

องค์ประกอบเชิงยืนยันของการรับรู้คุณค่านักท่องเที่ยวชาวจีน  
ต่อการท่องเที่ยวสปาล้านนา จังหวัดเชียงใหม่  
Development of Perceived Value among Chinese Tourists toward  
Lanna Spa Tourism in Chiang Mai Province

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### บทคัดย่อ

บทความนี้มีวัตถุประสงค์เพื่อศึกษาองค์ประกอบเชิงยืนยันการรับรู้คุณค่านักท่องเที่ยวชาวจีนต่อการท่องเที่ยวสปาล้านนา จังหวัดเชียงใหม่ รูปแบบการวิจัยเชิงปริมาณ (Quantitative Research) กลุ่มตัวอย่าง เป็นนักท่องเที่ยวชาวจีน จำนวน 420 โดยวิธีการสุ่มตัวอย่างแบบแบ่งกลุ่ม (Cluster sampling) และ แบบ สะดวก (Convenience sampling) โดยใช้เครื่องมือคือ แบบสอบถามในการวิเคราะห์องค์ประกอบเชิงยืนยัน ผลการวิจัยพบว่า การรับรู้คุณค่านักท่องเที่ยวชาวจีนต่อการท่องเที่ยวสปาล้านนา จังหวัดเชียงใหม่ มี 3 องค์ประกอบย่อย 14 ข้อคำถามโมเดลความสัมพันธ์เชิงโครงสร้างที่พัฒนาขึ้นมีความสอดคล้องกับข้อมูลเชิงประจักษ์

**คำสำคัญ:** การรับรู้คุณค่า, การท่องเที่ยวสปาล้านนา, องค์ประกอบเชิงยืนยัน, จังหวัดเชียงใหม่

### Abstract

This article aims to study the confirmatory factor analysis of Chinese tourists' perception of value towards Lanna spa tourism in Chiang Mai Province. The research design is quantitative research. The sample consists of 420 Chinese tourists by cluster sampling and convenience sampling. The research instrument is a questionnaire for confirmatory component analysis. The research results show that Chinese tourists' perception of value towards Lanna spa tourism in Chiang Mai Province has 3 sub-components and 14 questions. The developed structural relationship model is consistent with the empirical data.

**Keywords:** Perceived Value, Lanna Spa Tourism, Confirmatory Factor Analysis, Chiang Mai Province

### Introduction

The global focus on wellness tourism has surged in recent years, driven by a growing awareness of health and well-being. The World Health Organization (WHO, 1948) redefined health as not merely the absence of disease but as a state of complete physical, mental, and social well-being. In response, the wellness tourism industry has expanded rapidly, reaching

an estimated US\$817 billion in 2023 and projected to hit US\$1.3 trillion by 2025, with an annual growth rate of 8.1% (Global Wellness Institute, 2022; Wang et al., 2023). Wellness tourism encompasses preventive and health-enhancing services, such as spa treatments, meditation, and herbal therapies, which differ from medical tourism's clinical focus (Boonchai & Tansaraviput, 2003). Prior studies have established that perceived value is a key determinant of behavioral intention, service satisfaction, and brand loyalty (Zhang et al., 2023). However, few studies have explored the perceived value structure specific to cultural-spa tourism models such as the Lanna spa in Northern Thailand. While Thailand's spa sector is internationally competitive—ranking 16th globally and 5th in Asia—the nuanced preferences of high-potential markets such as Chinese tourists in Lanna-style spa experiences remain under-researched. This presents a gap in both theory and practice regarding customer perceived value in regional wellness tourism models.

Chiang Mai has emerged as a leading wellness tourism destination in Thailand, blending natural tranquility with cultural depth. In 2024, the province welcomed over 3.1 million tourists, with Chinese travelers making up 52.96% of international visitors (Digital Government Development Agency, 2022). These tourists increasingly seek spa and massage services rooted in Thai and Lanna traditions, making Chiang Mai a unique testbed for developing culturally specific wellness models. With over 765 spa establishments—36 of which have received the Thai World Class Spa designation—the competition is intense (Chiangmai Health, 2023). The increasing emphasis on customer loyalty, service quality, and perceived value has spurred interest in identifying the components of value that influence tourist behavior. The researcher has engaged in field-based observation and analysis in Chiang Mai's spa sector, with particular attention to Chinese tourist behaviors and service satisfaction, supported by existing studies such as Zhang et al. (2023), which highlight the relevance of value perception in spa selection and loyalty formation.

This article presents a study that investigates and confirms the factor structure of perceived value in Lanna spa tourism among Chinese tourists in Chiang Mai through Confirmatory Factor Analysis (CFA). The research focuses on validating three key dimensions—emotional value, functional value, and social value—as core constructs that reflect tourists' value perceptions in a wellness tourism context rooted in local cultural identity. The article is structured around three main objectives: identifying relevant components and indicators, refining them into a valid measurement model, and empirically confirming the model's fit with real-world data. The findings contribute to the academic literature by advancing the theoretical understanding of perceived value in culturally specific wellness tourism, a domain that remains relatively underexplored. Practically, the study provides valuable insights for local spa businesses, destination marketers, and tourism policymakers to enhance service design and strategic positioning. By aligning spa service development with tourists' perceived value, especially among high-potential Chinese tourists, the study aims to support sustainable growth and global competitiveness of the Lanna spa industry.

## Objectives

1. To identify the core components, sub-components, and indicators of Chinese tourists' perceived value toward Lanna spa tourism in Chiang Mai.
2. To develop the main components, sub-components and indicators of inclusion in a structural equation model representing Chinese tourists' perceived value of Lanna spa tourism in Chiang Mai.
3. To test the goodness-of-fit of the developed structural equation model against empirical data from Chinese tourists.

## Literature Review

### Concept and Dimensions of Perceived Value

The concept of perceived value has been the focus of numerous academic discussions in the domains of marketing, tourism, and consumer behavior. Perceived value is widely recognized as a multi-dimensional construct that emerges from an individual's evaluation of the benefits received relative to the costs incurred during the consumption experience (Zeithaml, 1988). As Gil et al. (2005) emphasize, perceived value precedes satisfaction, and its assessment can occur at various stages of the purchasing process—prior to, during, and after consumption. Furthermore, Gronroos (1997) proposed that perceived value is embedded in the consumer's perception of what they gain from a product or service in exchange for the money spent. Zeithaml (1988) further defined it as the consumer's overall assessment of the utility of a product based on perceptions of what is received versus what is given. Overby and Lee (2006) reiterated this exchange-based framework, asserting that perceived value is rooted in cognitive evaluations of benefits and costs.

In tourism, perceived value plays a critical role in shaping consumer expectations and behavior. Sánchez-Fernández and Iniesta-Bonillo (2007) identified four key dimensions of perceived value—functional, emotional, social, and monetary—while Tsiotsou and Goldsmith (2012) and Huang & Huang (2007) emphasized the subjective and experiential nature of value in tourism, including assessments of time, effort, and satisfaction derived from the tourism experience.

### Theoretical Models of Perceived Value

The theoretical foundations of perceived value have evolved since the late 1980s. One of the most influential early models is that of Sheth, Newman, and Gross (1991), who proposed five dimensions of consumption value: functional, social, emotional, epistemic, and conditional. These dimensions reflect a holistic view of how consumers derive utility from products and services based on practical benefits, social identity, novelty, emotion, and situational needs. Therefore, Sweeney and Soutar (2001) extended this model through the development of the PERVAL framework, refining perceived value into three primary dimensions: emotional value (feelings or affective responses), social value (enhancement of self-concept), and functional value, which includes both price and quality aspects. They also

clarified that perceived value differs from satisfaction in that the former may arise at any stage of the purchasing process, whereas satisfaction is a post-consumption evaluation.

### **Knowledge Gap in the Context of Lanna Spa Tourism**

Despite the extensive literature on perceived value, a critical gap remains in its application to specific cultural and tourism contexts—particularly in relation to spa tourism. While existing studies have analyzed perceived value in retail, general tourism, and service industries (Zeithaml, 1988; Sweeney & Soutar, 2001), limited empirical research has explored how international tourists, especially Chinese tourists, perceive the value of culturally unique wellness experiences such as Lanna spa tourism in Chiang Mai, Thailand.

Moreover, few studies apply confirmatory models to test the structural dimensions of perceived value in niche tourism settings. Although theoretical frameworks like PERVAL have been validated in broader commercial contexts, their applicability to spa tourism, which combines wellness, tradition, and cultural symbolism, remains under-investigated. In particular, it is unclear how dimensions such as emotional, social, and epistemic values manifest in tourists' perceptions of traditional Lanna spa services.

This research addresses that gap by applying a confirmatory factor analysis approach to identify and validate the dimensions of perceived value specific to Chinese tourists experiencing Lanna spa tourism. It integrates the theoretical constructs discussed above while tailoring the measurement framework to the unique cultural and experiential context of Northern Thailand. Specifically, this study focuses on three core components of perceived value as emotional value, functional value, and social value. These dimensions are particularly relevant to the characteristics of Lanna spa services. Emotional value captures the sense of relaxation, rejuvenation, and cultural immersion that tourists often seek from spa experiences. Functional value reflects the quality, therapeutic benefits, and professionalism of the spa services offered. Social value is associated with how the experience aligns with personal identity and conveys social prestige, particularly in sharing travel experiences through social media or word-of-mouth. Together, these components are well-suited to the holistic and culturally embedded nature of Lanna spa tourism and provide a robust framework to confirm the perceived value structure among Chinese tourists in Chiang Mai. In doing so, the study contributes to extending perceived value theory into new cultural and tourism domains, while offering practical insights for service providers seeking to enhance perceived value among international wellness tourists.

### **Conceptual Model**

Drawing from the extensive literature review outlined in the preceding section, the study identifies the three dimensions of perceived value — emotional value, functional value, and social value—as the most suitable indicators. Additionally, the measurement scales for each latent variable proposed in Figure 1 have been sourced from various studies examined in the earlier section.

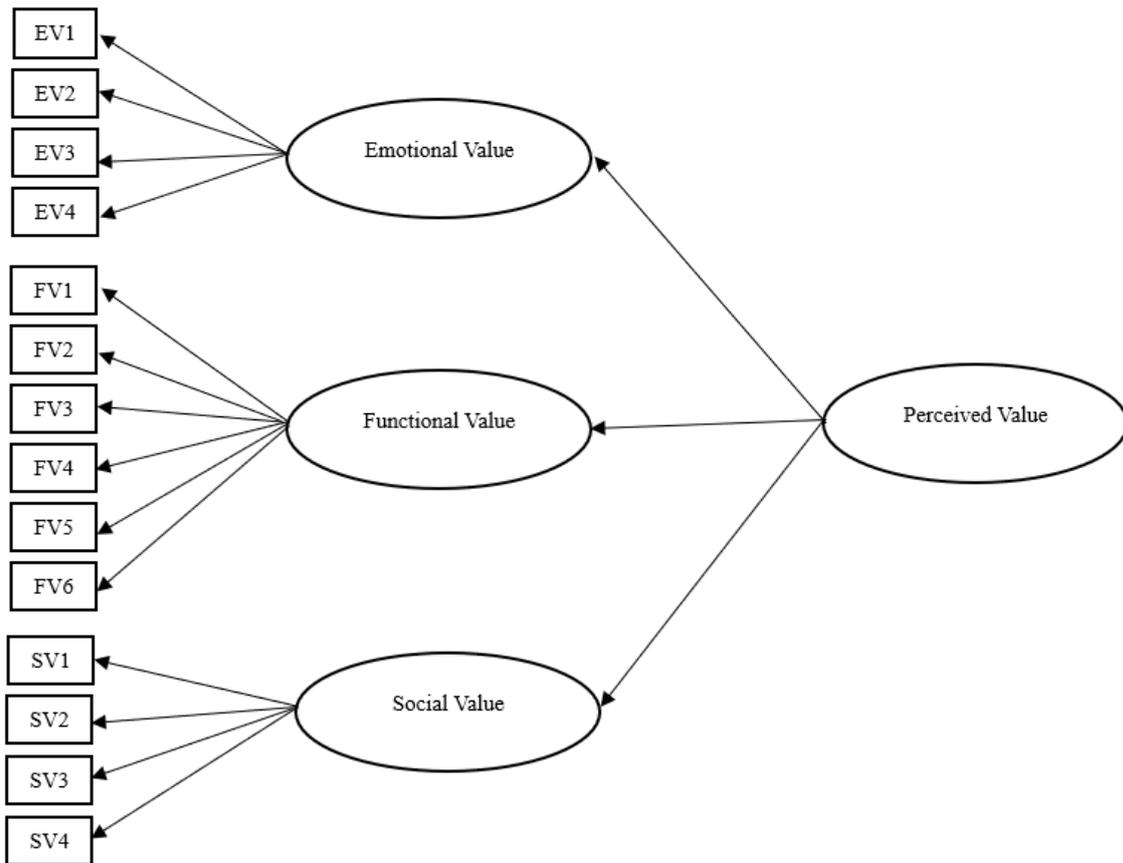


Figure 1 Hypothesized measurement model of perceived value

## Methodology

### Population and Sampling

The population in this study consists of Chinese tourists who have used day spa services in Chiang Mai Province, Thailand. The primary objective of the research is to analyze the development of perceived value among Chinese tourists toward Lanna spa tourism. Therefore, the researcher defined the target population as Chinese visitors who have experienced spa services in the area.

To determine an appropriate sample size, the study considered the requirements of Confirmatory Factor Analysis (CFA). According to Hair et al. (2010), a minimum sample size of 200–300 respondents or at least ten times the number of observed variables is recommended for CFA. Given that the exact number of Chinese spa tourists in Chiang Mai is unknown and non-probability sampling was applied, careful attention was paid to ensure the sample size was robust and representative. A total of 420 valid questionnaires were collected.

The researcher employed a multistage sampling technique to select participants. In the first stage, cluster sampling was used to identify eligible spa establishments. Specifically, the researcher focused on spa establishments in Chiang Mai that received the 2023 Thai World Spa Award. Out of the 36 award-winning spas in Thailand, three were randomly selected using a random draw method.

In the second stage, convenience sampling was employed to recruit high-quality Chinese tourists who visited the selected spa establishments. Data collection continued until 420 responses were obtained, ensuring that the sample size met the analytical requirements of the study.

### **Research Instruments**

The primary research instrument used in this study was a structured questionnaire developed based on established theoretical frameworks and prior empirical research. The questionnaire consisted of two parts. The first part included screening and demographic questions designed to ensure participants met the inclusion criteria: Chinese nationality, aged 18 or above, an annual income of at least 1,900,000 baht, and experience with day spa services in Chiang Mai within the last 12 months. Only respondents who met these conditions proceeded to the second section. Demographic variables such as age, income, and occupation were also collected using closed-ended questions.

The second part of the questionnaire measured perceived value, which was conceptualized as a multidimensional construct comprising emotional value (4 items), functional value (6 items), and social value (4 items). Each item was rated on a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The development of measurement items was guided by a comprehensive literature review and structured around a clearly defined conceptual framework to ensure alignment with the study's objectives.

To ensure instrument quality, both content validity and reliability testing were conducted prior to full-scale data collection. For content validity, three tourism experts independently evaluated each item, with only those receiving an average score of 0.5 or higher retained. A pilot test was conducted with 30 Chinese tourists who had used day spa services in Lamphun province. Reliability was assessed using Cronbach's alpha, with all perceived value constructs yielding coefficients between 0.871 and 0.880, exceeding the acceptable threshold of 0.70 (Hair et al., 2014), thereby confirming the questionnaire's internal consistency and suitability for data collection.

### **Data collection**

This study, which aims to develop a structural equation model of the causal factors influencing behavioral intention of Chinese tourists toward spa establishments in Chiang Mai province, employed a quantitative research methodology. The primary data collection tool was a structured questionnaire survey designed to align with the study's objectives and conceptual framework. A total of 420 questionnaires were prepared and distributed to Chinese tourists who had recently used day spa services in Chiang Mai province. This sample selection was conducted according to the sampling plan outlined earlier in the methodology.

The data collection period took place from January to March 2025. During the administration of the survey, measures were taken to ensure that respondents completed each question accurately and honestly, though the specific control methods were not detailed. The researchers aimed to maintain the quality and reliability of the data through careful distribution and monitoring of the questionnaire process.

Once the data were collected, responses were coded and processed using statistical software for further analysis. Descriptive and inferential statistical techniques were then applied to examine relationships among variables and to test the hypothesized structural equation model. The findings and interpretations of the data analyzed are presented in the subsequent sections of the study.

### **Data Analysis**

Descriptive statistics, including frequencies, means, percentages, and standard deviations, were analyzed using SPSS version 22.0. For inferential statistics, AMOS version 24 was employed. Confirmatory Factor Analysis (CFA) was utilized to refine and validate the measurement scale for Perceived Value (PV). Specifically, a second-order CFA was applied, as Perceived Value (PV) was conceptualized as a higher-order construct.

Prior to conducting the factor analysis, the researcher examined the normality of the dataset by assessing skewness and kurtosis values. According to Kline (2015), acceptable ranges for skewness are between -2 and +2, and for kurtosis between -10 and +10. The results indicated that the data conformed to these thresholds, with skewness ranging from -0.84 to -0.37 and kurtosis ranging from -0.02 to 0.50.

Subsequently, CFA was performed, and items with factor loadings below 0.50 were excluded, following the recommendation of Hair et al. (2010). To assess multicollinearity, the variance inflation factor (VIF) values were examined and found to be below the critical threshold of 10. For the construct of Perceived Value, the VIF was 1.22 and the tolerance value was 0.82, indicating an acceptable level of multicollinearity, as supported by Angela Trunfio et al. (2021).

### **Results**

The demographic information of data collected from 420 respondents. Among the respondents, 169 individuals (40.20%) were male, while 251 (59.80%) were female. The majority of respondents were Married (82.9%), held a bachelor's degree (94.8%), and earned a monthly income ranging from 165,000 – 180,000 Bath (65.0%). Regarding frequency travelling, 68.3% of respondents reported having 2 times per year. Furthermore, the respondents primarily held occupation, with the most common roles being private company employee (73.1%).

Objective 1: The research results found that there were 3 sub-components and 14 indicators of the value components that Chinese tourists perceive towards Lanna-style spa tourism in Chiang Mai. The sub-component of emotional value consisted of 4 questions; the sub-component of functional value consisted of 6 questions; and the sub-component of social value consisted of 4 questions.

Objective 2: Develop the main components, sub-components and indicators of Chinese tourists' perceived value toward Lanna spa tourism in Chiang Mai to select indicators in the structural relationship model by presenting the revised and improved questionnaire draft based on the consultant's suggestions to experts for reviewing the language and format appropriateness of the questionnaire by 5 experts. The consistency and appropriateness of

the operational questions were considered. After that, the questions were revised based on the experts' suggestions before further trial use. Content validity, appropriateness and consistency of the instruments were checked.

Objective 3: Results of the test the goodness-of-fit of the developed structural equation model against empirical data from Chinese tourists.

Results of preliminary data analysis of the components The researcher presented preliminary data of the indicators by examining the distribution characteristics of the components to see if they were normally distributed or not by analyzing descriptive statistics, including the mean (Mean), standard deviation (Standard Deviation), the main components of perceived value from the research results, it was found that descriptive statistical analysis of Chinese tourists' opinions on perceived value in spa establishments at Chiang Mai province. The analysis ranks their perceived level of perceived value from highest to lowest scores. This section encompasses three dimensions: emotional value (EV), functional value (FV), and social value (SV), comprising a total of 14 questions.

The overall of the regarding perceived value was at a very high level ( $\bar{x}= 4.28$ , S.D. = 0.60) indicating that the "emotional value" obtain the highest means ( $\bar{x} = 4.32$ , S.D. = 0.62) followed by "functional value" ( $\bar{x} = 4.28$ , S.D. = 0.65), and "social value" ( $\bar{x} = 4.20$ , S.D. = 0.68) respectively.

For individual indicator, the overall of the emotional value was at a very high level ( $\bar{x}= 4.32$ , S.D. = 0.62) indicated three indicators were at a very high level with EV1 ( $\bar{x} = 4.35$ , S.D. = 0.67), EV4 ( $\bar{x} = 4.28$ , S.D. = 0.76), and EV2 ( $\bar{x} = 4.22$ , S.D. = 0.76) respectively, and one indicator with high level is EV3 ( $\bar{x} = 4.11$ , S.D. = 0.81).

The "functional value" was at a very high level ( $\bar{x} = 4.28$ , S.D. = 0.65), three indicators with very high level are FV5 ( $\bar{x} = 4.31$ , S.D. = 0.77), FV1 ( $\bar{x} = 4.28$ , S.D. = 0.75), and FV6 ( $\bar{x} = 4.27$ , S.D. = 0.76) respectively, and three indicators with high level are FV4 ( $\bar{x} = 4.19$ , S.D. = 0.77), FV3 ( $\bar{x} = 4.15$ , S.D. = 0.75), and FV2 ( $\bar{x} = 4.07$ , S.D. = 0.74). respectively.

The "social value" overall was at a very high level ( $\bar{x} = 4.20$ , S.D. = 0.68), one indicator with a very high level were SV4 ( $\bar{x} = 4.21$ , S.D. = 0.77), and three indicators with a high level are SV1 and SV3 ( $\bar{x}= 4.20$ , S.D. = 0.77), and SV2 ( $\bar{x} = 4.15$ , S.D. = 0.78). respectively.

According to skewness and kurtosis of each measurement item, all values were between -0.84 to -0.37 and -0.02 to 0.50, confirming the normality assumption. From the quality examination of the model of Chinese tourists' value perception towards Lanna spa tourism in Chiang Mai Province, which is the consideration of the Fit Index and the quality of the internal structure of the measurement model, it was found that both parts passed the quality assessment criteria. In conclusion, the consistency of the structural relationship model of the indicators of Chinese tourists' value perception towards Lanna spa tourism in Chiang Mai Province that was developed with empirical data

## Discussion

The findings related to the first research objective revealed that the investigation of perceived value components among Chinese tourists visiting Lanna spas in Chiang Mai yielded three primary components encompassing a total of fourteen measurement items. These components emerged from an extensive review of academic literature, textbooks, theoretical frameworks, and expert opinions. The results are consistent with the existing body of knowledge and theoretical models in the field of consumer behavior and tourism studies. In particular, the study's framework aligns closely with the value theory proposed by Sheth, Newman, and Gross (1991), who developed the consumption value theory to explain how different forms of value influence consumer attitudes and purchasing behaviors within retail environments. Their PERVAL model (Perceived Value) originally identified five dimensions of perceived value; however, for the purposes of application in various research contexts, the model has frequently been adapted and simplified into three core dimensions: emotional value, social value (self-concept), and functional value. This adaptation allows researchers to more effectively capture the essence of customer perceived value, particularly in service industries such as tourism and wellness. Moreover, the current study's results corroborate previous research that has applied and validated these dimensions within the context of wellness tourism. Numerous scholars have emphasized that emotional value refers to the affective responses and pleasurable experiences tourists gain from spa services (Chen & Chen, 2010; Williams & Soutar, 2009). Social value reflects the extent to which engaging in spa tourism enhances an individual's self-image and social identity (Prebensen et al., 2013; Kim et al., 2016). Functional value pertains to the practical benefits and quality of services that tourists receive, such as professional treatment, hygiene standards, and facility amenities (Kumar & Nayak, 2018). Thus, the alignment of these three dimensions with the perceptions of Chinese tourists visiting Lanna spas suggests that tourists evaluate their spa experiences not only based on tangible aspects but also on emotional satisfaction and social self-concept enhancement. This finding underscores the multidimensional nature of perceived value in wellness tourism and validates the applicability of the modified PERVAL model in explaining tourists' value perceptions within the specific cultural and service context of Lanna spas in Chiang Mai.

The results of the research objective 2 found that the Index of Item Objective Congruence (IOC) was between 0.70 –1.00. In addition, the researcher created a questionnaire for Chinese tourists to analyze the reliability by finding the Cronbach's alpha coefficient, which showed that the questionnaire as a whole had an alpha coefficient of 0.942, so all indicators were considered valid.

**Table 1** Results of alpha coefficient analysis of the reliability of the questionnaire as a whole and classified into components

Constructs / Indicators	No. of Items	Cronbach alpha ( $\alpha$ )
Emotional value (EV)	4	0.880

Constructs / Indicators	No. of Items	Cronbach alpha ( $\alpha$ )
Functional value (FV)	6	0.890
Social value (SV)	4	0.871
<b>Total</b>	<b>14</b>	<b>0.942</b>

The study's third objective confirms that the three identified dimensions—functional value (FV), social value (SV), and emotional value (EV)—are significant indicators of perceived value among Chinese tourists in the context of Lanna spa tourism in Chiang Mai. The analysis revealed high factor loadings for all components, suggesting strong contributions to the overall construct of perceived value. The ranking of these components, based on their respective factor loadings, indicates that functional value (loading = 0.98) is the most influential, followed by social value (loading = 0.94), and emotional value (loading = 0.87). The dominance of functional value aligns closely with recent findings in spa tourism contexts. Li (2024), in a study involving Chinese consumers of Thai spa products, demonstrated that functional value exerted a statistically significant impact on customer satisfaction (Li, 2024). Similarly, Li, Zhou, and Zhu (2024) found that Chinese wellness tourists' functional value had a strong positive effect on their re-participation intentions. These studies reinforce the critical role of tangible service quality—such as skilled staff, hygiene, and technical competence—in shaping perceived value and behavioral intentions. Furthermore, Emotional value, though ranked third, remains crucial. Xie et al. (2022) emphasized the mediating role of emotional value between customer–employee interactions and tourists' engagement within wellness resorts in China. Likewise, an investigation into traditional Chinese medicine cultural tourism (Qiu et al., 2023) showed that positive emotions significantly influenced tourists' revisit intentions. These studies support the importance of emotional gratification—relaxation, pleasure, and mental well-being—as integral to wellness tourism experiences. Although, Social value, being the second-highest loading, reflects the extent to which spa experiences enhance tourists' social identity and self-concept. Xie et al. (2022) also revealed that customer interaction with peers and staff, which fosters social engagement, enhances perceived value and engagement in wellness tourism. This confirms that social dimensions, such as prestige, community, and cultural alignment, are meaningful, consistent with our findings. Beyond the spa context, recent wellness tourism research underscores the multidimensional nature of perceived value. Zhou et al. (2023) constructed a value evaluation system for health and wellness tourism in China, incorporating functional, emotional, and social dimensions among evaluation criteria. Additionally, sustainability-focused work by Wang et al. (2023), examining the impact of wellness tourism experience on tourists' mental well-being, confirmed that esthetic and escape experiences—closely related to emotional and functional values—positively influenced satisfaction and well-being.

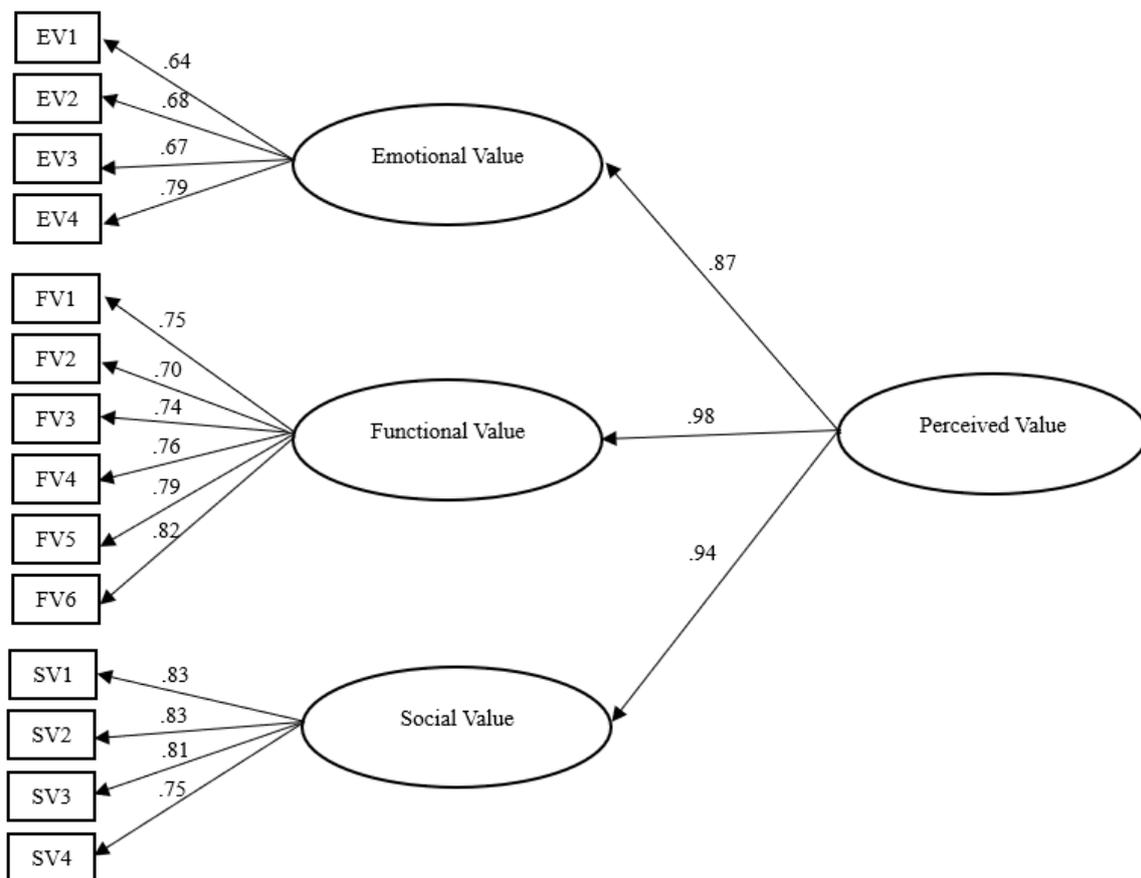
In summary, the ordering and significance of the three values align with a growing body of evidence indicating that wellness tourists—particularly Chinese spa tourists—base their evaluations predominantly on functional quality, followed by emotional satisfaction and



social identity. This highlights the need for spa operators to invest not only in technical service excellence and hygienic environments but also in crafting emotionally resonant experiences and socially meaningful interactions. Staff competence, personalized attention, and social ambience should be emphasized as key levers in enhancing perceived value and fostering tourist satisfaction, loyalty, and re-participation.

### New knowledge from research

Components of Chinese tourists' value perception towards Lanna spa tourism in Chiang Mai Province have components that can be synthesized from concepts, theories, textbooks, and research. There are 3 components: 1. emotional value 2. functional value and 3. social value as indicators. Initially, a second-order confirmatory factor analysis (CFA) was conducted on a proposed perceived value (PV) model with 14 indicators. The model, with 14 indicators, demonstrated excellent fit:  $X^2/df = 1.063$ , CFI = 0.993, TLI = 0.992, GFI = .901, RMSEA = 0.012, and RMR = 0.020.



**Figure 2** Modified measurement scales of perceived value among Chinese tourists toward Lanna spa tourism in Chiang Mai province

### Conclusion

From the research on the development of indicators for Chinese tourists' perception of value towards Lanna spa tourism in Chiang Mai Province, it was found that the perception

of value of Chinese tourists towards Lanna spa tourism has 3 components of value perception, 14 questions, and the consistency of the structural relationship model of the indicators for Chinese tourists' perception of value towards Lanna spa tourism in Chiang Mai Province that were developed is consistent with the empirical data.

## Recommendation

From the research results, the researchers have the following recommendations:

### 1. Implication for practice

Entrepreneurs should study the weight of each sub-component indicator to see which indicator has the lowest weight. It should be developed. The sub-component of emotional value has the lowest weight: This spa experience makes me feel emotionally uplifted. The sub-component of social value has the lowest weight: Using this spa service makes me feel more socially accepted. The sub-component of functional value has the lowest weight: This spa provides effective and reliable treatments. Therefore, entrepreneurs should develop all the indicators with the lowest weight in order to enhance the perception of value of Chinese tourists towards Lanna spa tourism in Chiang Mai Province.

### 2. Future Research

The reliance on self-reported data through questionnaires may introduce response biases, such as social desirability bias or inaccurate self-assessment. This is particularly pertinent when surveying international tourists who may have varying interpretations of survey questions due to cultural or language differences. Incorporating qualitative methods, such as in-depth interviews or focus groups, could provide richer insights and mitigate some of these biases.

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