



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

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

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

1. Introduction

1.1 Research Background

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

1.2 Research Questions

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

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

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

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

1.3 Research Objectives

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

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

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

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

1.4 Research Contributions

This study makes both theoretical and practical contributions. Theoretically, it extends Push–Pull Theory to the context of wellness tourism among Chinese Generation X and Y by explaining how internal needs and destination attractions shape participation motivation (Crompton, 1979; Dann, 1981). It also contributes to generational tourism research by examining how Generation X and Y may differ in health needs, travel preferences, information-search behavior, and value evaluation (Gardiner et al., 2014; Li et al., 2013). In addition, by incorporating perceived value into the motivation–intention relationship, this study explains how participation

2. Literature Review and Theoretical Foundation

2.1 Literature Review

Wellness Tourism refers to travel activities aimed at improving physical, psychological, and spiritual well-being through relaxation, recovery, lifestyle adjustment, and quality-of-life enhancement. Unlike medical tourism, Wellness Tourism in this study emphasizes prevention, health maintenance, relaxation, and holistic well-being rather than clinical treatment (Mueller & Lanz Kaufmann, 2001; Voigt et al., 2011). Thailand is an important Wellness Tourism destination because it offers Thai massage, spa services, traditional healing, health-related resorts, meditation, natural environments, and cultural experiences, which provide a strong foundation for Wellness Tourism development (NaRanong & NaRanong, 2011). From a generational cohort

motivation is transformed into travel intention and recommendation intention (Chen & Chen, 2010; Zeithaml, 1988). Practically, the findings provide implications for Thailand's wellness tourism product development, service design, market segmentation, and destination marketing. Products for Generation X may emphasize health maintenance, safety, comfort, and service reliability, while products for Generation Y may highlight psychological relaxation, personalized experiences, cultural immersion, digital convenience, and social-media-friendly content.

perspective, Generation X and Generation Y may differ in values, consumption attitudes, information-search behaviors, and travel preferences because they grew up in different social, economic, technological, and cultural environments (Gardiner et al., 2014; Li et al., 2013). In this study, Generation X refers to individuals born between 1965 and 1980, while Generation Y refers to individuals born between 1981 and 1996. Based on Push–Pull Theory, this study explains Chinese Generation X and Y's Wellness Tourism motivation through internal needs and external destination attractions. Push factors include health maintenance, relaxation, social interaction, and personal development, while pull factors include Thailand's Wellness Tourism services, natural environment, cultural experiences, service convenience, and safety (Crompton, 1979; Dann, 1977). Therefore, this study examines how these factors

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

2.2 Application of Push–Pull Theory

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

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

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

formation mechanism of Wellness Tourism intention and possible generational differences.

2.3 Relevant Studies

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

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

2.4 Push and Pull Factors

Push factors and pull factors are the two key explanatory dimensions in this study. Push factors refer to tourists' internal psychological, physical, and social needs that stimulate their motivation to participate in tourism, while pull factors refer to external destination attributes that attract tourists to a particular place. In the context of Wellness Tourism in Thailand, push factors include health maintenance and lifestyle improvement, psychological relaxation and stress reduction, family and social interaction, and personal development and life enrichment. These factors reflect Chinese Generation X and Y's internal needs for health promotion, emotional recovery, stress relief, social connection, self-development, and meaningful life experiences. Pull factors include professional wellness services, service convenience and safety, therapeutic natural environments, and cultural wellness experiences. These factors reflect Thailand's external attractiveness, such as Thai massage, spa treatments, traditional healing, meditation, natural scenery, Buddhist culture, hospitality, convenient travel arrangements, and safe tourism services. For Generation X, push and pull

factors may be more closely related to preventive health, physical recovery, comfort, safety, service reliability, family responsibility, and long-term quality of life. For Generation Y, they may be more associated with psychological relaxation, work-life balance, personalization, digital convenience, cultural participation, lifestyle optimization, and self-development. Therefore, push and pull factors jointly explain why Chinese Generation X and Y develop motivation to participate in Wellness Tourism in Thailand and how Thailand's destination attributes attract them.

2.5 Concept Definitions

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

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

2.6 Research Hypotheses

Based on Push–Pull Theory and perceived-value research, this study proposes that Chinese Generation X and Y's behavioral intention to participate in

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

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

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

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

H5: Perceived value has a significant positive effect on the recommendation

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

intention of Chinese Generation X and Y toward Wellness Tourism in Thailand.

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

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

3. Research Methodology

3.1 Research Methods

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

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

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

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

3.2 Population and Sample

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

Chinese Generation X and Y were selected because they are important potential consumer groups in Wellness Tourism. Although both groups may share interests in health maintenance,

psychological relaxation, cultural experience, and lifestyle improvement, they may differ in life stage, family responsibility, travel preference, information-search behavior, and value evaluation (Gardiner et al., 2014; Li et al., 2013).

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

3.3 Data Collection

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

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

formal data analysis.

3.4 Data Analysis

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

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

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

whether perceived value played an indirect role in the relationship between participation motivation and behavioral intention.

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

3.4.1 Scale Development and Revision

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

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

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

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

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

3.4.2 Bootstrap Confidence Interval Analysis

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

The indirect effect was considered statistically significant if the lower and upper limits of the 95% confidence interval did not include zero. Specifically, this study examined whether participation

motivation influenced travel intention and recommendation intention through perceived value. This procedure helped clarify whether perceived value functioned as an important psychological mechanism linking participation motivation with behavioral intention.

3.4.3 Multi-group Analysis between Generation X and Generation Y

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

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

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

4. Data Analysis and Results

4.1 Descriptive Analysis

This study conducted data analysis

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

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

destinations such as Bangkok, Chiang Mai, and Phuket.

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

Table 4.1 Descriptive Statistics of Demographic Background

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

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

Table 4.2 Descriptive Statistics of Multiple-response Items

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

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

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

Table 4.3 Descriptive Statistics of Research Variables

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

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

4.2 Reliability, Validity, and Common Method Bias

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

Validity analysis was conducted using the KMO value and Bartlett's test of sphericity. The KMO value was 0.896, which exceeded the recommended

threshold of 0.70. Bartlett's test was significant, with $\chi^2 = 8287.899$, $df = 780$, and $p < 0.001$. These results indicate that the data were suitable for further factor analysis.

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

Table 4.4 Reliability Analysis

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

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

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

Table 4.5 KMO and Bartlett Tests

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

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

confirmatory factor analysis, and structural equation modeling.

4.3 Confirmatory Factor Analysis

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

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

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

4.4 Structural Equation Modeling and Hypothesis Testing

The structural equation model

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

Table 4.6 Direct-Effect Hypothesis Testing Results

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

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

intention and recommendation intention.

4.5 Bootstrap Analysis of Indirect Effects

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

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

As shown in Table 4.7, the indirect effect of participation motivation on travel intention through perceived value was significant (indirect effect = 0.080, 95% CI [0.048, 0.122]), supporting H6a. The indirect effect of participation motivation

on recommendation intention through perceived value was also significant (indirect effect = 0.089, 95% CI [0.055, 0.131]), supporting H6b. In addition, all four chained indirect effects of push factors and pull factors through participation motivation and perceived value were significant.

Table 4.7 Bootstrap Analysis of Indirect Effects

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

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

4.6 Multi-group Analysis between Generation X and Generation Y

Multi-group analysis was conducted to compare the structural paths between Generation X and Generation Y. The sample was divided into Generation X (n = 259) and Generation Y (n = 194). As shown in Table 4-8, the critical ratios for difference of all tested paths were lower than ± 1.96 , indicating that there were no

significant path differences between the two groups. Therefore, the tested structural relationships were broadly similar across Generation X and Generation Y. However, because full measurement invariance was not examined, the multi-group results should be interpreted as exploratory.

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

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

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

5. Discussion and Conclusion

5.1 Discussion

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

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

H3 was supported. Participation motivation had a significant positive effect on perceived value, suggesting that

more motivated respondents were more likely to regard wellness tourism in Thailand as worthwhile.

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

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

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

5.2 Practical Implications

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

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

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

5.3 Limitations and Future Studies

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

5.4 Conclusion

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

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