Influence of Digital Marketing, Image, and Decision Making on the Loyalty of Chinese Tourists Visiting Thailand

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ABSTRACT

Thailand is a very popular tourist destination for Chinese people. The average number of Chinese tourists visiting Thailand is almost 1 million a month. However, it is accepted that there remain many challenging factors that may affect the trend of Chinese tourists visiting Thailand in the next phase. The important issues are purchasing power of Chinese tourists, especially for those who are sensitive to the situation of domestic economy ,the competitive situation which is likely to attract Chinese tourists to visit other countries, and the diversity of Chinese tourists' behavior in the digital age. The objectives of this research were to: 1) study levels of digital marketing, image and decision making affecting the loyalty of Chinese tourists visiting Thailand; 2) examine the influence of the casual factors affecting digital marketing, image, and decision making on the loyalty of Chinese tourists visiting Thailand; and 3) develop a model for the loyalty of Chinese tourists visiting Thailand. This research employed a mixed research methodology method combining between quantitative and qualitative ones. For the quantitative research part, the research sample consisted of 400 foreign tourists with Chinese nationality who could speak Chinese, aged of 20 years or over, and at least once used to visit Thailand . The sample size was determined based on the criterion of 20 times of the observed variables. The stratified sampling was applied with data collection via a questionnaire and data analysis conducted by a structural equation model. As for the qualitative one, in-depth interviews were conducted through 20 key informants consisting of people having knowledge and experiences related to Chinese tourists. The findings showed that: 1) digital marketing, image, and decision making affecting the loyalty of Chinese tourists visiting Thailand were all rated at a high level; 2) the causal factors affecting digital marketing, image and decision making had a positive influence on the loyalty of Chinese tourists visiting Thailand that could predict the royalty results by 87 percent; and 3) based on the research findings, the model of the loyalty affecting the decision of Chinese tourists visiting Thailand was developed and could further be applied as a guideline for tourism-business entrepreneurs
in Thailand to gain success based on the variables found. In addition, the qualitative research findings also revealed that the model of the causal factors influencing digital marketing, image and loyalty affecting the Chinese tourists' decision to visit Thailand was highly beneficial to academics in terms of expanding and building upon the knowledge on the modern marketing science. It is also beneficial to executives of service businesses as it can be used as a guideline for business operations, especially in terms of using digital marketing strategies to manage marketing contents to be regularly creative, attractive , engaging and up-to-date. Moreover, a special attention should be placed on utilization of digital marketing strategies for handling online organizational reputation to minimize negative complaints and establish trust in business.

Keywords: Digital marketing, mage, decision making, and loyalty.

INTRODUCTION

The average number of Chinese tourists visiting Thailand is almost 1 million a month. However,

it is accepted that there remain many challenging factors that may affect the trend of Chinese tourists visiting Thailand in the next phase. Thailand is one of the most favorite destination places for tourists from all over the world (Panwanitdumrong & Chen, 2021; K. Sun, Fang, & Du, 2021). Particularly most Chines tourists prefer to visit Thailand. Travel agencies in Thailand take steps to satisfy and to provide comfort to their visitors, especially those coming from China. Hence, these travel agencies can increase their customers' loyalty. Because customers' loyalty is one of the major elements that enables a travel agency to earn more profit (Boonmalert, Phoothong, Nualkaw, & Klakhaeng, 2020; Li, Hua, Fu, & Liu, 2021). Hence, the role of digital marketing, brand image, and decision-making, is very crucial particularly for the travel agencies in Thailand.

There are a lot of factors that directly influence the customers' loyalty. It is determined that the loyalty of tourists coming from various parts of the world is affected by various factors (Hwang, Choe, Kim, & Kim, 2021; Zhang & Xu, 2020). Hence, the present study is aimed to determine the effect of digital marketing, brand image, and decision making on Chines tourists coming to Thailand. Chinese visitors in Thailand are common and add a sufficient role in the tourism economy of Thailand (Hanley, 2019).

There are many studies available describing customers' loyalty. Research is also available that describes the role of digital marketing, brand image, and decision making. It is also observed that studies are present that describe the relationship between digital marketing and decision-making. However, the present study is a unique study that describes the relationship between digital marketing, brand image, decision making, and visitors' loyalty. Furthermore, the present study targets Chines tourists in Thailand, which also makes it unique (Hacimusalar & Karaaslan, 2020; Kikulwe & Asindu, 2020).

In the present study, the relationship between various variables such as digital marketing, brand image, decision making, and visitors' loyalty is discussed. It is investigated that the travel agencies in Thailand which prefer digital marketing, and brand imaging, usually remain successful to achieve visitors' loyalty, particularly those coming from China. It is also investigated that decision-making mediates the

relationship between digital marketing and visitors' loyalty (Cesarec, Mikac, & Spevec, 2020; Granada & Mejia, 2020).

Like other studies the present study also has limitations. To determine the loyalty of Chines tourists it is mandatory to focus on the tourists' reliability, assurance, responsiveness, and tangibles (Thi, Huy, Van, & Tuan, 2020; Van Nguyen & Viet, 2019). These four elements help to describe the value of tourists' satisfaction which is one of the major things to determine the tourists' loyalty.

LITERATURE REVIEW

Digital Marketing and Image

Using the internet and other digital communication means aiming to connect with the target audience, or potential customers specifically for the promotion of brands or products is known as online marketing or digital marketing (Djakasaputra et al., 2021; El Junusi, 2020). Various kinds of channels such as multimedia messages, text, email, and social media are used for digital marketing. Hence, in the modern age, digital marketing provides a variety in marketing by making it easy, real-time result-oriented, and developing a direct relationship with the end consumers, customers, or visitors of a brand. According to a past study, digital marketing enables agencies to promote their businesses with less involvement of their human resources (Kumar, Rajan, Venkatesan, & Lecinski, 2019; Soluk, Miroshnychenko, Kammerlander, & De Massis, 2021; Stachová, Papula, Stacho, & Kohnová, 2019). While inbound marketing requires an excessive amount of involvement of human resources to provide a product to the end customers, customers or, visitors. According to the present study, travel agencies in Thailand that prefer digital marketing, remain in a direct relationship with their customers. Hence, these travel agencies are able to develop a better perception about their products or services based on the level of interactions that is possible through social media marketing, content marketing, display marketing, email marketing, affiliate marketing, search engine marketing, mobile marketing, influencer marketing which all are the types of digital marketing. Hence, digital marketing is multi-channel marketing that enables these travel agencies to leverage several

media channels and in this way, the travel agencies can easily build their brand and improve their brand image anywhere in the world where their customers or consumers are present (Kontis, Skoultsos, & Papayiannis, 2019; Rittiboonchai, 2021; Tamilmani, Rana, & Dwivedi, 2020). According to a survey people's screen time has increased and in their daily life, people are spending 4-6 hours on social media such as TikTolk, Facebook, YouTube, and Snapchat, e-commerce stores such as amazon.com, alibaba.com etsay.com, ebay.com, and to explore the search engines such as Google hence, people use to search and buy stuff required in their daily life from social media channels, e-commerce stores. Therefore, digital marketing has a significant impact on people's lives and one of the galactic benefits of digital marketing is that it boosts and gives virality through brand posts and adds certain meanings to make the brand popular. Hence, digital marketing is playing a vital role to increase brand image. Results also show that to make a brand popular for the travel agencies with less use of digital marketing or not prioritizing digital marketing, is becoming quite hard. Hence, through digital marketing, a brand is available in a multi-channel market, becomes viral quickly, and has a unique identity. Therefore, it is hypothesized that (Girgin, 2020; A.-B. Hassan, 2020; Kobayashi & Farrington, 2020).

H1: Digital Marketing has a positive effect on an image.

Digital Marketing and Loyalty

Loyalty in business is a strategy that inspires, encourages, and gives support (Hashem, Nimer Ali, & Allan, 2020; Purwanto, Deviny, & Mutahar, 2020). Hence, loyalty keeps customers or visitors doing business or repeating business with an agency or an organization. Customers or visitors that have frequent business deals with an agency or an organization are the potential income-generating source for that agency or organization (Ngo, 2017). Hence, as per the present study, the loyalty of visitors especially those coming from China, is an element that enables most of the travel agencies in Thailand to encourage their visitors or customers. However, achieving customer loyalty requires potential and smart strategies. To achieve customers' loyalty various kinds of marketing tactics are applied in inbound marketing. In

Inbound marketing, it becomes altogether very difficult to apply the same kind of strategy for all the customers, or in some cases, it is quite impossible to apply a strategy to the same sort of customers due to the limitations such as lack of knowledge about the customers, lack of data about customers' behavior, and lack of information about customers' preferences on the spot (Anshari, Almunawar, Lim, & Al-Mudimigh, 2019; Carfora et al., 2019; Dwivedi et al., 2021; Tan, Lv, Liu, & Gursoy, 2018). On the other hand, digital marketing enables an agency to understand its customers' preferences and build a direct relationship between a customer and an organization. Hence, with digital marketing, it becomes easy for a travel agency to achieve its customers' loyalty by sending them digital loyalty cards aiming to engage customers, making customers feel special, and by creating special deals with them as per the buying potential of the customers. According to a past study, travel agencies in Thailand that don't run their business on digital marketing struggles to make their customers aware of their policies and offers that helps to achieve customers loyalty (Austin, Oyedeji, & Tade, 2020; Harrison & Gayle, 2020; Makin & Bowers, 2020; Okeke-Uzodike, 2021).

Digital marketing enables a travel agency to spread instant information among its customers about the offers and services offered by the travel agency specifically that can help to achieve customers' loyalty. According to the results of the present study, proper and distinguished use of digital marketing helps to achieve customers loyalty that further helps to increase an organization's profits, brings more sales, success, and cause for sustainable growth. Hence, on digital marketing, user-friendly and well-executed programs especially aiming to achieve customers' loyalty helps to attract new customers, retain existing customers, and reduce turnover that ultimately results in driving profits for a travel agency (Hanley, 2019; Sundman, 2021). Hence, digital marketing is a helpful tool for every kind of business that brings ease in doing business especially to achieve customers' loyalty. Digital marketing has a significant impact on customers' loyalty. Hence, regular, and agile use of digital marketing causes an increase in customers' loyalty. Therefore, it is hypothesized that.

H2: Digital Marketing has a positive effect on loyalty.

Digital Marketing and Decision Making

According to a past study, decision-making depends upon available information (Dekker, Engbersen, Klaver, & Vonk, 2018). It is determined that most of the decisions remain successful that are made with plenty of information (J. Sun, Lang, Fujita, & Li, 2018). However, the decisions made without sufficient information lead to failure or bad experiences. A customer needs at least all the basic information about the product that he/she is going to buy or a visitor requires to know basic information with some extended knowledge about his/her destination place (García-Milon, Juaneda-Ayensa, Olarte-Pascual, & Pelegrín-Borondo, 2020). Most of the visitors are keen to know each and everything about the place where they wish to go or where they are staying. In inbound marketing, customers must travel to the product providers before they decide to purchase a product, to get information about the product they wish to purchase then the customers must decide on the spot, whether they are going to purchase it or not. Or product providers travel towards their customers with the product to sell their products. Hence, inbound marketing requires a lot of time, for a customer to reach the product or a product provider must carry the product towards the customer without knowing whether this product will be sold out or remain in the store. On the other hand, in digital marketing, a product provider can easily provide all the information about his/her product that his/her customer may need to know before purchasing the product, such as price, size, warranty, expiry, color, etc. about the product. A customer can have a review about the product or order the product for review from a product provider without traveling and then decide whether he/she is interested to purchase the product or not. According to the present study, visitors especially from China, can contact travel agencies in Thailand to get the information they wish, before they leave their station. In digital marketing, customers are free to compare their preferred products with the other products of the same type offered by other product providers which helps them to know the actual value in the market. It means digital marketing helps a customer to make a quick and more precise decision when he/she is purchasing a product. In

digital marketing, visitors have a lot of necessary information about the services that help them to make a snap purchasing decision. Because visitors can find instantly exactly what they require virtually by surfing the internet immediately. Moreover, it is also quite easy and more result-oriented for the travel agencies to hold marketing campaigns on digital marketing that add sufficient value, particularly for decision-making. Digital marketing also gives a permissive approach to the product providers to know what exactly their audience, customers, or consumers are preferring in their life and on certain occasions. Hence, with this kind of information travel agencies are aware of the future or current needs of their visitors and they can have a better decision. Hence, digital marketing has a significant value for decision-making both for the travel agencies and visitors. Therefore, it is hypothesized that.

H3: Digital Marketing has a positive effect on decision-making.

Image and Loyalty

Normally, the volume of customers, and their buying power for products from a brand, describe the business done by the brand. More customers and customers' higher purchasing power allow customers to purchase, which ultimately helps to grow the businesses related to the products purchased. However, customers keep searching to find a precise and best fit product for them, hence, they use to explore the same kind of product from various product providers until they are satisfied with the product. Brands and travel agencies try to meet the requirements of their customers while producing their products and offering their services and try to make the best possible quality of their products with available resources and by meeting the other market requirements. According to the present study, after achieving a certain level of quality of their offers, now such a travel agency has a good perception among its customers and due to this business begins to increase, however, this increase is up to a certain level. After this certain level, for more growth in business, customers' loyalty plays a significant role. Therefore, the role of brand image is very important. According to a past study, a higher volume of a brand image generates more business (Grover, Chiang, Liang, & Zhang, 2018). Every brand takes various steps to enhance its business. However, according to the

present study, the achievement of customers' loyalty is one of the major steps that has a significant positive influence on a brand's image. Therefore, the brands travel agencies that spend their potential and resources to stand with a distinguished and influential image among their competitors in the market easily win their customers' loyalty. With an acceptable and well-known brand image, it is comparatively easy to generate more business because it helps to increase customers' loyalty (Yulisetiarini & Prahasta, 2019). A travel agency in Thailand with more fame normally appeals to visitors especially from China to buy the services offered. According to prior research about human psychology, people prefer to buy products that are provided by a brand that stands with distinguished value and image among its customers (Stubb & Colliander, 2019). Hence, a higher volume of a brand image directly influences the customers' loyalty. However, on the other hand, the brands with a lower volume of their fame, usually remain unsuccessful to achieve their business goals (Aklilu & Makalela, 2020; Govender & Govender, 2019; Maka, Van Niekerk, DeBruyn, & Pakela-Jezile, 2021; Maryam Al Naimi, 2020). It is also determined that with minimum or no customers' loyalty it becomes harder for the travel agencies even to meet their business goals. Hence, brand image plays a crucial role in the profit volume of a travel agency. Therefore, brand image is a significant element for a travel agency especially in Thailand that can lift the business. Hence, it is hypothesized that;

H4: Image has a positive effect on loyalty.

Image and Decision Making

Agencies and brand normally use their resource to achieve the satisfaction of their customers (Farooq, Salam, Fayolle, Jaafar, & Ayupp, 2018). Normally, when customers are satisfied with the available services offered by a brand or an agency, then the customers prefer the brand or agency for their next purchasing or visit. Hence, an impression about an agency or a brand in a customer's mind is very important. Therefore, many agencies or brands in the world try to make their impression as good as possible in the mind of their customers or visitors. Results from a previous study show that the value of impression about an agency in a customer's mind defines the quality of services offered by the agency. The higher quality of

services offered by an agency helps it to increase the volume of its impression in its customers' minds (Mmutle & Shonhe, 2017). However, the present study describes that a well-reputed brand image of travel agencies in Thailand helps tourists, particularly those coming from China in decision making. On the other hand, travel agencies that don't show interest in brand image, normally don't influence the decision-making of the visitors. Hence, it is hypothesized that;

H5: Image has a positive effect on decision-making.

Loyalty and Decision Making

Loyalty is a fact that deals with the interest of customers, fans, and learners for a particular product celebrity, and a coach, respectively (Ho Lee & Jung, 2018). As per a prior study, loyalty is faithfulness and an ongoing emotional relationship between a brand and its customers (Song, Wang, & Han, 2019). Hence loyalty is a very significant emotion that helps organizations, brands, and companies to grow their business. Loyalty makes a customer prefer his/her choices for a brand or organization (Ranabhat, 2018). The present study describes that tourists' loyalty plays an important role in decision-making by the travel agencies in Thailand. Travel agencies normally change and update their policies and services offered to their customers. Hence, these travel agencies most of the time have to make crucial decisions. However, while making these decisions a lot of elements, directly and indirectly, influence these decisions. Cognitive constraints, personal preferences, attitudes about uncertainty, cultural and social influences, information input, individual differences, and experience, are some significant elements that are addressed while deciding by travel agencies (Chen & Antonelli, 2020). Although the present study describes that tourists' loyalty is one of the major elements that have a significant influence on decision making by the travel agencies. A higher volume of customer loyalty enables travel agencies to make brave and bold decisions such as investment in advance to bring more facilities, increase in human resources to provide quality services, and bringing pro-activeness in services and offers to increase the comfort of their customers. It is determined that most of the travel agencies that spent enough to achieve their customers' loyalty, normally are at ease and confident while making decisions. Because

customers' loyalty gives confidence and assurance about acceptance of services and offers by travel agencies. Hence, a few travel agencies in Thailand normally spent a notable portion of their income to achieve tourists' loyalty. To achieve tourists' loyalty, travel agencies normally increase their performance, bring more stage facilities, and map a suitable venue environment (Buhalis et al., 2019). On the other hand, the travel agencies that don't recognize their customers' loyalty or miss to account for customers' loyalty, most of the time face struggle while making decisions. It is also determined that a few travel agencies even don't keep records and data that can assist them to know their customers' loyalty. Also, some travel agencies besides sufficient data and records available about their customers, are unable to map their customers' preferences and loyalty. Hence, decision-making for such travel agencies become a quite difficult job, especially decisions related to matters such as decisions about future investment for various kind of sections of their business. Hence, customers' loyalty has a significant impact on decision-making. Therefore, it is hypothesized that.

H6: Loyalty has a positive effect on decision-making (N. Hassan et al., 2021; Henkel & Haley, 2020; Krysiński & Szczepański, 2020; Shu-guang, 2020; Tomteberget & Larsson, 2020).

H7: Image mediates the relationship between digital marketing and loyalty.

H8: Image meditates the relationship between digital marketing and decision-making.

H9: Decision-making mediates the relationship between digital marketing and loyalty.

METHODOLOGY

Acquisition of results in research without following any definite method is useless. Hence like other research studies, the present study also adopted a research method that is called the mixed method. Among researchers three research methodologies: quantitative research method, qualitative research method, and mixed-method are very commonly used. However, researchers opt for one of the most appropriate methods. Hence, mixed-method is one of the most appropriate methods that is just according to the nature of the present study.

For the quantitative research part, the research sample consisted of 400 foreign tourists with Chinese nationality who could speak Chinese, aged of 20 years, or over, and at least once used to visit Thailand. The sample size was determined based on the criterion of 20 times of the observed variables. The stratified sampling was applied with data collection via a questionnaire and data analysis conducted by a structural equation model. However, a questionnaire consisting of two major sections was designed. In the first sections, respondents were responsible to answer the questions asked about their demographic information. While the second section of the questionnaire, the respondents were responsible to answer the questions related to key variables of the present study.

Moreover, the respondents were communicated via their email addresses. However, the basic contact information about the respondents was collected from the truisms department in Thailand. It was ensured that this information will not be shared with anybody else and will only be used for the present study. Collected data were analyzed by statistical software to obtain final results. As for the qualitative one, in-depth interviews were conducted through 20 key informants consisting of people having knowledge and experiences related to Chinese tourists.

5. Findings

Before to examine the relationship between variables, this study examined the data by using preliminary data analysis. The errors related to the missing values is examined. Furthermore, errors related to the outlier in the data and normality of the data is also examined. It is insured that data is clear from any type of error. Data statistics are given in Table 1.

Table 1. Statistical test of empirical variables   (n=420)

Variable	$\overline{X}$	S.D.	%CV	Sk	Ku	χ^2	P-value

Websit	4.25	.74	17.41	-3.561	-2.357	18.236	.000
Content	4.11	.71	17.27	-2.230	-.586	5.315	.070
Email	3.95	.72	18.23	-1.470	-.711	2.664	.264
Socmed	3.86	.79	20.47	-1.531	-.383	2.489	.288
Seaengi	3.87	.79	20.41	-1.725	.339	3.089	.213
Attrac	3.80	.81	21.32	-1.484	-.336	2.317	.314
Amenit	3.79	.70	18.47	-1.521	1.447	4.409	.110
Accomm	3.93	.64	16.28	-1.233	1.297	3.201	.202
Activi	3.97	.61	15.37	-1.167	1.905	4.992	.082
Ancill	3.98	.60	15.08	-1.153	1.974	5.228	.073
Positi	4.23	.64	15.13	-2.246	-1.283	6.690	.035
Revisi	3.97	.74	18.64	-1.789	.122	3.217	.200
Shawal	3.93	.73	18.58	-1.579	-.338	2.608	.271
Trust	3.98	.72	18.09	-1.713	.063	2.939	.230
Satisf	4.11	.74	18.00	-2.468	-1.062	7.219	.027
Needre	4.21	.77	18.29	-3.278	-2.681	17.935	.000
Infose	4.12	.63	15.29	-1.491	.822	2.899	.235
Evaalt	4.21	.63	14.96	-1.830	-.256	3.416	.181
Purcha	4.16	.69	16.59	-2.272	-.415	5.336	.069
Posbeh	4.33	.65	15.01	-3.330	-1.844	14.490	.001

After the initial data screening, this study examined factor loadings. According to the literature, the factors loadings should be higher than 0.5 (F. Hair Jr, Sarstedt, Hopkins, & G. Kuppelwieser, 2014; J. Hair, Hollingsworth, Randolph, & Chong, 2017; J. F. Hair, Sarstedt, Pieper, & Ringle, 2012). Therefore, the factor loadings are examined in relation to the digital marketing, destination image, decision, and loyalty. Table 2 shows the factor loadings. All the factors' loadings are above 0.5. Additionally, reliability and validity are also examined by the current study. Composite reliability is above 0.7 and average variance extracted is also above 0.5. Cronbach alpha is also examined which is above 0.7 for all variables. Study model with results is given in Figure 1.

Table 2. Factor Loadings (n = 420)

Variable	Factor Loading (λ)	Error (θ)	t	R^2
1. Digital Marketing **(DIGMARK)**				
1.1 Website (Websit)	.54	.71	10.18	.29

1.2 Content Marketing (Content)	.63	.61	12.05	.39
1.3 Email Marketing (Email)	.74	.46	15.97	.54
1.4 Social Media Marketing (Socmed)	.74	.45	16.07	.55
1.5 Search Engine Optimization (Seaengi)	.86	.26	18.63	.74

$\rho_c = .83$ $\rho_v = .60$

2. Destination Image (IMAGE)

2.1 Attraction (Attrac)	.68	.54	14.76	.46
2.2 Amenities (Amenit)	.79	.38	17.82	.62
2.3 Accommodation (Accomm)	.71	.50	15.27	.50
2.4 Activities (Activi)	.65	.57	13.82	.43
2.5 Ancillary (Ancill)	.65	.58	13.66	.42

$\rho_c = .82$ $\rho_v = .58$

3. Decision (DECISIO)

3.1 Need Recognition (Needre)	.56	.68	11.86	.32
3.2 Information Search (Infose)	.84	.30	20.03	.70
3.3 Evaluation of Alternatives (Evaalt)	.86	.26	21.06	.74
3.4 Purchase Decision (Purcha)	.84	.30	20.18	.70
3.5 Post-purchase Behavior (Posbeh)	.76	.42	17.15	.58

$\rho_c = .86,$ $\rho_v = .60$

4. Loyalty (LOYAL)

4.1 Positive Word of Mouth (Positi)	.60	.63	12.77	.37
4.2 Revisiting (Revisi)	.75	.43	16.79	.57
4.3 Chare of wallet (Shawal)	.73	.46	16.05	.54
4.4 Trust (Trust)	.76	.42	16.95	.58
4.5 Satisfaction (Satisf)	.65	.58	13.59	.42

$\rho_c = .83$ $\rho_v = .59$

Results of the data analysis are given in Table 3. It is found that, digital marketing has significant positive effect on destination image. Digital marketing also has significant and positive effect on loyalty. Similarly, digital marketing has positive effect on decision. Thus, increase in digital marketing can increase the destination image, loyalty, and decision. Furthermore, destination image has positive effect on decision and destination image has positive effect on loyalty. Therefore, any changes in destination image can change the loyalty and decision in same direction. Additionally, decision has positive effect on loyalty. Finally, this study examined the variance explained in destination image, loyalty and decision. R-square value for destination image is 0.54, for loyalty 0.87 and

for decision, it is 0.55. Furthermore, the
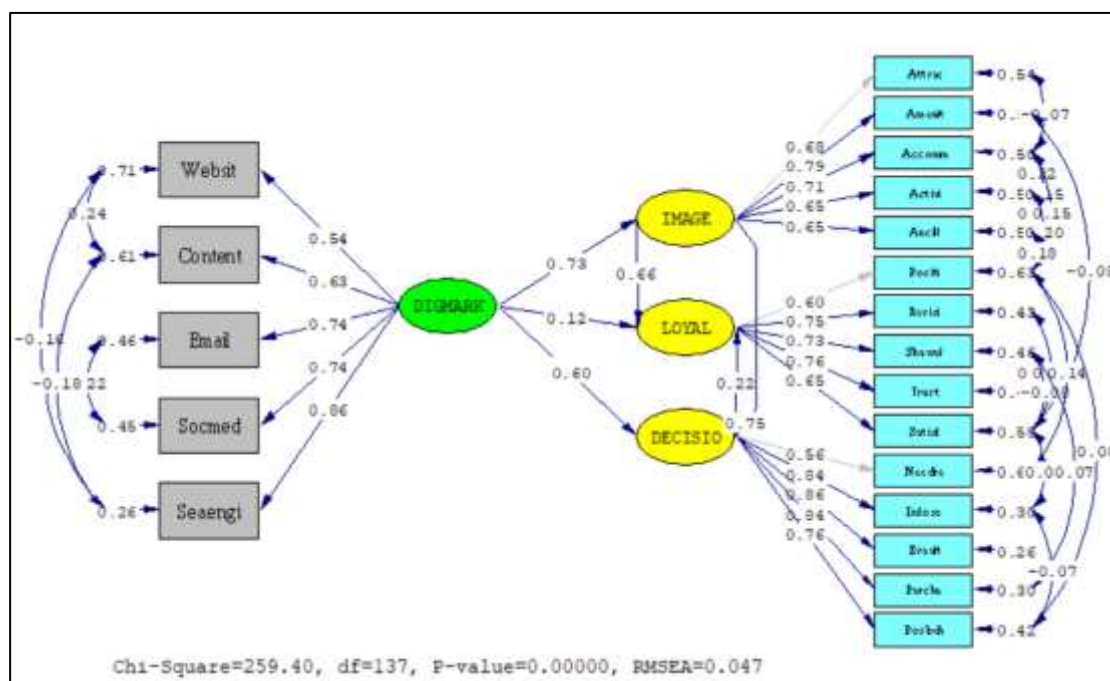mediation effect are also supported.

Figure 1. Study Model with Results

Table 3. Parameter estimation result of direct effect coefficient, indirect effect and total effect from adjust model (n=420)

Dependent variable	R^2	Effect	Independent variable		
			Destination Image (IMAGE)	Decision (DECISIO)	Digital Marketing (DIGMARK)
Destination Image (IMAGE)	.54	DE	-	-	.73* (10.42)
		IE	-	-	-
		TE	-	-	.73* (10.42)
Loyalty (LOYAL)	.87	DE	.66* (6.44)	.22* (3.33)	.12* (2.40)
		IE	.16* (3.42)	-	.61* (8.63)
		TE	.83* (8.54)	.22* (3.33)	.73* (10.34)
Decision (DECISIO)	.55	DE	.75* (7.72)	-	.60* (6.06)
		IE	-	-	.25* (7.30)
		TE	.75* (7.72)	-	.85* (8.41)

χ^2= 259.40 df = 137 p-value = .00000 , χ^2 / df = 1.89, RMSEA = .047, RMR = .028,

SRMR = .044, CFI = .99, GFI = .94, AGFI = .91, CN = 261.33

Conclusion

The purpose of the present study was to determine the Chines tourists' loyalty particularly coming to Thailand. Hence, for this purpose, digital marketing, brand image was selected to measure the tourists' loyalty. Therefore, a survey was conducted to collect the data from the respondents of the present study. Moreover, the data were analyzed by using statistical software.

It is investigated that digital marketing, brand image, and decision making have a significant impact on Chine's tourists in Thailand. As per the result of the present study digital marketing and brand image have a major role to increase Chines tourists' loyalty. The findings showed that: 1 (digital marketing, image, and decision making affecting the loyalty of Chinese tourists visiting Thailand were all rated at a high level; 2 (the causal factors affecting digital marketing, image, and decision making had a positive influence on the loyalty of Chinese tourists visiting Thailand that could predict the royalty results by 87 percent; and 3 (based on the research findings, the model of the loyalty affecting the decision of Chinese tourists visiting Thailand was developed and could further be applied as a guideline for tourism-business entrepreneurs in Thailand to gain success based on the variables found. In addition, the qualitative research findings also revealed that the model of the causal factors influencing digital marketing, image, and loyalty affecting the Chinese tourists' decision to visit Thailand was highly beneficial to academics in terms of expanding and building upon the knowledge on the modern marketing science. Furthermore, the present study investigated that decision-making mediates the relationship between digital marketing and Chines tourists' loyalty. Increase in branding and more practice in digital marketing increase tourists' loyalty. Thus, it is recommended to travel agencies in Thailand adopt digital marketing and increase branding or image because this will lead to increase visitors' or tourists' loyalty that will ultimately cause an increase in the tourism economy of the country.

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