DETERMINANTS OF NIGHT MARKET DESTINATION LOYALTY: A STRUCTURAL EQUATION MODEL ANALYSIS

Dumrong Bamrongpol [1], Puris Sornsaruht[2], Samart Deebhijarn[3]
[1,2,3] King Mongkut's Institute of Technology Ladkrabang (KMITL)

[1]61618010@kmitl.ac.th, [2]drpuris2017@gmail.com, [3]drsamart@yahoo.com

ABSTRACT

In a COVID-19 pandemic world, domestic tourism has taken on a crucial role in generating jobs, national economic wealth, community prosperity, and sustainability. In Thailand, as in other countries, including China and Japan, policymakers have launched plans to jumpstart domestic tourism and boost consumption. Therefore, this study set out to investigate which factors play the greatest role in a night market visitors' destination loyalty (DL). The study's empirical data was collected by the use of systematic sampling from ten famous Bangkok night markets. After an audit of the research instrument, 425 questionnaires were used in the subsequent analysis. Before structural equation modeling (SEM) of the study's nine hypotheses, a confirmatory factor analysis (CFA) along with a goodness-of-fit (GOF) was performed using LISREL 9.1. In this study, a market visitor's destination loyalty (DL) was found to be foremost influenced by the visitor's satisfaction (VS). The visitor's experiential value (EV) also played a key role, which included the market's environment, uniqueness, sensual perceptions, and value. The market's destination image (DI) was next in importance, followed by destination attachment (DAt), and the destination's availability (DAv). From Sweden to China, past studies and current leaders have pronounced the importance of the entrepreneurial vitality of night markets and street stalls. Public seller spaces in the form of night markets/bazaars also create tourist destinations from near and far, for both local and foreign visitors. Employment is created and entrepreneurial skills are learned. Globally, international tourism has ground to a halt. Governments are desperately trying to create employment and generate revenue from domestic tourism schemes. Therefore, we suggest leaders and entrepreneurs focus their time and resources on adapting each community's open spaces into pleasant, safe, and easily accessible areas for night market type activities, with DL further enhanced by adopting social media platforms and venues conducive to *selfie tourism*.

1. INTRODUCTION

Up until the ongoing global health crisis pandemic, nearly 40 million annual international tourists to Thailand were contributing as much as $62 billion a year to both the local and national economies (Chandran, 2020; CEIC, 2019). Moreover, the World Bank (2020) reported that the Thai tourism sector accounted for approximately 15% of the Kingdom's GDP, contributing one in every six jobs (Pinchuck, 2020). However, according to a World Bank (2020) report, over 8 million service and manufacturing jobs were at risk from COVID-19. In late October 2020, the Thai tourism minister also reported that both the Thai domestic and international tourism sectors had lost a 'drastic' loss of over $50 billion in the first nine months of the year (""Drastic" losses to Thai tourism," 2020). This is exacerbated by the fact the World Travel & Tourism Council (WTTC) has now increased their global job loss estimates to a staggering 100 million due to the Covid-19 pandemic (WTTC, 2020).

Thailand and its neighbors are not alone in this catastrophic crash, as countries globally have closed their borders, airlines have ceased operations, and international hotel bookings have become almost non-existent. With COVID-19's impact on the global economy a topic of intense concern and debate, another report in May 2020 from the UNWTO (2020) also helps us understand the magnitude of the COVID-19 pandemic damage to the world's tourism, as it projects global job losses reaching 120 million people and $1.2 trillion in international tourism receipts. Furthermore, the OECD's Secretary-General has also added that the world is amid the most severe health, economic, and social crisis ever witnessed by anyone today (Gurría, 2020). Therefore, the Thai and Asian tourism sectors are in dire straits, and solutions must be found to help them limp back to economic health.

As an economic stop-gap until the restart of international tourism using some form of 'bubbles', 'bridging', or 'safe-and-sealed' programs (Chandran, 2020), domestic tourism has become a solution frequently mentioned as a form of economic recovery. Furthermore, in mainland China, a proposal has been made to triple each domestic tourist's tax-free spending allowance for luxury items purchased on the southern island resort province of Hainan (Song et al., 2020), which in 2019 saw 83 million total visitors, of which, 1.42 million were foreign tourists. Also in China, e-vouchers have been proposed to boost domestic tourism, which allowed Trip.com users to book over 7,000 hotels and homestays at significant discounts. Other Chinese campaigns such as *Go Near* and *Go by Car* are also domestic tourism schemes.

In Japan, destination revival will hopefully come from the central government footing the bill under an initiative called *Go-To Travel*. Under this plan, subsidies of $185 per day for domestic leisure trips will be provided. The Thai government, provinces, municipalities, and hotels are also generating stimulus packages for domestic tourism. One program entitled *Thais visit Thailand* pays Thais to go on domestic holidays, while others called *We Travel Together* and *Travelling and Sharing Happiness* offer discount incentives, travel vouchers, and government flight subsidies.

Fortunately, in hot and tropical Southeast Asian nations, cooler night markets play an essential role in destination selection for locals and tourists in nearly every local community and larger metropolitan areas. Some are world-renowned and have become the destination target for both international and domestic travelers. Hsieh and Chang (2006) also added that Taiwanese night markets are in the top three choices for leisure sight-seeing spots. Boudreau (2012) has also added that Taiwanese night markets are cherished cultural phenomenon, where fashionable shoppers also remain connected with earlier traditions. Seamon and Nordin

(1980) have even referred to these marketplaces as beautiful 'place ballets,' whose tempo and repetition of activity, bustle, and calm, act as essential visitation destinations for visitors near and far. Prabowo and Rahadi (2015) have also stated that traditional markets exhibit unique human characteristics that create "family" relationships and intimacy between the entrepreneurs and their customers.

Iqbal et al. (2017) and Ishak et al. (2012) have also detailed how these community night market areas helped local economies and entrepreneurs recover from the 1997 recession in both Thailand and Malaysia. Moreover, as recently as 1 June 2020, the PRC's Premier Keqiang, in a visit to the port city of Shandong Province, declared the "street-stall economy" as an "important source of jobs" and "part of China's vitality" (Nakazawa, 2020).

With tourist subsidies and travel stimuli all the rage now to reboot tourism, it now becomes critical to understand what determinants influences a visitor's destination loyalty (DL) and their desire to return. Let us now review some of the literature used in the selection of the latent and manifest variables for the study.

2. REVIEW OF THE LITERATURE

2.1. Destination availability (DAv)

Another potential aspect of DL is the destination's availability (DAv). Simply stated, if a visitor cannot get there, how can the visitor be loyal to a destination? No better example of this concept can be found during the ongoing shutdown of Thailand and the world's tourism, aviation, and cruise industries during the coronavirus (Covid-19) turmoil starting globally in January 2020.

Gallego and Font (2019) also reminded us of these factors and stated that tourist destinations (DAv) are susceptible to the policies of commercial and governmental stakeholders. Proof of this in Thailand is easy to find as 1,111 Thai tourism operators have turned in their licenses in the period January through June 2020, with an additional 30% of tourism-related businesses having exited the market according to the Tourism Council of Thailand (TCT) (Kasemsuk & Worrachaddejchai, 2020). DAv has also played a role in the bankruptcy filing of Thailand's national aviation carrier *Thai Airways*, as when flights to many major international destinations ceased on 24 March 2020, so did the approximately $6 billion in annual bookings and related income. However, Thai Airways is not alone, as numerous regional and international airlines have ceased operations, many permanently due to the global pandemic lockdowns. Similarly, aviation consultancy CAPA has warned that the majority of the world's airlines are heading for bankruptcy without a coordinated government and industry intervention. Therefore, countries that concentrate on tourism and place a significant level of importance on critical aviation hubs and airlines increase their strategic risks to DAv, threaten a destination's competitiveness, or even their survivability (Bieger & Wittmer, 2006; Gallego & Font, 2019). Therefore, the following two hypotheses were conceptualized for the study:

H1. DAv influences VS both directly and positively.
H2. DAv influences DAt both directly and positively.

2.2. Experiential value (EV)

The authors also sought to investigate how EV influences DL, which is defined as "a perceived, relativistic preference for a product, attributes, or service performances arising from interaction within a consumption setting that facilitates or blocks achievement of customer goals or purposes" (Mathwick et al. (2002, p. 53). Camillo (2015) further added that EV is the sensual and cognitive characteristics that can be experienced through consumption. *Experiential marketing* (EM) has also been referred to as *engagement marketing* (Dhandhnia & Tripathi, 2018). Smilansky (2009) relates EM to the profitable identification of a consumer's aspirations or needs, and the use of social media platforms to bring product/service value to the target audience. Furthermore, Mathwick et al. (2002) also indicated that shopping enjoyment, efficiency, and economic value are key elements in EV. This is consistent with Lee and Overby (2004), which added playfulness and aesthetics as dimensions of EV. Experiential marketing, therefore, emphasizes excitement, fun, and entertainment (Fetchko et al., 2019).

Jin et al. (2013) examined the full-service restaurant business EV and determined that EV perceptions are paramount in a customer's perception of the quality in their relationship with each establishment. Woodruff (1997) has also explained that customer perception in the consumption process involved actual performance and attribute preferences of a service or product, both during and after. Therefore, the following two hypotheses were conceptualized for the study:

H3. EV influences VS both directly and positively.
H4. EV influences DI both directly and positively.

2.3. Destination image (DI)

Another potential source in DL is the destination's image (DI). A festival or market DI can also bring significant numbers and spending to the local economy. An excellent example of a DI's importance can be found in the 1.5 million-plus residents and visitors who attend the yearly Cherry Blossom Festival around Washington, D. C.'s Tidal Basin area. In Thailand, according to the World Atlas, Bangkok's Train Night Market at Ratchada (a.k.a. Talad Nud Rod Fai) is ranked 10th in the world for popularity, with four zones of bars, shopping, activities, and food stalls with delicious cuisine selections from Thailand and beyond (Kiprop, 2017). This is consistent with other Thai hospitality research in which Supanun and Sornsaruht (2019) also determined the importance of the quality of service, a guest's trust, and a guest's satisfaction on high-end hotel reputations. In Vietnam, Hung (2020) also reported on the importance of local cuisine of a tourist's destination intention and desire to return.

Research in Thailand has also suggested that DI and reputation play a critical role in a traveler's decisions (Kerdpitak, 2019), with destinations needing to do their utmost to attract and retain their guests to ensure their sustainability (Gursoy et al., 2014). Also, within the tourism industry, festivals and cultural offering potentially offer a means of commercial promotion and destination enhancement, with the success of festivals evaluated by the size of their community's financial contribution (Deng & Pierskalla, 2011; Do Valle et al., 2001; Wooten & Norman, 2008). Therefore, the following two hypotheses were conceptualized for the study:

H5. DI influences VS both directly and positively.

H6. DI influences DL both directly and positively.

2.4. Visitor satisfaction (VS)

Further investigation also suggested that VS plays a critical role in a visitor's DL. According to Suhartanto et al. (2018), within a tourism context, VS is the perceived discrepancy between a traveler's expectations and their actual experiences, with VS coming from a superior experience. Evidence for this comes from an investigation concerning VS on DL by tourists arriving through Kuala Lumpur's International Airport (KLIA), in which Mohamad and Ghani (2014) stated that VS greatly influences DL, which also enhances a traveler's willingness in spreading positive word-of-mouth (WoM) experiences with other travelers. In another study on DL from the USA (Arkansas' Eureka Springs), Chi and Qu (2008) discovered a strong correlation between total satisfaction and attribute satisfaction in DL. Furthermore, Cui et al. (2019) examined China's Panda ecotourism and reported that VS played a critical role in the balance of nature and DL, and as the value for ecotourism increased, so did visitor DL. Finally, Karyose et al. (2017) reported that VS is essential to a customer's loyalty. Therefore, the following two hypotheses were conceptualized for the study:

H7. VS influences DAt both directly and positively.
H8. VS influences DL both directly and positively.

2.5. Destination attachment (DAt)

Various studies have also discussed the importance of destination attachment (DAt) on an individual's willingness to visit again. Çevik (2020) investigated the importance of urban parks and concluded that satisfaction played a significant role in DAt. It was also stated that VS contributes significantly to the creation of an emotional bond with a destination. Likewise, in Thailand, Hosany et al. (2017) determined the importance of emotions on DAt. Therefore, the following final hypothesis was conceptualized for the study:

H9. DAt influences DL both directly and positively.

2.6. Destination loyalty (DL)

Destination loyalty (DL) has been the topic of numerous tourism, traveler, and visitor research studies globally, which according to Cossío-Silva et al. (2019), define DL as revisit intention and the intent to recommend. Multiple authors have also suggested that loyalty is a superior predictor of behavior in the future, competitive advantage, marketplace success (Gursoy et al., 2014, Sun et al., 2013), and achieving profitability (Yoo & Bai, 2013). Therefore, from the literature and theory analysis, we established the following research objectives while also finalizing the conceptual model and its nine proposed hypotheses (Figure 1).

2.7. *Model conceptualization*

Figure 1. Conceptual model of destination loyalty (DL).
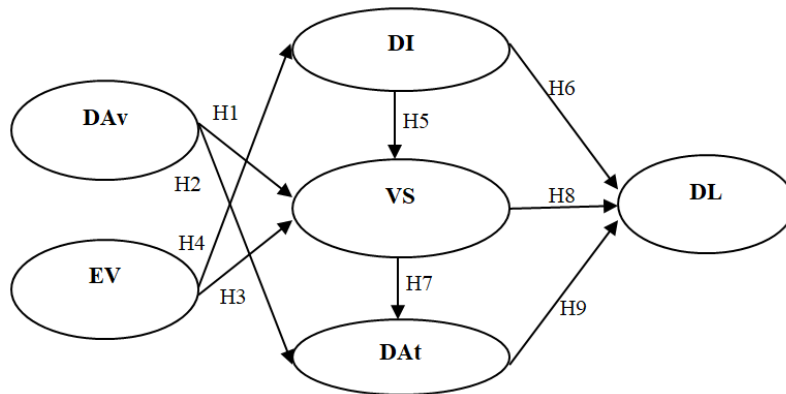
Note: *= $p \leq .05$; ** = $p \leq .01$.

3. METHODOLOGY

The Human Ethics Committee (HEC) at the authors' university was consulted prior to the meeting with experts concerning the questionnaire's design. With the approval from the HEC, an informed consent form for each of the study's pilot-survey group and main study's respondents was also obtained. Also, during each phase, participant anonymity was considered and ensured.

3.1. Sample size determination

The population selected for the research was night market visitors who visited one of ten Bangkok night markets in January and February 2020 from 7PM – 10PM. Various scholars and studies have suggested that a sample size of 200 is sufficient (Kyriazos, 2018; Schumacker & Lomax, 2016), while a size of 400 assures even greater sampling accuracy (Pimdee, 2020) . Due to anticipated response errors and a very tight schedule for questionnaire distribution and collection, an initial target was set at 540 (Table 1).

3.2. Population and sample

Over the survey period, systematic sampling (Mohamad & Ghani, 2014) was used to select every tenth visitor. Initially, 540 questionnaires were targeted, from which 425 questionnaires were obtained and determined to be suitable for analysis of the data, representing a 78.70% completion rate.

3.3. Research tools

The research instrument was a seven section questionnaire in which section 1 contained items related to each night market visitor's personal and visitation characteristics (Table 2). Section two - seven consisted of a seven-level Likert type agreement scale to evaluate each visitor's opinions, with '7' (6.50 – 7.00) representing the 'most agreement', while '1' (1.00 – 1.49) was the 'least agreement'. Additionally from the Cronbach α analysis (Tavakol & Dennick, 2011), *good* reliability of the items in the questionnaire was determined (0.85 – 0.93) (Table 4).

3.4. Data collection

Table 1: Bangkok night market sampling overview.

Bangkok Area Destination Markets	Targeted	Actual
Ratchada's Train Night Market	54	48
Liab Duan Night Market at Ram Inthra	54	46
Talad Rot Fai Srinakarin/ Train Market Srinakarin	54	45
Indy Market (Pinklao)	54	37
Chatuchak/JJ Weekend Market (Kamphaeng Phet 2 Road)	54	32
Tawanna Market (Soi 142 Lat Phrao Road)	54	45
Huay Kwang Night Market	54	43
Talad Neon Night Market (Downtown Pratunam)	54	41
Siam Gypsy Junction Night Market (Bang Sue District)	54	43
Khaosan Road or Khao San Road	54	45
Totals	540	425

3.5. Data analysis

LISREL 9.10 was used to conduct the study's final SEM path analysis (Figure 2), which was preceed by the GOF (Table 3) and a CFA (Table 4).

4. EMPIRIAL RESULTS

4.1. Characteristics of the Bangkok night market visitor

Table 2 presents the responses from the questionnaires, which shows importantly that 97.18% indicated they visited as groups. Additionally, males were more likely to visit these environments (59.53%) than females (40.47%). Visitors were also youthful, as 41.65% were 24 – 30, and educated with 47.05% having achieved an undergraduate degree or higher. Also, most were unattached (56.24%). Finally, 47.29% of these night market consumers responded that they had visited the surveyed market 4 - 6 times, while 38.59% responded they had visited over six times.

Table 2: Bangkok night market visitor characteristics (*n =425*).

Characteristics	Frequency	%
Gender		
-Male	253	59.53
-Female	172	40.47
Age		
-23 years of age or less.	124	29.18
-24-30 years of age.	177	41.65
-Over 30 years of age.	124	29.18
Highest education		
- Lower than secondary education	88	20.71
- Secondary / Vocational / High Vocational / Diploma	137	32.24
- B.A. or B.Sc. degree	133	31.29
- Graduate studies	67	15.76
Relationship Information		
- Single	239	56.24
- Married	136	32.00
- Other	50	11.77
Career		
- Government agencies	7	1.65
- General employees	74	17.41
- Private business	68	16.00
- Professional / Private	109	25.65
- Other	167	39.29
Your average monthly income		

Characteristics	Frequency	%
- Not more than 10,000 baht ($318 in August 2020)	87	20.47
- 10,001-15,000 baht	244	57.41
- More than 15,000 baht	94	22.12
Nature of traveling to the market		
- Independently	12	2.82
- With a group	413	97.18
Market visit frequency		
- one - three visits	60	14.12
- four - six visits	201	47.29
- More than six visits	164	38.59

4.2. Results from the GOF and CFA analysis

The CFA analyzed both the external and internal variables, which were determined by the conceptual framework obtained from studying relevant documents and research. The criteria and supporting theory for the GOF analysis are detailed in Table 3, which shows good support from the theory.

Table 3: GOF analysis criteria and results.

Criteria Index	Criteria	Cited Experts	Values
Chi-square: χ^2	$p \geq 0.05$	(Sahoo, 2019)	0.65
Relative Chi-square: χ^2/df	≤ 2.00	(Sahoo, 2019)	0.94
RMSEA	≤ 0.05	(Hu & Bentler, 1999)	0.00
GFI	≥ 0.90	(Jöreskog et al., 2016)	0.97
AGFI	≥ 0.90	(Harlow, (2002)	0.95
RMR	≤ 0.05	(Hu & Bentler, 1999)	0.01
SRMR	≤ 0.05	(Hu & Bentler, 1999)	0.01
NFI	≥ 0.90	(Schumacker & Lomax, 2016)	0.99
CFI	≥ 0.90	(Schumacker & Lomax, 2016)	1.00
Cronbach's α	≥ 0.70	(Tavakol & Dennick, 2011)	0.85-0.93

Table 4 shows the LISREL 9.1 analysis results of the study's internal latent and manifest variables (DAv and EV) and external latent and manifest variables (DL, DI, VS, and DAt) and their manifest variables. Furthermore, each item's Alpha (α), average variance extracted (AVE), composite/construct reliability (CR), loading, and R^2 value results are shown in Table 4. Additionally, Netemeyer et al. (2003) have suggested that CFA reliability and internal consistency testing for CR should be ≥ 0.80. As CR values were 0.85 - 0.92, this high criterion was met. Furthermore, Mustofa and Mulyono (2020) have also stated that loading factors should be ≥ 0.6, with AVE ≥ 0.5 for the variables to be reliable and valid. As such, both these criteria were met from the CFA.

Table 4: CFA data analysis results.

Latent Variables	α	AVE	CR	Manifest/Observed Variable	Factor Loading	R^2
DAv	0.93	0.81	0.92	Completely availability (x1)	0.90	.81
(external)				Variety (x2)	0.89	.80
				Ability to service (x3)	0.91	.82
EV	0.93	0.72	0.91	Environment (x4)	0.97	.94
(external)				Enjoyment (x5)	0.83	.69
				Good value for money (x6)	0.78	.60
				Uniqueness (x7)	0.81	.65
DL	0.92	0.72	0.91	Destination loyalty (y1)	0.93	.87
(internal)				Positive things (y2)	0.90	.82
				Recommend to others (y3)	0.77	.59

				Revisit intention (y4)	0.80	.64
DI (internal)	0.88	0.77	0.90	Tangibility (y5)	0.94	.88
				Service quality (y6)	0.84	.70
				Price (y7)	0.85	.72
VS (internal)	0.85	0.66	0.85	Contentment/enjoyment (y8)	0.84	.69
				Suitable (y9)	0.81	.65
				Satisfied (y10)	0.80	.63
DAt (internal)	0.93	0.79	0.92	Personal values (y11)	0.95	.90
				Enjoyment (y12)	0.85	.72
				Good memories (y13)	0.87	.76

4.3. Results from the latent variable correlation coefficient testing

The analysis results of *r* for each variable pair are shown in Table 5 below the **bold** diagonal numbers of 1.00. From these results, we find significant strength between the pairs DI and VS (.96), DI and EV (.96), and VS and EV (.96). However, the weakest correlation was between DL and DA (.82).

Table 5: Latent variable *r* (Under the **bold** diagonal).

Latent Variable	DL	DI	VS	DAt	DA	EV
DL	**1.00**					
DI	.87**	**1.00**				
VS	.90**	.96**	**1.00**			
DAt	.88**	.92**	.95**	**1.00**		
DA	.82**	.87**	.89**	.90**	**1.00**	
EV	.87**	.96**	.96**	.93**	.90**	**1.00**

Note: $* = p \leq .05$; $** = p \leq .01$.

4.4. Effect decomposition analysis

From the results shown in Table 6, VS is shown to have a significant role in a visitor's DL as VS's TE = 0.81. Next in importance was EV as TE = 0.71, and then DI with a TE = 0.40. These results also confirm the critical importance of VS on DL.

Table 6: *Effect decomposition analysis.*

Dependent variables	R^2	Effect	Independent variables				
			DAv	EV	DI	VS	DAt
DI	.93	direct effect		0.97**			
		indirect effect		-			
		total effect		0.97**			
VS	.93	direct effect	0.14*	0.40*	0.46*		
		indirect effect	-	0.44*	-		
		total effect	0.14*	0.84**	0.46*		
DAt	.89	direct effect	0.24**	-	-	0.74**	
		indirect effect	0.10	0.62**	0.34*	-	
		total effect	0.34**	0.62**	0.34*	0.74**	
DL	.77	direct effect	-	-	0.03	0.59*	0.30*
		indirect effect	0.18**	0.71**	0.37*	0.22*	-
		total effect	0.18**	0.71**	0.40*	0.81**	0.30*

Note: $* = p \leq .05$; $** = p \leq .01$.

4.5. Final hypotheses testing results

The hypotheses testing results are shown in Table 7 as well as Figure 2. Of the nine conceptualized hypotheses, eight were validated while one was found to be unsupported. The Pearson's *r* correlation coefficient interpretation has commonly used 0.1 – 0.3 as showing weakness, 0.4 to 0.6 as representing moderate strength, and 0.7 to 0.9 as indicaton of the variable relationship strength

(Akoglu, 2018). Finally, '1' is considered perfect. Hair et al. (2009) also added that construct validity could be judged acceptable when t-values ≥ 1.96, with Sharma (1996) adding that when standardized factor loading ≥ 0.60, further validity can be ascertained.

Table 7: Final hypotheses testing.

Hypotheses	r	t-Statistic	Validation
H1. DAv influences VS both directly and positively.	0.14	2.15*	Valid
H2. DAv influences DAt both directly and positively.	0.24	4.35**	Valid
H3. EV influences VS both directly and positively.	0.40	2.22*	Valid
H4. EV influences DI both directly and positively.	0.97	24.66**	Valid
H5. DI influences VS both directly and positively.	0.46	2.89*	Valid
H6. DI influences DL both directly and positively.	0.03	0.19	Unsupported
H7. VS influences DAt both directly and positively.	0.74	11.87**	Valid
H8. VS influences DL both directly and positively.	0.59	2.52*	Valid
H9. DAt influences DL both directly and positively.	0.30	2.12*	Valid

Note: *= $p \leq .05$; ** = $p \leq .01$

Figure 2. Final results of the structural modeling for DL**.**
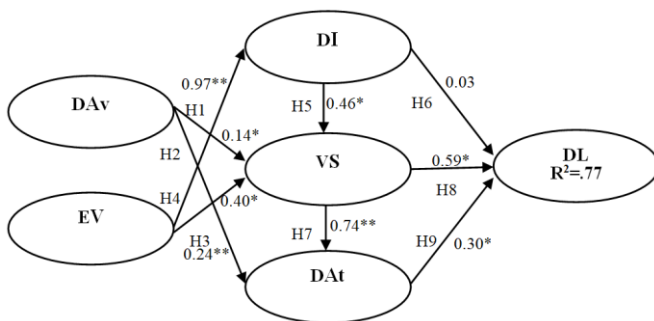
Note: *= $p \leq .05$; ** = $p \leq .01$.

5. DISCUSSION

From the *r* correlation coefficient strength interpretation and further analysis of other studies, we interpreted the study's results in the following manner:

In the examination of H1's results between DAv and VS, a determination was made that a weak but positive relationship existed (0.14). This is consistent with Suhartanto et al. (2018), which stated that VS is a complex construct, which includes cognitive, affective, psychological, and physiological dynamics. In the relationship between DAv and DAt in H2, the relationship was slightly stronger (0.24), but still weak and positive.

However, the strength between EV and VS in H3 gained strength and was moderate and positive (0.40). Moreover, in H4, the strongest relationship between the variables was determined, as EV to DI had a *r* = 0.97. This is consistent with Ekinci et al. (2008), which found that a visitor's trust is directly linked to the destination's personality, which also contributes to their VS. The study also identified the constructs excitement, conviviality, and sincerity as key aspects. Mehta (2014) also contended that public spaces are important for the public's well-being and the psychological health of modern communities. Vishnevskaya et al. (2019) have also added that tourist spaces in the form of night markets are especially attractive for travelers which are ceaselessly seeking out cultural heritage experiences. Hendijani (2016) also added that Indonesian markets afford tourists the opportunity to understand the local culture and ethnic community identity.

Concerning a destination's image (DI), the relationship in H5 between DI and VS was positive and moderate (0.46). This is consistent with Tarulevicz (2018) whose research on Singaporean street food *hawkers* described them in terms of being romanticized icons, essential to a nation's identity. Today, the Singapore government has re-focused on the hawker entrepreneur (*hawkerpreneur*), with many viewing them as successful entrepreneurs whose image has been enhanced by structural changes (e.g. Michelin rankings) which represent a new beginning for Singaporean street food. However, the relationship in H6 between DI and DL was determined to be unsupported as the $r = 0.03$, with a t-test value of only 0.19.

Another hypothesis that also had a strong and positive relationship was H7, where the relationship between VS and DAt had $r = 0.74$, a t-test value of 11.87, and $p \leq 0.01$. This is consistent with Quinn (2006) who examined art festivals in Ireland, and determined that these venues (in many ways similar to Thai night markets) are socially significant events, inevitability leading to becoming a draw for domestic visitors as well as international travelers. This is supported by Chou (2013), whose research in Taiwan on night markets, indicated that DI significantly and positively affected VS, which enhanced the visitor's revisit intention and by extension, DL. Bayih and Singh (2020) also added that tourism as a source of foreign currency generation in many developing countries. Additionally, tourism preserves culture, protects the environment, and conveys togetherness and peace, while enhancing economic growth and sustainable development.

However, in H8, the relationship between VS and DL was positive and moderate (0.59), which is consistent with the analysis of hotels in Penang, Malaysia by Goh (2015) in which a visitor's attitude played a key role in their DL. This is consistent with Prayogo and Kusumawardhani (2016) which also established the importance in Indonesia of a destination's image, the staff's service quality, and social media of DL. Moreover, in H9, the relationship between DAt and DL was weak but positive, with $r = 0.30$, a t-test value of 2.12, and $p \leq 0.05$.

The study also confirmed that all the model's causal variables had a positive effect on DL, with DL's R^2 calculated as 77% (Table 6). Moreover, five factors influenced DL, including VS, EV, DI, DA, and DA, which had respective TE value strengths of 0.81, 0.71, 0.40, 0.30, and 0.18 (Table 6).

Finally, the results or data that support the conclusions shown directly or otherwise are available to the public in accordance with field standards.

6. CONCLUSUON

The study investigated the interrelationships between DAv, the destination's EV, the DI, the effect on VS, their DAt after their visit, and finally, how these factors play a role in tourist DL. From the results of the questionnaire analysis, it was also noted the overwhelming importance of group visits as opposed to individual visits. Moreover, each individual's satisfaction played a key role in DL, with EV of each visit also being essential. Specifically, EV aspect importance when ranked in importance included the market's environment, overall enjoyment, the market's uniqueness, and good value for the money. Finally, most night market visitors surveyed indicated an extremely high DL, with 47.29% stating they had frequented the surveyed market 4 - 6 times, with an additional 38.59% stating they had visited the market over six times.

7. LIMITATIONS AND IMPLICATIONS

According to a May 2020 China Airbnb survey, 81% of the Chinese surveyed indicated that they preferred destinations within 200 miles of their home. In another China survey by Kantar, 73% indicated they would prefer to travel by car in the future, which helps avoid infection risks. In

Thailand, over 1,100 travel agencies have returned their licenses to the government and 30% of all tourism establishments have shuttered their business permanently.

This data has staggering consequences to tourist economies such as Thailand, which are counting on the return of tourism when mechanisms are put in place to allow this to happen. Simply stated, what does Thailand do if the Chinese do not wish to return? What does Thailand offer to stimulate tourist visits and DL? Japan is suggesting they will pay 50% of its international visitors' expense to Japan when they re-open, but what will Thailand do as a regional competitor? How is the 'new normal' conducive to a new and quickly growing generation of free and independent (FIT) international Chinese and other foreign travelers? These are difficult questions that require honest answers for a hospitality entrepreneur's survival and the tourism industry's sustainability.

Therefore, at the moment, domestic tourism seems to be the only real potential stimulus to an industry on its deathbed. Additionally, one cannot ignore the health of the aviation industry, because tourism and aviation are joined at the hip. Reports from all directions of the compass, however, suggest the aviation sector is staggering to survive. How this sector survives is also a topic of critical importance.

Moreover, Thailand policymakers are daily making pronouncements about the 'new normal,' which includes individual real-time tracking, bio-metric identification processes, 'sealed destination holidays' in remote and controlled access areas for foreign tourists (no stops in between), fit-to-fly medical certificates, and $100,000 of medical insurance to cover any Covid-19 related illness. One has to ask, however, is this 'new normal' motivational factors to an international traveler's relaxation and sensual enjoyment? Are these factors that FIT visitors will accept?

The world is a vast place, and tourism is a brutally competitive industry. For many years Thailand has made many brilliant moves to facilitate tourism with policies such as visa-free travel, but other countries have grabbed onto this concept as well. Also, the strength of the Thai currency has been proven to be another limiting factor for selecting a Thai holiday by some nationalities. This has not changed in the first three quarters of 2020, with the Thai baht only increasing in strength. With social distancing coming under the 'new normal,' one has to ask, how it will affect ticket pricing for airlines that are only allowed to operate at 70% capacity or less? At what point do higher prices, regulatory processes, social control, and social distancing overcome a traveler's (either foreign or domestic) desire to visit or return to a destination? Therefore, these questions require in-depth research as the answers can have either catastrophic or competitive advantage results to a destination, whether it is a Bangkok night market, a local resort, or the nation's economy.

References

Akoglu, H. (2018). User's guide to correlation coefficients. *Turkish Journal of Emergency Medicine*, *18*(3), 91 – 93. https://doi.org/10.1016/j.tjem.2018.08.001

Bayih, B. E., & Singh, A. (2020). Modeling domestic tourism: motivations, satisfaction and tourist behavioral intentions. Heliyon, 5, e04839. https://doi.org/10.1016/j.heliyon.2020.e04839

Bieger, T., & Wittmer, A. (2006). Air transport and tourism—Perspectives and challenges for destinations, airlines and governments. *Journal of Air Transport Management, 12*(1), 40 – 46. https://doi.org/10.1016/j.jairtraman.2005.09.007

Boudreau, J. (2012, October 9). Taiwan's fabled night markets. *Mercury News.* https://tinyurl.com/t4k6g8b

Camillo, A. A. (2015). *Handbook of research on global hospitality and tourism   management.* IGI Global.

CEIC. (2019, December). *Thailand tourism revenue*. https://tinyurl.com/y8oqozry

Çevik, H. (2020). The relationship between park satisfaction, place attachment and revisit intention

in neighborhood parks with physical activity facilities. *Journal of Education and Learning, 9*(2), 178 – 190. https://doi.org/10.5539/jel.v9n2p178

Chandran, R. (2020). The world's most popular tourist cities may have to rethink their entire model. *World Economic Forum.* https://tinyurl.com/y2t2mb77

Chi, C. G-Q., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism Management*, *29*(4), 624 – 636. https://doi.org/10.1016/j.tourman.2007.06.007

Chou, H-J. (2013). The effect of the visitor's consumption experience and tourism image on tourist satisfaction and revisit intention of Taiwan's night markets. *GSTF Journal on Business Review, 3*(1). https://doi.org/10.7603/s40706-013-0006-2

Cossío-Silva, F-J., Revilla-Camacho, N-A., & Vega-Vázquez, M. (2019). The tourist loyalty index: A new indicator for measuring tourist destination loyalty? *Journal of Innovation & Knowledge, 4*(2), 71 – 77. https://doi.org/10.1016/j.jik.2017.10.003

Cui, X., Lee, G., Lee, S.J., & Kim, T.T. (2019). Structural relationships among antecedents to perceived value of ecotourism for Sichuan giant pandas in China. *Sustainability, 11*(1), 1 – 17. https://doi.org/10.3390/su11010210

Deng, J., & Pierskalla, C. (2011). Impact of past experience on perceived value, overall satisfaction, and destination loyalty: A comparison between visitor and resident attendees of a festival. *Event Management, 15*(2), 163 – 177. https://doi.org/10.3727/152599511x13082349958235

Dhandhnia, K. A., & Tripathi, S. (2018). Emotional branding through celebrity endorsements. In *Driving customer appeal through the use of emotional branding* (pp. 273 – 287). IGI Global. https://doi.org/10.4018/978-1-5225-2921-7.ch016

Do Valle, P. O., Guerreiro, M., Mendes, J., & Silva, J. A. (2001). The cultural offer as a tourist product in coastal destinations: The case of Algarve, Portugal. *Tourism and Hospitality Research*, *11*, 233–247. https://doi.org/10.1177/1467358411420623

"Drastic" losses to Thai tourism with 1.57 TRILLION baht hit, admits tourism minister. (2020, October 23). *Thai Rath.* https://tinyurl.com/y5jqgw42

Ekinci, Y., Dawes, P. L., & Massey, G. (2008). An extended model of the antecedents and consequences of consumer satisfaction for hospitality services. *European Journal of Marketing*, *42*(1/2), 35 – 68. https://doi.org/10.1108/03090560810840907

Fetchko, M. J., Roy, D. P., & Clow, K. E. (2019). Experiential Marketing. In *Sports Marketing* (pp. 181 – 211). Routledge. https://doi.org/10.4324/9781315175614-7

Gallego, I., & Font, X. (2019). Measuring the vulnerability of tourist destinations to the availability of air transport, using multi-criteria composite indexes. *Journal of Destination Marketing & Management, 14,* 100382. https://doi.org/10.1016/j.jdmm.2019.100382

Goh, Y-N. (2015). Investigating revisit intentions for the boutique hotels of Penang-A UNESCO World Heritage Site. *Asian Social Science*, *11*(4), 126 – 134. http://doi.org/10.5539/ass.v11n4p126

Gurría, A. (2020, June 10). Release of the June 2020 Economic Outlook: Revamping the international policy architecture to emerge from the pandemic stronger together. https://tinyurl.com/y4qv5qz2

Gursoy, D., Chen, J. S., & Chi C. G. (2014). Theoretical examination of destination loyalty formation. *International Journal of Contemporary Hospitality Management, 26*(5), 809 – 827. https://doi.org/10.1108/IJCHM-12-2013-0539

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2009). *Multivariate data analysis*. Prentice Hall.

Han, H., & Kim, Y. (2010). An investigation of green hotel customers' decision formation: Developing an extended model of the theory of planned behavior. *International Journal of Hospitality Management, 29*(4), 659 – 668. https://doi.org/10.1016/j.ijhm.2010.01.001

Harlow, L. L. (2002). Book review of using multivariate statistics by Barbara G. Tabachnick and Linda S. Fidell. *Structural Equation Modeling: A Multidisciplinary Journal, 9*(4), 621 – 636. https://doi.org/10.1207/s15328007sem0904_9

Hendijani, R. B. (2016). Effect of food experience on tourist satisfaction: The case of Indonesia. *International Journal of Culture, Tourism, and Hospitality Research, 10*(3), 272 – 282. https://doi.org/10.1108/ijcthr-04-2015-0030

Hsieh, A-T., & Chang, J. (2006). Shopping and tourist night markets in Taiwan. *Tourism Management*, *27*(1), 138 – 145. https://doi.org/10.1016/j.tourman.2004.06.017

Hosany, S., Prayag, G., Van Der Veen, R., Huang, S., & Deesilatham, S. (2017). Mediating effects of place attachment and satisfaction on the relationship between tourists' emotions and intention to recommend. *Journal of Travel Research, 56*(8), 1079 – 1093. https://doi.org/10.1177/0047287516678088

Hu, L. T., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling, 6*(1), 1 – 55. https://tinyurl.com/y5damgpu

Hung, N. T. V. (2020). Assessment of the potential of humanistic tourism resources for community-based tourism development in the coastal area: The case in Vietnam. *PalArch's Journal of Archaeology of Egypt/Egyptology, 17*(4), 3124 – 3138. https://tinyurl.com/y98s6hkc

Iqbal, M., Karsono, B., Atthaillah, N., & Lisa, N. P. (2017). Night market contribution to sustainability of urban spaces. *Pertanika Journal of Social Sciences and Humanities, 25*(S), 131 – 138. https://tinyurl.com/yxwfrhrq

Ishak, N. K., Aziz. K. A., & Ahmad, A. (2012). Dynamism of a night market. *Journal of Case Research in Business and Economics, 4(July)*, 1 – 15. https://tinyurl.com/vl7w52s

Jin, N., Line, N. D., & Goh, B. (2013). Experiential value, relationship quality, and customer loyalty in full-service restaurants: The moderating role of gender. *Journal of Hospitality Marketing & Management, 22*(7), 679 – 700. https://doi.org/10.1080/19368623.2013.723799

Jöreskog, K. G., Olsson, U. H., & Fan, Y. W. (2016). *Multivariate analysis with LISREL.* Springer.

Karyose, H., Astuti, W., & Ferdiansjah, A. (2017). Customer loyalty: The effect of service quality, corporate image, customer relationship marketing and customer satisfaction as intervening variable-An empirical analysis of bank customers in Malang City. *Marketing and Branding Research*, *4*(4), 336 – 347. https://doi.org/10.33844/mbr.2017.60334

Kasemsuk, N., & Worrachaddejchai, D. (2020, July 22). Tourism Council of Thailand warns of operators fleeing sector. *Bangkok Post*. https://tinyurl.com/y62fxoan

Kiprop, J. (2017, October 20). 10 of the world's greatest night markets. *World Atlas*. https://tinyurl.com/ycjyl77t

Kerdpitak, C. (2019). The influence of destination attributes on the MICE tourism industry in Bangkok, Thailand. *International Journal of Innovation, Creativity and Change, 10*(1), 76 – 98. https://tinyurl.com/vq34b5e

Kyriazos, T. A. (2018). Applied psychometrics: Sample size and sample power considerations in factor analysis (EFA, CFA) and SEM in general. Psychology, 9(8), 2207 – 2230. https://doi.org/10.4236/psych.2018.98126

Lee, E. J., & Overby, J. W. (2004). Creating value for online shoppers: Implications for satisfaction and loyalty. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, *17*, 54 – 67. https://tinyurl.com/qlzx5g8

Mathwick, C., Malhotra, N. K., & Rigdon, E. (2001). Experiential value: Conceptualization, measurement and application in the catalog and Internet shopping environment. *Journal of Retailing*, *77*(1), 39 – 56. https://doi.org/10.1016/s0022-4359(00)00045-2

Mathwick, C., Malhotra, N. K., & Rigdon, E. (2002). The effect of dynamic retail experiences on experiential perceptions of value: An internet and catalog comparison. *Journal of Retailing, 78*(1), 51 – 60. https://doi.org/10.1016/s0022-4359(01)00066-5

Mehta, V. (2014). Evaluating Public Space. *Journal of Urban Design, 19*(1), 53 – 88. https://doi.org/10.1080/13574809.2013.854698

Mohamad, M., & Ghani, N. I. A. (2014). The impact of tourist satisfaction on destination loyalty among European tourists visiting Malaysia. *International Journal of Management Sciences*, *2*(8), 362 – 371. https://tinyurl.com/vhw289r

Mustofa, M. S., & Mulyono, K. B. (2020). Superior business innovation capability: Antecedent and its impacts on small business in Indonesia. *Humanities & Social Sciences Reviews, 8*(4), 147 – 157. https://doi.org/10.18510/hssr.2020.8416

Nakazawa, K. (2020, June 11). China's street stall debate puts Xi and Li at odds**.** *Nikkei Asian Review.* https://tinyurl.com/y7u8urec

Netemeyer, R. G., Bearden, W. O., & Sharma, S. (2003). *Scaling Procedures: Issues and Applications.* Sage Publications.

Pimdee, P. (2020). Antecedents of Thai student teacher sustainable consumption behavior. *Heliyon, 6*(8), e04676. https://doi.org/10.1016/j.heliyon.2020.e04676

Pinchuck, J. (2020, May 5). How Covid-19 will change the Thailand tourism sector. *Thailand Business News.* https://tinyurl.com/ybmpclv6

Prabowo, F. S. A., & Rahadi, R. A. (2015). David vs. Goliath: Uncovering the future of traditional markets in Indonesia. *Mediterranean Journal of Social Sciences, 6*(5), 28 – 36. https://doi.org/10.5901/mjss.2015.v6n5p28

Prayogo, R. R., & Kusumawardhani, A. (2016). Examining relationships of destination   image, service quality, e-WOM, and revisit intention to Sabang Island, Indonesia. *Asia Pacific Management and Business Application*, *5*(2), 85 – 96. https://doi.org/10.21776/ub.apmba.2016.005.02.3

Quinn, B. (2006). Problematising 'festival tourism': Arts festivals and sustainable development in Ireland. *Journal of Sustainable Tourism, 14*(3), 288 – 306. https://doi.org/10.1080/09669580608669060

Schumacker, R. E., & Lomax, R. G. (2016). *A beginner's guide to structural equation modeling.* (4th ed.). Routledge.

Sahoo, M. (2019). Structural Equation Modeling: Threshold Criteria for Assessing Model Fit. In R. N. Subudhi & S. Mishra (Eds.), *Methodological issues in management research: Advances, challenges, and the way ahead* (pp. 269-276.). Emerald Publishing Limited. https://doi.org/10.1108/978-1-78973-973-220191016

Seamon, D., & Nordín, C. (1980). Marketplace as place ballet: A Swedish example. *Landscape, 24*, 35 – 41. https://tinyurl.com/y8ujqng6

Sharma, S. (1996). *Applied multivariate techniques*. John Wiley and Sons, Inc.

Smilansky, S. (2009). *Experiential marketing: A practical guide to interactive brand experiences.* Kogan Page Publishers Publishers.

Song, H., Chen, J. M., & Chen, Y. (2020). Mediating and moderating effects in golf tourism: Evidence from Hainan Island. *Tourism Economics,* 1354816620902331. https://doi.org/10.1177/1354816620902331

Suhartanto, D., Clemes, M. D., & Wibisono, N. (2018). How experiences with cultural   attractions affect destination image and destination loyalty. *Tourism Culture & Communication, 18*(3), 176 – 188. https://doi.org/10.3727/109830418x15319363084463

Supanun, K., & Sornsaruht, P. (2019). How service quality, guest trust, and guest satisfaction affect a five-star hotel's reputation in Thailand. *African Journal of Hospitality, Tourism and Leisure*, *8*(5), 1 – 14. https://tinyurl.com/y5qvtnyz

Sun, X., Chi, C. G-Q., & Xu, H. (2013). Developing destination loyalty: The case of Hainan Island. *Annals of Tourism Research, 43,* 547 – 577. https://doi.org/10.1016/j.annals.2013.04.006

Tarulevicz, N. (2018). Hawkerpreneurs: Hawkers, entrepreneurship, and reinventing street food in Singapore. *Revista de Administração de Empresas, 58*(3), 291 – 302. https://doi.org/10.1590/s0034-759020180309

Tavakol, M., & Dennick, R. (2011). Making sense of Cronbach's alpha. *International Journal of Medical Education, 2*, 53–55. https://doi.org/10.5116/ijme.4dfb.8dfd

UNWTO. (2020, May). Impact assessment of the COVID-19 outbreak on international tourism. *The World Tourism Organization*. https://tinyurl.com/vbhq36x

Vishnevskaya, E. V., Klimova, T. B., Koroleva, I. S., Slinkova, O. K., & Yasenok, S. N. (2019). The

infrastructure of public catering in the context of tourist city space development. *Humanities & Social Sciences Reviews, 7*(5), 975 – 981. https://doi.org/10.18510/hssr.2019.75128

Woodruff, R. B. (1997). Customer value: The next source for competitive advantage. *Journal of the Academy of Marketing Science, 25*(2), 139 – 153. https://doi.org/10.1007/bf02894350

Wooten, M. H., & Norman, W. C. (2008). Differences in arts festival visitors based on level of past experience. *Event Management, 11*(3), 109 – 120. https://doi.org/10.3727/152599508784548820

World Bank (2020). *Thailand Economic Monitor: Thailand in the time of COVID-19*. Washington, D.C.: World Bank Group. https://tinyurl.com/yy32pg4t

WTTC. (2020, April 24). WTTC now estimates over 100 million jobs losses in the Travel & Tourism sector – and alerts G20 countries to the scale of the crisis**.** *World Travel & Tourism Council.* https://tinyurl.com/y8jppp6k

Yoo, M., & Bai, B. (2013). Customer loyalty marketing research: A comparative approach between hospitality and business journals**.** *International Journal of Hospitality Management, 33*, 166 – 177. https://doi.org/10.1016/j.ijhm.2012.07.009