

THE FACTORS INFLUENCING CHINESE TRAVELLERS' BEHAVIORAL LOYALTY TO HOTELS IN BANGKOK, THAILAND

Jiacheng Huo¹, Sukon Aduldaecha^{2*}, Surachai Traiwannakij³

^{1,2,3} Department of Management Science, Institute of Science Innovation and Culture,
Rajamangala University of Technology Krungthep, Bangkok, Thailand

*Corresponding author: sukon.a@mail.rmutk.ac.th

ABSTRACT

This study examines the impact of demographic factors, corporate social responsibility (CSR), and customer trust on customers' behavioral loyalty, with a refined focus on the dominant role of corporate policies and organizational culture. This study employs a quantitative research method and collects 409 valid questionnaires from independent mainland Chinese travelers who have stayed in 3-star or higher hotels in Bangkok. Descriptive statistics, independent samples t-tests, one-way ANOVA, and multiple regression analysis are used for data analysis. The results show that demographic factors (gender, age, education level, occupation and monthly household income) have no significant impact on Chinese travelers' behavioral loyalty. In contrast, all dimensions of CSR (economic responsibility, legal responsibility, ethical responsibility, discretionary responsibility) and all dimensions of customer trust (behavioral commitment, attitudinal commitment, cognitive dissonance) have significant positive effects on behavioral loyalty. The legal responsibility has the strongest predictive power in the CSR dimension, and attitudinal commitment has the greatest influence in the trust dimension. The study enriches the critical content of Chinese travelers' hotel loyalty in cross-cultural contexts and provides practical areas for Bangkok hotels to formulate customer retention strategies.

Keywords: Chinese Travelers, Behavioral Loyalty, Hotel, Corporate Social Responsibility (CSR), Customer Trust

INTRODUCTION

Background and Statement of the Problem

With China's economic growth continuing and the global tourism industry gradually recovering, outbound tourism has become an important part of Chinese residents' daily consumption. With its unique cultural charm, beautiful natural scenery, and convenient transportation, it has long been one of the most popular overseas destinations for mainland Chinese travelers. Among Thai destinations, it attracts millions of Chinese tourists each year, driving rapid development of the hotel industry. However, with the increasing number of hotels and the homogenization of products and services, competition within Bangkok's hotel sector has become increasingly intense. In this context, attracting and retaining customers, particularly Chinese travelers, has become a critical issue for hotel operators. Customer behavioral loyalty refers to customers' repeated consumption behavior, positive recommendation behavior, and willingness to pay premium prices for a brand or enterprise (Oliver, 1999). It is not only a direct manifestation of customer satisfaction but also a key factor in reducing marketing costs, enhancing brand reputation, and achieving long-term profitability. In the hotel industry, loyal customers provide stable revenue streams, reduce operational uncertainty, and help develop sustainable competitive advantages.

In recent years, heightened consumer social responsibility awareness has made corporate social responsibility (CSR) an increasingly important factor influencing consumer behavior. CSR refers to enterprises' voluntary integration of economic, legal, ethical, and philanthropic

responsibilities into their business operations and decision-making processes (Carroll & Shabana, 2010). In the hotel industry, CSR practices commonly include environmental protection initiatives, community welfare activities, fair labor practices, and ethical management. Previous studies have shown that CSR can strengthen consumers' brand recognition and trust, thereby promoting customer loyalty (Martinez & Rodriguez del Bosque, 2013). Nevertheless, most existing studies on hotel CSR have focused on Western consumers or domestic Chinese hotel markets, while paying limited attention to Chinese travelers' perceptions and responses to hotel CSR practices in Bangkok. As a result, a research gap remains regarding the role of CSR in shaping behavioral loyalty among Chinese tourists in the Bangkok hotel context.

Customer trust is another essential determinant of behavioral loyalty, particularly in service industries characterized by intangible products and experiences (Morgan & Hunt, 1994). Trust reflects customers' confidence in an enterprise's reliability, honesty, and ability to fulfill its commitments. In the hotel industry, because service quality cannot be fully evaluated before consumption, trust plays a particularly significant role in shaping customers' decisions and post-purchase behavior. For Chinese travelers in a foreign cultural environment, trust in hotels may be influenced not only by service quality but also by cultural differences and information asymmetry. In addition, demographic factors such as gender, age, education level, occupation, and income have been widely recognized as important variables affecting consumer preferences, expectations, and decision-making styles (Han & Hyun, 2017). However, previous studies have reported inconsistent findings regarding the influence of demographic factors on hotel loyalty. Some researchers argue that demographic variables significantly moderate customer loyalty, whereas others report no significant effects. Therefore, in the context of Chinese travelers visiting Bangkok, the extent to which demographic factors influence behavioral loyalty remains unclear and warrants further investigation.

Research Questions

Based on the above research background and problems, this study puts forward the following three core research questions:

RQ1: How do demographic factors (gender, age, education level, occupation and monthly household income) influence Chinese travelers' behavioral loyalty to hotels in Bangkok?

RQ2: How does corporate social responsibility (CSR) influence Chinese travelers' behavioral loyalty to hotels in Bangkok?

RQ3: How does customer trust influence Chinese travelers' behavioral loyalty to hotels in Bangkok?

Research Objectives

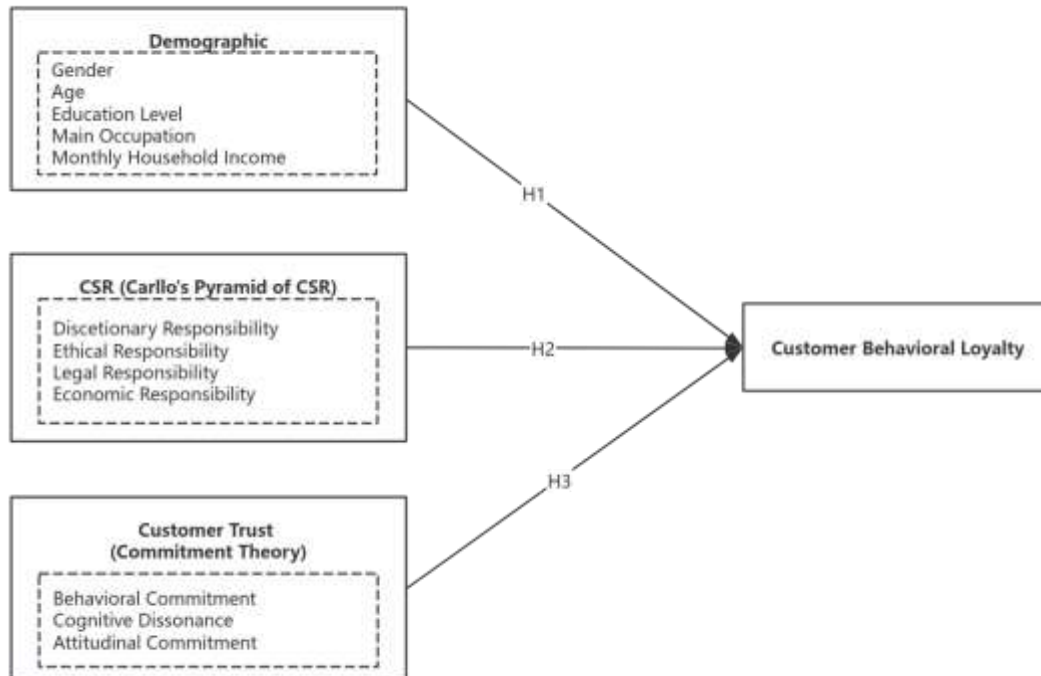
Corresponding to the research questions, this study sets the following three research objectives:

RO1: To explore the impact of demographic factors on Chinese travelers' behavioral loyalty to hotels in Bangkok.

RO2: To analyze the impact of CSR (economic responsibility, legal responsibility, ethical responsibility and discretionary responsibility) on Chinese travelers' behavioral loyalty to hotels in Bangkok.

RO3: To examine the impact of customer trust (behavioral commitment, attitudinal commitment, cognitive dissonance) on Chinese travelers' behavioral loyalty to hotels in Bangkok.

Research Framework



Research Hypotheses

Based on the conceptual framework and existing literature, this study proposes the following research hypotheses:

H1: Demographic factors have no significant influence on Chinese travelers' behavioral loyalty to hotels in Bangkok.

H2: Corporate social responsibility has a significant positive influence on Chinese travelers' behavioral loyalty to hotels in Bangkok.

H3: Customer trust has a significant positive influence on Chinese travelers' behavioral loyalty to hotels in Bangkok.

Scope of the Research Study

Content Scope: This study focuses on the influencing factors of Chinese travelers' behavioral loyalty to hotels in Bangkok. The core research variables include demographic factors (gender, age, education level, occupation, monthly household income), CSR (economic responsibility, legal responsibility, ethical responsibility, discretionary responsibility), customer trust (behavioral commitment, attitudinal commitment, cognitive dissonance) and behavioral loyalty. The research content does not involve other potential influencing factors such as service quality, price, and brand image.

Area Scope: The research area is limited to Bangkok, Thailand, and the research subjects are independent mainland Chinese travelers who have stayed in 3-star or higher hotels in Bangkok. The reason for selecting 3-star and above hotels is that they offer relatively comprehensive service facilities and standardized management, and are more likely to implement CSR

practices. At the same time, independent travelers better reflect Chinese tourists' independent choice behavior, avoiding the interference of travel agencies in hotel selection.

Sample Scope: The population of this study comprises all independent mainland Chinese travelers who have stayed in 3-star or higher hotels in Bangkok. Due to the large and uncertain population size, this study adopts an infinite-population assumption. According to the Yamane sample size formula (Yamane, 1967), with a 95% confidence level and a 5% margin of error, the minimum sample size is 400. Finally, 409 valid questionnaires were collected, meeting the research requirements.

Time Scope: The research data collection period is from January to June 2025. This period coincides with the peak travel season for Chinese tourists to Thailand, thereby ensuring the data are timely and representative.

Definition of Key Terms

Corporate Social Responsibility (CSR): CSR refers to enterprises' voluntary integration of economic, legal, ethical, and philanthropic responsibilities into their business operations, decision-making, and interactions with stakeholders (Carroll & Shabana, 2010). In this study, hotel CSR includes four dimensions: economic responsibility (providing high-quality and cost-effective services, promoting local economic development), legal responsibility (abiding by Thai laws and regulations, standardizing business operations), ethical responsibility (fair labor practices, environmental protection, honest management), and discretionary responsibility (community public welfare, cultural protection, charitable donations).

Customer Trust: Customer trust refers to customers' confidence and expectation in a hotel's reliability, honesty, and ability to fulfill service commitments (Morgan & Hunt, 1994). This study divides customer trust into three dimensions based on Commitment Theory: behavioral commitment (repeat consumption behavior and loyalty to the hotel), attitudinal commitment (emotional attachment and brand identification), and cognitive dissonance (reduced post-consumption doubt and regret).

Customer Behavioral Loyalty: Customer behavioral loyalty refers to customers' actual consumption behaviors and behavioral intentions that reflect their loyalty to a hotel brand (Oliver, 1999). In this study, behavioral loyalty is measured by four indicators: repeat visit intention, positive recommendation intention, willingness to pay premium prices, and active sharing of positive reviews.

Chinese Travelers: Chinese travelers in this study refer to independent mainland Chinese citizens who have traveled to Bangkok and stayed in 3-star and above hotels, excluding group tourists and Chinese tourists from Hong Kong, Macao, and Taiwan.

Hotels: In this study, hotels refer to 3-, 4-, and 5-star hotels in Bangkok that have clear CSR practices and standardized service management.

Benefit of the Study

This study provides both academic and practical benefits. Academically, the study enriches the existing literature on hotel loyalty in cross-cultural contexts by focusing on Chinese travelers in, thereby helping to fill the research gap in this area. The study also develops a comprehensive research framework that integrates demographic factors, corporate social responsibility (CSR), and customer trust, offering a new perspective for future studies related to consumer behavioral loyalty in the hotel industry. Furthermore, the findings verify

the applicability of Carroll's CSR Pyramid and Commitment Theory to Chinese travelers, providing a valuable theoretical reference for similar research in tourism and hospitality studies. In practice, the findings offer useful managerial implications for hotel operators in Bangkok by identifying the key factors influencing Chinese travelers' behavioral loyalty. Hotels can use these insights to develop more effective customer retention strategies, such as strengthening legal compliance, enhancing ethical management, implementing CSR initiatives, and building stronger customer trust. These practices can help hotels attract and retain Chinese travelers, improve market competitiveness, and support sustainable business development. In addition, the results may also guide tourism management authorities in formulating tourism-related policies and promoting the sustainable growth of the tourism industry.

LITERATURE REVIEW

Related Theories

Demographic Factors

Demographic factors are among the most basic variables in consumer behavior research, as they can directly reflect the characteristics of consumer groups and provide a basis for market segmentation (Kotler & Keller, 2016). Gender affects consumers' preferences and decision-making styles. Women are more sensitive to emotional factors and social responsibility, while men pay more attention to practical factors such as price and quality (Han & Hyun, 2017). Age affects consumers' values and consumption habits. Young consumers pursue novelty and personalization, while older consumers place greater emphasis on stability and reliability (Kang et al., 2012). Education level affects consumers' cognitive and information-processing abilities. Consumers with higher education are more receptive to new concepts such as CSR and trust (Lee et al., 2012). Occupation and income level affect consumers' purchasing power and consumption motivation. High-income consumers have higher requirements for service quality and social responsibility (Mo et al., 2019).

Carroll's Pyramid of Corporate Social Responsibility

Carroll (1991) proposed the classic CSR Pyramid model, which divides CSR into four hierarchical categories: economic, legal, ethical, and discretionary. Economic responsibility is the foundation of the pyramid, requiring enterprises to generate profits, provide employment, and promote economic development. Legal responsibility requires enterprises to abide by national laws and regulations and operate in accordance with the law. Ethical responsibility requires enterprises to abide by moral norms and conduct fair and honest operations beyond legal requirements. Discretionary responsibility is the top of the pyramid, referring to enterprises' voluntary philanthropic and public welfare behaviors. In the hotel industry, especially mid-scale hotels, economic and legal responsibilities are the most basic and easily perceived by consumers (Chang et al., 2024). Hotels need to ensure stable operations and legal compliance to meet consumers' basic needs. Ethical and discretionary responsibilities, as advanced CSR practices, can help hotels differentiate their brands and enhance consumers' emotional identity. For Chinese travelers, influenced by traditional cultural values, they pay more attention to enterprises' moral quality and social responsibility, so ethical and discretionary CSR practices may have a greater impact on their loyalty (Zhou & Nasir, 2025).

Commitment Theory

Commitment Theory, proposed by Morgan and Hunt (1994) in the field of relationship marketing, holds that trust and commitment are the core factors in maintaining long-term cooperative relationships between enterprises and customers. Trust is the premise of commitment, and commitment is the result of trust. This theory divides customer commitment into three dimensions: behavioral commitment, attitudinal commitment, and cognitive dissonance. Behavioral commitment refers to customers' repeat consumption and loyalty behaviors, which are the external manifestations of loyalty. Attitudinal commitment refers to customers' emotional attachment and psychological identity to the brand, which is the internal driving force of loyalty. Cognitive dissonance refers to customers' reduction of post-consumption doubt and regret, which serves as the cognitive basis for maintaining loyalty. In the hotel industry, due to the intangibility of services, trust and commitment are particularly important. When customers trust a hotel, they form an emotional attachment and repeat purchase behavior, thereby generating behavioral loyalty (Ahn & Kwon, 2020).

Related Studies

Demographic Factors and Hotel Loyalty

Han and Hyun (2017) conducted a study of luxury hotel customers and found that demographic factors, such as age and income, significantly moderate the relationship between CSR and loyalty. Young and high-income customers are more responsive to CSR practices. Kandampully and Suhartanto (2000) studied mid-scale hotel customers and found that demographic factors had no significant impact on loyalty, while loyalty was mainly affected by service quality and brand image. Lee et al. (2012) believed that education level affects consumers' perceptions of CSR, and that highly educated consumers have greater recognition of CSR. However, most of the above studies focus on Western consumers or Chinese domestic hotels, and there is a lack of research on Chinese travelers in Bangkok.

CSR and Hotel Loyalty

Ailawadi et al. (2014) found that retailer CSR can enhance customers' behavioral loyalty, and the effect is more significant for ethically sensitive consumers. Martinez and Rodriguez del Bosque (2013) studied hotel customers and confirmed that CSR can enhance trust and satisfaction, thereby promoting loyalty. Chang et al. (2024) found that green CSR practices have a significant positive impact on eco-hotel customers' loyalty. Zhou and Nasir (2025) studied Chinese urban tourists and found that CSR has a significant positive impact on loyalty, and trust plays a mediating role. However, most of the above studies focus on a single dimension of CSR or Western consumers, and there is a lack of research on the multidimensional impact of CSR on Chinese travelers in Bangkok.

Customer Trust and Hotel Loyalty

Wilkins et al. (2009) found that trust is the core determinant of hotel customers' loyalty. Ahn and Kwon (2020) verified the CSR-trust-loyalty chain and found that trust plays a complete mediating role. Paisri et al. (2022) studied cultural tourism customers and found that commitment significantly affects revisit intention. However, most of the above studies focus on the single dimension of trust, and there is a lack of research on the multidimensional structure of trust and its impact on Chinese travelers.

Summary: By reviewing the existing literature, the following research gaps emerge: First, most studies focus on Western consumers or Chinese domestic hotels, and there is a lack of research on Chinese travelers' hotel loyalty in Bangkok. Second, existing studies mostly focus on a single influencing factor, and there is a lack of comprehensive research on the combined effects of demographic factors, CSR, and customer trust. Third, most studies simplify the dimensions of CSR and trust, and fail to explore their multidimensional impacts in depth. This study aims to fill these gaps.

RESEARCH METHODOLOGY

This study adopts a quantitative cross-sectional research design to objectively examine the factors influencing customer behavioral loyalty among independent mainland Chinese travelers staying in 3-star and above hotels. Quantitative research enables the analysis of relationships among variables through systematic data collection and statistical analysis. In contrast, the cross-sectional approach collects data at a single point in time to reflect the current state of the target population. The population of this study consists of all independent mainland Chinese travelers who have stayed in 3-star and above hotels in Bangkok, which is considered an infinite population due to its large and uncertain size. Based on the Yamane sample size formula (Yamane, 1967), a minimum sample size of 400 respondents was required at a 95% confidence level and a 5% margin of error. A total of 409 valid questionnaires were ultimately collected. The study employed non-probability convenience sampling, with questionnaires distributed through online platforms such as WeChat, RedBook, and travel forums targeting Chinese travelers with relevant hotel experience in Bangkok. Data collection was conducted from January to June 2025 using bilingual questionnaires in both Chinese and English to ensure accurate understanding among respondents. Of the 450 distributed questionnaires, 409 were returned, yielding an effective response rate of 90.89%.

The research instrument consisted of four parts: demographic factors, corporate social responsibility (CSR), customer trust, and customer behavioral loyalty. Demographic factors included gender, age, education level, occupation, and monthly household income. CSR was measured through four dimensions, namely economic responsibility, legal responsibility, ethical responsibility, and discretionary responsibility, with a total of 20 items. Customer trust consisted of three dimensions—behavioral commitment, attitudinal commitment, and cognitive dissonance—each with 5 items. In contrast, customer behavioral loyalty was measured using 5 items assessing repeat visit intention, positive recommendation intention, and willingness to pay premium prices. All measurement items adopted a 5-point Likert scale ranging from strongly disagree to agree strongly. To ensure content validity, the questionnaire was evaluated using the Item-Objective Congruence (IOC) method by three experts in hospitality management and CSR research, with all items achieving IOC values greater than 0.5. Reliability was tested through a pilot study involving 30 respondents, and all variables achieved Cronbach's alpha coefficients above 0.7, indicating satisfactory internal consistency. Data analysis was conducted using SPSS 26.0 software. Descriptive statistics, including frequencies, percentages, means, and standard deviations, were used to describe respondents' demographic characteristics and the overall distribution of variables. Inferential statistics included an Independent Samples T-test to examine gender differences in behavioral loyalty, a

One-way ANOVA to test differences among demographic groups, and a Multiple Regression Analysis to investigate the effects of CSR and customer trust on behavioral loyalty.

RESEARCH FINDINGS

Descriptive Statistics

Demographic Factors

Table 1: Frequency and Percentage of Respondents

Demographic	Category	Frequency	Percent
Gender	Male	212	51.83
	Female	197	48.17
Age	20–24	59	14.43
	25–34	129	31.54
	35–44	94	22.98
	45–54	81	19.80
	55+	46	11.25
	High School or Below	78	19.07
Education	Associate/College	178	43.52
	Bachelor	106	25.92
	Master's/Doctorate	47	11.49
Occupation	Student	61	14.91
	Private Employee	152	37.16
	Government/SOE	75	18.34
	Self-Employed	75	18.34
	Retired	46	11.25
Monthly Income	<8,000	141	34.47
	8,001–15,000	39	9.54
	15,001–30,000	104	25.43
	0,001–50,000	69	16.87
	>50,000	56	13.69
Total		409	100.00

Table 1 presents the frequency and percentage of respondents' demographic characteristics. As shown in Table 1, the gender distribution of respondents is relatively balanced, with 212 males (51.83%) and 197 females (48.17%). In terms of age, the 25–34 age group accounts for the largest proportion (31.54%), followed by the 35–44 age group (22.98%). In terms of education level, the associate/college degree group is the largest (43.52%), followed by the bachelor's degree group (25.92%). In terms of occupation, private employees account for the largest proportion (37.16%). In terms of monthly household income, the group below 8,000 CNY accounts for the largest proportion (34.47%). The demographic distribution of respondents is consistent with the characteristics of Chinese travelers to Thailand, which ensures the representativeness of the sample.

Corporate Social Responsibility

Table 2: Descriptive Statistics of CSR

Variable	Mean	SD	Meaning
Economic Responsibility	3.822	0.968	Agree
Legal Responsibility	3.822	0.945	Agree
Ethical Responsibility	3.824	0.969	Agree
Discretionary Responsibility	3.846	0.933	Agree
Overall CSR	3.858	0.923	Agree

Table 2 presents the descriptive statistics of CSR. As shown in Table 2, the overall mean for CSR is 3.858 (SD = 0.923), which falls within the "agree" range, indicating that respondents have a high level of recognition of hotels' CSR practices. Among the four dimensions, discretionary responsibility has the highest mean (3.846), followed by ethical responsibility (3.824), economic responsibility (3.822), and legal responsibility (3.822). This shows that Chinese travelers pay more attention to hotels' philanthropic and ethical practices, while also recognizing their economic and legal responsibilities.

Customer Trust

Table 3: Descriptive Statistics of Customer Trust

Variable	Mean	SD	Meaning
Behavioral Commitment	3.807	0.980	Agree
Attitudinal Commitment	3.839	1.021	Agree
Cognitive Dissonance	3.800	1.043	Agree
Overall Trust	3.743	0.937	Agree

Table 3 presents the descriptive statistics of customer trust. The overall mean trust score is 3.743 (SD = 0.937), which falls in the "agree" range, indicating that respondents have a high level of trust in hotels. Among the three dimensions, attitudinal commitment has the highest mean (3.839), followed by behavioral commitment (3.807) and cognitive dissonance (3.800). This shows that Chinese travelers' trust in hotels is mainly based on emotional attachment, followed by behavioral loyalty and reduced doubt.

Customer Behavioral Loyalty

Table 4: Descriptive Statistics of Behavioral Loyalty

Variable	Mean	SD	Meaning
Behavioral Loyalty	3.812	0.922	Agree

Table 4 presents the descriptive statistics of behavioral loyalty. The mean behavioral loyalty score is 3.812 (SD = 0.922), which falls in the "agree" range, indicating that respondents have a high level of behavioral loyalty to hotels.

Inferential Statistics

Demographic Factors and Behavioral Loyalty

Table 5: Independent Samples T-Test (Gender)

Gender	N	Mean	SD	t	sig
Male	212	3.778	0.970	-0.761	.447
Female	197	3.848	0.867		

Table 5 presents the independent samples t-test results for gender. The t-value is -0.761, and the p-value is 0.447 (>0.05), indicating that there is no significant difference in behavioral loyalty between males and females.

Table 6: One-Way ANOVA (Age)

	SS	df	MS	F	Sig.
Between Groups	1.428	4	0.357	0.418	0.796
Within Groups	345.076	404	0.854		
Total	346.504	408			

Table 7: One-Way ANOVA (Education)

	SS	df	MS	F	Sig.
Between Groups	2.143	3	0.714	0.840	0.473
Within Groups	344.361	405	0.850		
Total	346.504	408			

Table 8: One-Way ANOVA (Occupation)

	SS	df	MS	F	Sig.
Between Groups	2.700	4	0.675	0.793	0.530
Within Groups	343.804	404	0.851		
Total	346.504	408			

Table 9: One-Way ANOVA (Income)

	SS	df	MS	F	Sig.
Between Groups	3.254	4	0.813	0.957	0.431
Within Groups	343.250	404	0.850		
Total	346.504	408			

Table 6–9 presents the one-way ANOVA results for age, education level, occupation, and income. The p-values are all greater than 0.05, indicating that there are no significant differences in behavioral loyalty among different age, education level, occupation, and income groups. Therefore, H1 is supported.

CSR and Behavioral Loyalty

Table 10: Multiple Regression (CSR → Loyalty)

Item	B	Std. Error	Beta	t	Sig.
Constant	0.428	0.115		3.716	0.000
Economic	0.180	0.049	0.189	3.680	0.000
Legal	0.301	0.050	0.308	6.068	0.000
Ethical	0.167	0.047	0.176	3.556	0.000
Discretionary	0.236	0.051	0.239	4.633	0.000

$R^2 = 0.693$, Adj $R^2 = 0.690$, $F = 227.85^{***}$

Table 10 presents the multiple regression results for CSR and behavioral loyalty. The R^2 is 0.693, indicating that CSR explains 69.3% of the variance in behavioral loyalty. The F-value is 227.85 ($p < 0.001$), indicating that the regression model is significant. All four CSR dimensions have significant positive effects on behavioral loyalty ($p < 0.001$). Among them, legal responsibility has the highest Beta value (0.308), followed by discretionary responsibility (0.239), economic responsibility (0.189), and ethical responsibility (0.176). Therefore, H2, H2a–H2d are supported.

Customer Trust and Behavioral Loyalty

Table 11: Multiple Regression (Trust → Loyalty)

Item	B	Std. Error	Beta	t	Sig.
Constant	0.649	0.108		5.987	0.000
Behavioral Commitment	0.300	0.044	0.319	6.760	0.000
Attitudinal Commitment	0.295	0.043	0.327	6.925	0.000
Cognitive Dissonance	0.234	0.039	0.264	5.983	0.000

$R^2 = 0.690$, Adj $R^2 = 0.688$, $F = 224.18^{***}$

Table 11 presents the multiple regression results for customer trust and behavioral loyalty. The R^2 is 0.690, indicating that trust explains 69.0% of the variance in behavioral loyalty. The F-value is 224.18 ($p < 0.001$), indicating that the regression model is significant. All three dimensions of trust have significant positive effects on behavioral loyalty ($p < 0.001$). Among them, attitudinal commitment has the highest Beta value (0.327), followed by behavioral commitment (0.319) and cognitive dissonance (0.264). Therefore, H3, H3a–H3c are supported.

Hypothesis Testing Summary

Table 12 summarizes the results of the hypothesis testing. H1 is not supported, while H2 and H3 are fully supported.

Table 12: Hypothesis Testing Results

Hypothesis	Result
H1: Demographics → Loyalty	Not Supported
H2: CSR → Loyalty	Supported
H3: Trust → Loyalty	Supported

DISCUSSION

Demographic Factors and Behavioral Loyalty: The finding that demographic factors have no significant impact on behavioral loyalty is consistent with Kandampully and Suhartanto (2000) but contradicts Han and Hyun (2017). A possible reason is that Chinese travelers share a similar consumption psychology and value orientation when traveling abroad, and their loyalty is mainly influenced by hotel service, CSR, and trust rather than individual demographic characteristics. In addition, the cultural homogeneity of Chinese travelers may also reduce the impact of demographic factors. This finding suggests that hotels do not need to formulate differentiated strategies based on demographic characteristics but should focus on improving service quality, CSR practices, and trust relationships.

CSR and Behavioral Loyalty: The significant positive impact of CSR on behavioral loyalty is consistent with the findings of Martinez and Rodriguez del Bosque (2013) and Zhou and Nasir (2025). The strongest effect of legal responsibility is that Chinese travelers attach great importance to hotels' legal compliance in foreign countries, which reflects their concern about personal safety and rights protection. The significant effect of discretionary responsibility indicates that Chinese travelers have a high degree of recognition of hotels' public welfare and philanthropic practices, which is influenced by traditional Chinese cultural values of "kindness and public welfare". The effects of economic and ethical responsibility are also significant, indicating that Chinese travelers pay attention to both practical benefits and moral quality. This finding enriches the research on CSR in cross-cultural contexts and provides a basis for hotels to formulate CSR strategies.

Customer Trust and Behavioral Loyalty: The significant positive impact of trust on behavioral loyalty is consistent with the findings of Ahn and Kwon (2020) and Paisri et al. The dominant effect of attitudinal commitment confirms that emotional attachment is the core of trust, consistent with the characteristics of Chinese consumers, who pay attention to emotional experience. The significant effect of behavioral commitment indicates that repeat behavior is an important manifestation of trust. The significant effect of cognitive dissonance indicates that reducing post-consumption doubt is conducive to maintaining loyalty. This finding verifies the applicability of Commitment Theory to Chinese travelers and highlights the importance of emotional trust.

CONCLUSION

This study explores the influencing factors of Chinese travelers' behavioral loyalty to hotels in Bangkok by analyzing 409 valid questionnaires. The main conclusions are as follows: First, demographic factors (gender, age, education level, occupation and monthly household income) have no significant impact on Chinese travelers' behavioral loyalty. This indicates that Chinese travelers' loyalty to hotels is not affected by individual background characteristics but is mainly determined by hotel-related factors.

Second, all CSR dimensions have significant positive effects on Chinese travelers' behavioral loyalty. Among them, legal responsibility has the strongest predictive power, followed by discretionary, economic, and ethical responsibility. This shows that Chinese travelers pay the most attention to hotels' legal compliance, while also valuing their philanthropic, economic, and ethical practices.

Third, all dimensions of customer trust have significant positive effects on Chinese travelers' behavioral loyalty. Among them, attitudinal commitment has the greatest influence, followed by behavioral commitment and cognitive dissonance. This indicates that emotional attachment is the core factor in Chinese travelers' trust in hotels, thereby further promoting their behavioral loyalty.

IMPLICATION FOR PRACTICE

First, hotels should prioritize legal compliance. Strictly abide by Thai laws and regulations, standardize business operations, and ensure the safety and rights of customers. This is the most basic and important way to gain Chinese travelers' trust and loyalty.

Second, hotels should actively carry out CSR practices. Focus on philanthropic and ethical practices, such as community public welfare activities, environmental protection initiatives,

and fair labor practices. At the same time, ensure stable economic operations and provide high-quality, cost-effective services.

Third, hotels should focus on building emotional trust. Strengthen emotional communication with customers, provide personalized service, and create a warm, comfortable consumption environment. Enhance customers' emotional attachment to and brand identification with the brand.

Fourth, hotels should avoid demographic segmentation. Formulate unified customer retention strategies that focus on CSR and trust to reduce management costs and improve efficiency.

RECOMMENDATION FOR FUTURE RESEARCH

First, future research can expand the sample scope, include Chinese travelers in other Southeast Asian countries, and enhance the generalizability of the research conclusions.

Second, future research can add mediating variables such as satisfaction and brand image and explore the internal mechanisms by which CSR and trust affect loyalty.

Third, future research can adopt a longitudinal design and explore the dynamic changes of loyalty over time.

Fourth, future research can use qualitative methods, such as in-depth interviews and case studies, to deeply explore the psychological processes underlying Chinese travelers' loyalty formation.

REFERENCES

- Bell, S. (2010). Project-based learning for the 21st century: Skills for the future. *The Clearing House: A Journal of Educational Strategies, Issues and Ideas*, 83(2), 39–43. <https://doi.org/10.1080/00098650903505415>
- Blumenfeld, P. C., Soloway, E., Marx, R. W., Krajcik, J. S., Guzdial, M., & Palincsar, A. (1991). Motivating project-based learning: Sustaining the doing, supporting the learning. *Educational Psychologist*, 26(3–4), 369–398. <https://doi.org/10.1080/00461520.1991.9653139>
- Brown, J. S., Collins, A., & Duguid, P. (1989). Situated cognition and the culture of learning. *Educational Researcher*, 18(1), 32–42. <https://doi.org/10.3102/0013189X018001032>
- Deci, E. L., & Ryan, R. M. (2000). The “what” and “why” of goal pursuits: Human needs and the self-determination of behavior. *Psychological Inquiry*, 11(4), 227–268. https://doi.org/10.1207/S15327965PLI1104_01
- Hmelo-Silver, C. E. (2004). Problem-based learning: What and how do students learn? *Educational Psychology Review*, 16(3), 235–266. <https://doi.org/10.1023/B:EDPR.0000034022.16470.f3>
- Hmelo-Silver, C. E., Duncan, R. G., & Chinn, C. A. (2007). Scaffolding and achievement in problem-based and inquiry learning: A response to Kirschner, Sweller, and Clark (2006). *Educational Psychologist*, 42(2), 99–107. <https://doi.org/10.1080/00461520701263368>
- Krajcik, J. S., & Blumenfeld, P. C. (2006). Project-based learning. In R. K. Sawyer (Ed.), *The Cambridge handbook of the learning sciences* (pp. 317–334). Cambridge University Press. <https://doi.org/10.1017/CBO9780511816833.020>

- Lave, J., & Wenger, E. (1991). *Situated learning: Legitimate peripheral participation*. Cambridge University Press.
- Piaget, J. (1970). *Science of education and the psychology of the child*. Orion Press.
- Pintrich, P. R., & De Groot, E. V. (1990). Motivational and self-regulated learning components of classroom academic performance. *Journal of Educational Psychology*, 82(1), 33–40. <https://doi.org/10.1037/0022-0663.82.1.33>
- Prince, M. (2004). Does active learning work? A review of the research. *Journal of Engineering Education*, 93(3), 223–231. <https://doi.org/10.1002/j.2168-9830.2004.tb00809.x>
- Runco, M. A., & Jaeger, G. J. (2012). The standard definition of creativity. *Creativity Research Journal*, 24(1), 92–96. <https://doi.org/10.1080/10400419.2012.650092>
- Ryan, R. M., & Deci, E. L. (2020). Intrinsic and extrinsic motivation from a self-determination theory perspective: Definitions, theory, practices, and future directions. *Contemporary Educational Psychology*, 61, Article 101860. <https://doi.org/10.1016/j.cedpsych.2020.101860>
- Thomas, J. W. (2000). *A review of research on project-based learning*. Autodesk Foundation.
- Torrance, E. P. (1974). *Torrance tests of creative thinking: Norms–technical manual*. Ginn.
- Vygotsky, L. S. (1978). *Mind in society: The development of higher psychological processes*. Harvard University Press.
- Zimmerman, B. J. (2002). Becoming a self-regulated learner: An overview. *Theory Into Practice*, 41(2), 64–70. https://doi.org/10.1207/s15430421tip4102_2