling technique between March 1st and June 30th, 2023. This period coincided with the Tourism Authority of Thailand's campaigns "Year of Thai Tourism 2023" and "Visit Thailand Year 2023: Amazing New Chapters," which aimed to promote meaningful travel experiences through soft power and experiential tourism (Tourism Authority of Thailand, 2023). Eligibility criteria for participants included Thai individuals aged 18 to 60 years who were actively traveling to specific locations within Phuket and had an average travel expenditure of 6,890 baht per trip, with food constituting the highest expense (TAT Review, 2018). A multi-stage random sampling method was employed, beginning with cluster sampling based on tourist-populated districts, followed by simple random sampling to achieve the desired sample size. Data were gathered using an online survey administered through Google Forms, with a pre-tested questionnaire to ensure the validity and reliability of the research instrument. Ethical considerations were rigorously upheld, maintaining the confidentiality and anonymity of respondents throughout the study.

The final sample comprised 254 respondents, representing 169.3% of the minimum sample size requirement of 150 respondents. The sample demographics revealed a higher proportion of females (57.7%) compared to males, with the majority of participants being aged between 30 and 39 years (51.2%). A significant proportion of participants held a master's degree (64.4%), while 90.6% had at least a bachelor's degree. Additionally, a substantial percentage of respondents reported a monthly income of 35,001 to 45,000 baht (66.1%).

Data Analysis

This study adopts Hayes' Process Macro methodology to investigate relationships among the variables. This methodology was selected due to its robustness and suitability for analyzing both direct and indirect effects within complex models, as emphasized by Hayes (2012). This approach facilitates a comprehensive exploration of the mechanisms influencing tourist behavior, particularly how brand attributes impact the intentions to revisit a destination. To ensure the validity and reliability of the findings, rigorous procedures were employed during data analysis. Common method bias (CMB) was assessed using the Harman one-factor test, a well-regarded technique for detecting bias. The test indicated that CMB is not a significant concern, consistent with the guidelines provided by Kock (2020). Further measures were implemented to enhance data reliability and validity. Reliability tests were conducted to assess the consistency of the measurement instruments, and an orthogonal varimax rotation was applied to refine the factor structure. This procedure, in line with the recommendations of Hair et al. (2014), ensured the identification of distinct factors and the exclusion of items with loadings below 0.50 or communalities below 0.40, thereby grounding the analysis in robust measurements.

The content validity of the questionnaire was assessed using the Index of Item-Objective Congruence (IOC), evaluated by 3 experts. The IOC values ranged from 0.60 to 1.00, exceeding the generally accepted threshold of 0.5 for each item, confirming content validity. To determine the reliability of the questionnaire, a try-out was conducted with 30 samples. The Cronbach's alpha values for the different groups ranged from 0.71 to 0.87, all of which surpassed the generally accepted threshold of 0.7, indicating acceptable reliability. The study utilized the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's test of Sphericity to confirm the factorability of the data. The KMO value obtained was 0.88, which is above the acceptable minimum of 0.6, and Bartlett's test of Sphericity showed a significant result (Chi-square = 7422.23, $p < 0.05$), indicating adequate correlations among the items, as recommended by Hair et al. (2014). The factor loadings for all items were found to meet the acceptable threshold of 0.4, indicating that all items significantly loaded onto their respective factors.

Results

Table 1 Direct effect

Dependent Variable	Model1: PER				Model2: BRA				Model3: BRL						Model 4: TRI		
	B	SE	T	p	B	SE	T	p	B	SE	T	p	B	SE	B	T	p
Constant		.189	7.257	.000	1.469	.229	6.414	.000	1.017	.232	4.388	.000	.763	.223	.763	3.418	.001
BRT	.682	.055	12.460	.000	.296	.077	3.848	.000	.402	.074	5.412	.000	.478	.073	.478	6.573	.000
PER					.381	.070	5.462	.000	.238	.069	3.437	.001	.191	.066	.191	2.907	.004
BRA									.159	.059	2.688	.008	.032	.056	.032	.571	.005
BRL													.136	.059	.136	2.314	.002
R2	.382				.314				.392						.455		
F	155.247				57.151				53.501						51.841		

Model 1: Dependent Variable (PER)

Constant (B = .189, p < .001): This indicates that when all independent variables (predictors) are zero, the PER has a baseline level of .189, which is statistically significant. BRT (Brand Attribute, B = .682, p < .001): This shows that BRT have a strong positive effect on PER. For every unit increase in BRT, PER increases by .682 units. The effect is highly significant (p < .001), meaning that BRT are a key driver of PER in this model. R² = .382: This indicates that 38.2% of the variance in PER is explained by BRT. The model is moderately strong in explaining the variability in PER. F = 155.247, p < .001: The model is statistically significant, meaning that BRT significantly predict PER.

Model 2: Dependent Variable (BRA)

Constant (B = 1.469, p < .001): When all other predictors are zero, BRA has a significant baseline level of 1.469. BRT (Brand Attribute, B = .296, p < .001): BRT positively influence BRA. A unit increase in BRT leads to a .296 increase in BRA, and this relationship is significant. PER (PER, B = .381, p < .001): PER also has a significant positive effect on BRA, with each unit increase in PER leading to a .381 increase in BRA. R² = .314: This model explains 31.4% of the variance in BRA, indicating a moderate explanatory power. F = 57.151, p < .001: The model is statistically significant, confirming that BRT and PER are significant predictors of BRA.

Model 3: Dependent Variable (BRL)

Constant (B = 1.017, p < .001): There is a significant baseline level of BRL at 1.017 when all predictors are zero. BRT (Brand Attribute, B = .402, p < .001): BRT positively and significantly influence brand loyalty. A unit increase in BRT results in a .402 increase in brand loyalty. PER (PER, B = .238, p = .001): PER has a significant positive effect on brand loyalty, with a .238 increase in BRL for each unit increase in PER. BRA (BRA, B = .159, p = .008): BRA also positively impacts brand loyalty, though the effect is smaller compared to BRT and PER. R² = .392: The model explains 39.2% of the variance in brand loyalty, indicating moderate explanatory power. F = 53.501, p < .001: The overall model is statistically significant, showing that BRT, PER, and BRA significantly predict brand loyalty.

Model 4: Dependent Variable (TRI)

Constant (B = .763, p = .001): There is a significant baseline level of tourism revisit intentions at .763 when all predictors are zero. BRT (Brand Attribute, B = .478, p < .001): BRT have a strong and significant positive impact on tourism revisit intentions. A unit increase in BRT leads to a .478 increase in revisit intentions. PER (PER, B = .191, p = .004): PER positively and significantly influences tourism revisit intentions, but with a smaller effect size than BRT. BRA (BRA, B = .032, p = .005): The effect of BRA on tourism revisit intentions is

positive but weaker and less significant compared to other predictors. BRL (Brand Loyalty, B = .136, p = .002): BRL has a significant positive effect on tourism revisit intentions, with a .136 increase in revisit intentions for each unit increase in brand loyalty. R^2 = .455: This model explains 45.5% of the variance in tourism revisit intentions, indicating a relatively strong explanatory power. F = 51.841, p < .001: The overall model is statistically significant, showing that BRT, PER, BRA, and BRL are significant predictors of tourism revisit intentions.

Therefore, Model 1 shows that BRT significantly drive PER. Model 2 indicates that both BRT and PER are important for BRA. Model 3 reveals that BRT, PER, and BRA are all significant predictors of brand loyalty, with BRT having the strongest effect. Model 4 highlights that BRT, PER, BRA, and BRL all significantly influence tourism revisit intentions, with BRT having the most substantial impact.

Table 2 Regression Analysis

Regression results for indirect effect	B	SE	LLC'	UI-CI
1. BRT->PER -> TRI	.116	.042	.036	.206
2. BRT->BRA->TRI	.008	.016	.020	.044
3. BRT->BRL->TRI	.048	.025	.007	.101
4. BRT ->PER->BRA->TRI	.007	.013	.019	.036
5. BRT->PER->BRL->TRI	.020	.011	.002	.046
6. BRT->BRA->BRL->TRI	.005	.004	.002	.017
7.BRT->PER->BRA ->BRL->TRI	.005	.004	.002	.013
Total effect	.219	.048	.117	.317

According to Table 2, each row in the table represents a different indirect path from the independent variable (BRT) to the dependent variable (TRI) through one or more mediators (PER, BRA, BRL).

BRT -> PER -> TRI (B = .116, SE = .042, 95% CI [.036, .206]): This path suggests that the relationship between BRT and TRI is mediated by PER. The positive B value (.116) indicates that as BRT increases, TRI also increases via the effect on PER. The confidence interval [.036, .206] does not include zero, which means this indirect effect is statistically significant. Therefore, PER is a significant mediator in this pathway.

BRT -> BRA -> TRI (B = .008, SE = .016, 95% CI [-.020, .044]): This path indicates the relationship between BRT and TRI through BRA. The B value (.008) is positive but very small, and the confidence interval [-.020, .044] includes zero. This suggests that the mediation

effect of BRA is not statistically significant. BRA does not significantly mediate the relationship between BRT and TRI.

BRT -> BRL -> TRI (B = .048, SE = .025, 95% CI [.007, .101]): BRL mediates the relationship between BRT and TRI. The positive B value (.048) with a confidence interval [.007, .101] that does not include zero indicates a statistically significant indirect effect. BRL is a significant mediator in this pathway, though the effect size is moderate.

BRT -> PER -> BRA -> TRI (B = .007, SE = .013, 95% CI [-.019, .036]): This is a more complex path involving two mediators: PER and BRA. The B value is positive but very small, and the confidence interval includes zero. This indicates that this specific indirect pathway is not statistically significant. The combined effect of PER and BRA does not significantly mediate the relationship between BRT and TRI.

BRT -> PER -> BRL -> TRI (B = .020, SE = .011, 95% CI [.002, .046]): This pathway involves PER and BRL as mediators. The positive B value (.020) with a confidence interval that does not include zero indicates that this pathway is statistically significant. This suggests that the combination of PER and BRL mediates the relationship between BRT and TRI effectively.

BRT -> BRA -> BRL -> TRI (B = .005, SE = .004, 95% CI [.002, .017]): This path shows mediation through BRA and BRL. The confidence interval is very narrow and does not include zero, indicating a statistically significant effect, though the effect size is very small.

BRT -> PER -> BRA -> BRL -> TRI (B = .005, SE = .004, 95% CI [.002, .013]): This is the most complex path, with three mediators (PER, BRA, BRL). The B value is small, and the confidence interval is also small but does not include zero. This indicates a significant but very small indirect effect through these combined mediators.

Total Effect (B = .219, SE = .048, 95% CI [.117, .317]): The total effect combines all the indirect effects of BRT on TRI, including both direct and indirect paths. The positive B value (.219) with a confidence interval that does not include zero suggests that the overall relationship between BRT and TRI is statistically significant. This means BRT has a significant overall impact on TRI, taking into account all possible mediation pathways.

The total effect is significant, indicating that BRT has a meaningful impact on TRI, even when considering multiple mediation pathways. The results suggest that specific mediators (like PER and BRL) play important roles in the relationship between BRT and TRI, while others (like BRA) do not have a significant mediating effect. The overall influence of BRT on TRI is confirmed to be significant, implying that interventions or changes in BRT are likely to lead to changes in TRI, with the effects partially mediated by other variables.

Conclusion

The research results indicate a strong and positive relationship between BRT and several key outcomes in tourism, specifically PER, BRA, brand loyalty, and tourism revisit intentions. The findings support all the proposed hypotheses, confirming that:

1. BRT have a significant positive impact on PER, BRA, Brand Loyalty, and Tourism Revisit Intentions. This suggests that strong BRT enhance tourists' perceptions of value, awareness of the brand, loyalty to the brand, and their intentions to revisit the destination.

2. PER positively influences both BRA and Brand Loyalty, as well as Tourism Revisit Intentions. This indicates that when tourists perceive high value in a destination, they are more likely to be aware of the brand, remain loyal to it, and intend to revisit.

3. BRA is positively associated with BRL and Tourism Revisit Intentions. This implies that increased awareness of a brand strengthens tourists' loyalty and their likelihood of returning to their destination.

4. BRL significantly impacts Tourism Revisit Intentions, highlighting that loyal tourists are more likely to revisit the destination.

The study also confirms that PER, BRA, and BRL serve as significant mediators in the relationship between BRT and tourism revisit intentions. This means that the effects of BRT on revisit intentions are partially transmitted through these mediators, reinforcing the importance of these variables in the overall tourism experience. The results underline the critical role of BRT in shaping tourist behavior, and they suggest that enhancing BRT can lead to improve PER, increased BRA and loyalty, and ultimately, a higher likelihood of tourists revisiting the destination.

Discussion

The findings of this research align closely with the existing literature, reinforcing the theoretical foundations and empirical evidence on the relationships between BRT, PER, BRA, brand loyalty, and tourism revisit intentions.

BRT and PER (X to M1). The research results demonstrate that BRT significantly impact PER, supporting Hypothesis 1a. This finding is consistent with Kiwanuka and Sibindi (2023), who identified a strong relationship between BRT and PER in the insurance market. They highlighted how BRT, when perceived as authentic and reliable, enhance consumer trust and value. Similarly, Hernandez-Fernandez and Lewis (2019) found that authenticity in the craft beer industry significantly enhances PER and trust. The alignment of this study's results with these findings underscores the importance of strong BRT in enhancing PER in tourism, just as it does in other industries.

BRT and BRA (X to M2) .The positive relationship between BRT and BRA, as confirmed in Hypothesis 1b, echoes the findings of Rachmawati and Suroso (2022) and Foroudi (2019). Rachmawati and Suroso (2022) demonstrated that product knowledge and involvement significantly impact BRA, suggesting that distinctive BRT can elevate consumer recognition. Similarly, Foroudi (2019) emphasized the role of brand signature and reputation in enhancing BRA.

The current study corroborates these findings by showing that well-defined BRT in the tourism context leads to increased BRA among tourists.

BRT and BRL (X to M3).This study confirms that BRT significantly influence brand loyalty, supporting Hypothesis 1c. This is in line with the findings of Lin and Chung (2019), who found that quality, value, and image are key drivers of BRL in the restaurant industry. Additionally, Ab Hamid, Maulan, and Wan Jusoh (2022) identified attributes such as quality, reliability, and innovation as crucial for fostering customer loyalty in Islamic banking. The consistency of these results across different sectors highlights the universal importance of strong BRT in building and sustaining brand loyalty, which this study further validates within the tourism industry.

BRT and Tourism Revisit Intentions (X to Y). This research supports Hypothesis 1d by demonstrating that BRT have a significant positive impact on tourism revisit intentions. This finding aligns with the work of Yu, Seo, and Hyun (2021), who emphasized the importance of service quality, destination image, and PER in shaping tourists' revisit intentions in the medical tourism market. The current study extends this understanding to general tourism, highlighting that destinations with strong BRT are more likely to encourage repeat visits, thereby driving long-term engagement and loyalty.

PER and BRA (M1 to M2). The significant influence of PER on BRA, as proposed in Hypothesis 2a, is supported by the findings of Kim, Chung, and Fiore (2023) and Koech, Buyle, and Macário (2023). These studies highlighted how PER influences BRA in the airline industry, particularly in how BRA affects travelers' brand choices. Similarly, Graciola et al. (2020) demonstrated that higher BRA leads to increase PER in retail contexts. This research confirms these relationships within the tourism sector, emphasizing that PER plays a crucial role in enhancing BRA.

PER and BRL(M1 to M3). The study's findings support Hypothesis 2b, showing that PER positively impacts brand loyalty. This is consistent with Fu (2023), who demonstrated that PER significantly influences passenger loyalty in the aviation industry, and Özkan et al. (2020), who identified PER as a mediator between service quality and BRL in banking. These findings reinforce the idea that PER is a critical determinant of BRL across different industries, including tourism.

PER and Tourism Revisit Intentions (M1 to Y). This study confirms Hypothesis 2c, showing that PER significantly impacts tourism revisit intentions. This result is in line with Damanik and Yusuf (2022), who found that PER plays a crucial role in fostering repeat visitation to heritage sites. The current study extends this understanding to a broader tourism context, emphasizing that when tourists perceive high value in their experiences, they are more likely to intend to revisit the destination.

BRA and BRL(M2 to M3). The research supports Hypothesis 3a by demonstrating that BRA significantly influences brand loyalty. Zhao et al. (2022) provided similar evidence, showing that increased BRA leads to stronger BRL as consumers are more likely to choose familiar brands.

This study confirms this relationship within the tourism context, suggesting that building BRA is essential for cultivating long-term loyalty among tourists.

BRA and Tourism Revisit Intentions (M2 to Y). The findings also support Hypothesis 3b, showing that BRA positively impacts tourism revisit intentions. This is consistent with Rather (2021), who found that higher BRA during the COVID-19 pandemic led to increased revisit intentions. This study corroborates these findings, highlighting the importance of BRA in fostering positive perceptions and encouraging repeat visits in the tourism sector.

BRL and Tourism Revisit Intentions (M3 to Y). This study confirms Hypothesis 4, showing that BRL significantly impacts tourism revisit intentions. Akbari et al. (2021) found a similar relationship in the hotel industry, where loyal customers were more likely to revisit a hotel. The current study extends this understanding to a broader tourism context, underscoring the critical role of BRL in driving repeat visitation.

Mediating Role of PER, BRA, and BRL (M1, M2, M3). The mediating roles of PER, BRA, and BRL in the relationship between BRT and tourism revisit intentions are confirmed in this study, supporting Hypotheses 5a, 5b, and 5c. These findings align with previous research by Wang and Chiu (2023), Salem and Alanadoly (2022), and Özkan et al. (2020), who demonstrated the mediating effects of PER in various contexts. Additionally, the mediating role of BRA and BRL is supported by studies such as Aljumah, Nuseir, and Refae (2023), Rania et al. (2023), Zia, Younus, and Mirza (2021), and Tiep Le, Ngo, and Aureliano-Silva (2021). These findings collectively underscore the importance of these mediators in transmitting the effects of BRT on tourism revisit intentions, further emphasizing their critical role in shaping tourist behavior and decision-making. Hence, the study's results are well-aligned with existing literature across various industries, reinforcing the importance of BRT, PER, BRA, and BRL in driving tourism revisit intentions. The consistent support for all hypotheses underscores the robustness of the relationships between these variables and highlights the value of enhancing BRT to foster long-term engagement and loyalty in the tourism sector.

Contribution

Theoretical Contribution

This study makes several significant theoretical contributions to the field of tourism and brand management. Firstly, it extends the understanding of the relationship between BRT and key consumer outcomes such as PER, BRA, brand loyalty, and tourism revisit intentions. By empirically validating these relationships within the context of tourism, the study reinforces the importance of BRT as foundational elements that influence tourists' decision-making processes. Moreover, the research adds to the literature by elucidating the mediating roles of PER, BRA, and BRL in the relationship between BRT and tourism revisit intentions. This layered understanding offers a more nuanced view of how these variables interact to shape tourists' behavioral intentions,

thereby enhancing the existing theoretical frameworks that link branding strategies to consumer behavior in tourism. The study also integrates insights from various industries into the tourism context, bridging gaps between general brand management theories and their application in tourism. This cross-contextual application of theoretical models enriches the academic discourse by demonstrating the versatility and relevance of brand management theories across different sectors. Lastly, the study contributes to the ongoing discourse on brand management in emerging markets by providing empirical evidence from the Thai tourism industry. This regional focus adds diversity to the predominantly Western-centric literature, offering valuable perspectives on how BRT and consumer perceptions operate in different cultural and economic contexts.

Managerial Contribution

The findings of this study offer practical implications for tourism managers and destination marketers, particularly those looking to enhance the attractiveness and competitiveness of their destinations. The significant impact of BRT on PER, BRA, brand loyalty, and tourism revisit intentions underscores the need for managers to focus on building and communicating strong, distinctive BRT. This includes emphasizing unique selling points such as the destination's cultural heritage, natural beauty, and premium services to differentiate it from competitors. The study's demonstration of the mediating roles of PER, BRA, and BRL suggests that managers should adopt a comprehensive approach to brand management. By enhancing PER through superior service quality, consistent brand messaging, and authentic experiences, managers can indirectly boost BRA and loyalty, which in turn increases the likelihood of repeat visits. Moreover, the findings indicate that BRL is a key driver of tourism revisit intentions. Managers should therefore prioritize strategies that foster long-term loyalty, such as loyalty programs, personalized marketing, and sustained engagement with tourists even after their visit. This can be achieved through the use of digital platforms and social media to maintain ongoing relationships with past visitors, encouraging them to return. Finally, the study provides insights into the importance of targeting high-quality tourists, who are more likely to appreciate and respond to well-developed BRT. Managers can leverage this by tailoring their marketing efforts to appeal to this segment, focusing on luxury, exclusivity, and unique experiences that resonate with the preferences of high-end travelers.

Consequently, the study equips managers with actionable strategies to enhance brand strength, improve tourist satisfaction, and ultimately drive higher rates of repeat visitation, contributing to the sustainable growth and competitiveness of tourism destinations.

Limitations and Recommendations

Limitations

While this study provides valuable insights into the relationships between BRT, PER, BRA, brand loyalty, and tourism revisit intentions, it is important to acknowledge certain limitations that may affect the generalizability and scope of the findings.

1. Geographic Focus: The study is geographically focused on a specific region in Thailand, primarily examining tourists' perceptions in Phuket. As a result, the findings may not fully capture the diversity of tourist behaviors and preferences across different provinces in Thailand. Other regions with distinct cultural, environmental, and economic characteristics may yield different results.

2. Sample Characteristics: The study's sample is composed of domestic high-quality tourists. While this focus allows for in-depth understanding of this segment, it may not reflect the attitudes and behaviors of international tourists or other demographic groups, such as budget travelers, who may have different perceptions and priorities.

3. Cross-Sectional Design: The study employs a cross-sectional design, which captures data at a single point in time. This design limits the ability to assess changes in tourist behavior and brand perceptions over time, which could be influenced by external factors such as economic conditions, marketing campaigns, or seasonal trends.

4. Common Method Bias: Although steps were taken to mitigate common method bias, such as using the Harman one-factor test, the potential for such bias remains inherent in self-reported data collection methods. This could affect the reliability of the findings.

5. Limited Scope of Variables: While the study examines key variables such as BRT, PER, BRA, brand loyalty, and tourism revisit intentions, it does not consider other potential moderating or mediating variables, such as tourists' previous experiences, cultural background, or social influence, which could further enrich the understanding of tourist behavior.

Recommendations for Future Research

According to the limitations identified in this study, several directions for future research emerge. Addressing these areas would not only expand the scope of current findings but also provide deeper insights into the factors influencing tourist behavior, brand relationships, and revisit intentions. The following recommendations aim to enhance the generalizability, depth, and practical relevance of the research:

1. Expanding Geographic Scope

Given that the current study is geographically limited to Phuket, future research should consider applying the model to other provinces in Thailand, such as Chiang Mai, Bangkok, or Pattaya. Conducting a comparative analysis across different regions would provide a broader

understanding of how BRT (Brand Relationship Theory) influences tourist behavior in varied cultural, environmental, and economic contexts. This would help uncover regional differences in tourist preferences, thereby increasing the model's applicability to diverse settings.

2. Broadening Sample Demographics

The focus on domestic high-quality tourists may not fully capture the perceptions of other segments, such as international tourists or budget travelers. Future studies could expand the sample to include international tourists, offering a more comprehensive perspective on how BRT is perceived globally. This would enable researchers to identify differences in brand perceptions and revisit intentions between domestic and international travelers, thereby enriching the model's robustness.

3. Adopting a Longitudinal Research Design

To overcome the limitations of the cross-sectional design used in this study, future research could adopt a longitudinal approach. Tracking changes in tourist behavior and brand perceptions over time would allow for a deeper understanding of how brand loyalty and revisit intentions evolve. Longitudinal studies could capture the impact of external factors, such as marketing campaigns, economic shifts, or seasonal variations, providing insights into the dynamics of tourist behavior over the long term.

4. Integrating Additional Variables

While the current study focuses on key variables such as BRT, PER (Perceived Experience), and BRA (Brand Attachment), it does not explore other potentially influential factors. Future research could incorporate additional variables, such as tourists' cultural backgrounds, social influences, previous visit satisfaction, or word-of-mouth effects. Including these elements would enrich the model and offer a more holistic understanding of the factors driving tourism to revisit intentions.

5. Exploring Marketing and Communication Strategies

Although this study highlights the importance of BRA and loyalty, it does not delve into how specific marketing strategies influence these factors. Future research could examine the effectiveness of targeted marketing and communication campaigns in enhancing brand attachment and loyalty. By exploring how different promotional tactics resonate with tourists, researchers can provide actionable insights for destination marketers looking to optimize their strategies.

6. Assessing Post-Pandemic Travel Trends

In light of the COVID-19 pandemic's impact on global tourism, it is crucial to understand how shifts in traveler behavior and expectations have influenced brand relationships. Future studies should examine post-pandemic tourism trends to determine how these changes affect revisit intentions

and brand loyalty. Understanding these shifts could inform the development of adaptive branding strategies, ensuring destinations remain attractive in a rapidly changing tourism landscape.

Ethical Considerations

This research was approved by the Ethics Review Board of Rangsit University, Thailand. The reference number for Documentary Proof of Exemption is DPE No. RSUERB2023-015, date: May 9, 2023.

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