

# The Influence of Digital Marketing on Perceived Image and Revisit Intention Toward Agricultural Tourism Destinations in Chumphon Province, Thailand

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## Abstract

This study examines the influence of digital marketing factors on the perceived image of agricultural tourism destinations and tourists' revisit intention in Chumphon Province, Thailand. A quantitative research design was employed using a structured questionnaire administered to 200 tourists who had visited agricultural tourism sites in Chumphon. The digital marketing factors investigated included social media marketing, content marketing, influencer marketing, and electronic word of mouth (e-WOM). Perceived destination image was assessed through five dimensions: quality, credibility, uniqueness, attractiveness, and sustainability. Data were analysed using descriptive statistics, Pearson's correlation, and stepwise multiple regression. The results revealed that overall digital marketing was perceived as high ( $M = 4.18$ ), with e-WOM receiving the highest mean score ( $M = 4.28$ ). The perceived image of Chumphon's agricultural tourism was moderate to high ( $M = 3.78$ ), with attractiveness ranked highest ( $M = 3.91$ ). Revisit intention was also high ( $M = 3.84$ ). Stepwise regression indicated that influencer marketing ( $\beta = .398$ ), content marketing ( $\beta = .271$ ), and social media marketing ( $\beta = .229$ ) significantly predicted perceived destination image ( $R^2 = .590$ ). Furthermore, all five perceived image dimensions significantly predicted revisit intention ( $R^2 = .460$ ), with attractiveness ( $\beta = .372$ ) and uniqueness ( $\beta = .315$ ) being the strongest predictors. These findings provide practical implications for destination marketers seeking to leverage digital marketing strategies to enhance the perceived image and encourage repeat visitation to agricultural tourism destinations.

**Keywords:** Digital Marketing, Perceived Destination Image, Revisit Intention, Agricultural Tourism, Chumphon Province

## 1. Introduction

Agritourism, also known as agritourism, has become a significant niche in the global tourism industry. This type of tourism offers travellers authentic experiences rooted in farming, rural culture, and local food systems. In Thailand, agricultural tourism has gained increasing recognition as a strategy for rural economic development, cultural preservation, and sustainable livelihoods. The Thai government, through the Ministry of Agriculture and Cooperatives and the Department of Tourism, has actively promoted community-based agricultural tourism as part of the national tourism development agenda (Ministry of Agriculture and Cooperatives, 2023). Chumphon Province, located in southern Thailand

along the Gulf of Thailand, is particularly well-positioned for agricultural tourism development due to its rich agricultural heritage, including fruit orchards, rubber plantations, coffee farms, and coastal fisheries.

Despite the inherent appeal of Chumphon's agricultural resources, the province faces challenges in attracting and retaining tourists compared to more established southern Thai destinations, such as Surat Thani and Krabi. Tourism statistics indicate that while Chumphon has experienced gradual growth in visitor numbers, the rate of repeat visitation remains relatively low (Department of Tourism, 2024). This suggests a gap between the destination's potential and its ability to create lasting impressions that encourage return visits. Understanding the factors that influence tourists' perception of the destination and their subsequent intention to revisit is therefore crucial for developing effective marketing strategies.

The rapid advancement of digital technologies has fundamentally transformed how destinations communicate with potential and current visitors. Digital marketing has become an indispensable tool for destination promotion, encompassing strategies such as social media marketing, content marketing, influencer marketing, and electronic word of mouth (e-WOM). These digital channels enable destinations to reach wider audiences, create engaging narratives, and build meaningful relationships with tourists (Buhalis & Law, 2008; Kaplan & Haenlein, 2010). Social media platforms, in particular, have revolutionised tourism marketing by enabling real-time information sharing, visual storytelling, and user-generated content that can significantly shape destination perceptions (Xiang & Gretzel, 2010).

Perceived destination image, defined as the sum of beliefs, ideas, and impressions that individuals hold about a destination (Crompton, 1979), plays a pivotal role in tourists' decision-making processes. Research has consistently demonstrated that favourable destination images positively influence tourist satisfaction, behavioural intentions, and revisit decisions (Chen & Tsai, 2007; Chi & Qu, 2008; Zhang et al., 2014). In the context of digital marketing, destination image can be shaped through strategically crafted digital content, influencer endorsements, user reviews, and social media engagement. However, the specific mechanisms through which different digital marketing strategies influence the perceived image of agricultural tourism destinations remain insufficiently explored.

Revisit intention, defined as a tourist's plan or willingness to return to a previously visited destination, serves as a critical indicator of destination competitiveness and long-term sustainability (Phau et al., 2010). Understanding the relationship between perceived destination image and revisit intention is essential for developing targeted marketing interventions. While previous studies have examined these relationships in the context of urban and resort tourism, limited research has focused specifically on agricultural tourism settings in developing countries.

This study aims to address these gaps by investigating the influence of digital marketing factors on the perceived image of agricultural tourism destinations and tourists' revisit intention in Chumphon Province, Thailand. Specifically, the study pursues the following objectives: (1) to assess tourists' perceptions of digital marketing strategies used for promoting agricultural tourism in Chumphon; (2) to examine the relationship between digital marketing factors and perceived destination image; and (3) to analyse the influence of perceived destination image on revisit intention. The findings are expected to provide valuable insights for destination marketers, tourism authorities, and agricultural tourism operators seeking to leverage digital marketing for sustainable destination development.

The significance of this study lies in its dual contribution to both academic knowledge and practical application. From a theoretical perspective, the study extends the application of digital marketing constructs to agricultural tourism, a growing but underresearched segment of the tourism industry. From a practical standpoint, the findings

offer evidence-based recommendations for tourism stakeholders in Chumphon Province to design and implement effective digital marketing strategies that can enhance destination competitiveness and encourage sustainable tourism growth.

## **2. Literature Review**

### **2.1 Digital Marketing in Tourism**

Digital marketing encompasses all marketing activities conducted through digital channels, including search engines, social media platforms, email, websites, and mobile applications (Buhalis & Law, 2008). In the tourism sector, digital marketing has become a fundamental component of destination promotion strategies, enabling organisations to reach global audiences with targeted, personalised, and interactive content. The evolution from traditional marketing to digital approaches has been driven by changing consumer behaviour, with tourists increasingly relying on online sources for travel planning, destination selection, and experience sharing (Xiang & Gretzel, 2010).

Social media marketing involves strategically using platforms such as Facebook, Instagram, TikTok, and YouTube to promote destinations and engage with tourists. These platforms facilitate visual storytelling, real-time interaction, and community building, making them particularly effective for tourism marketing (Kaplan & Haenlein, 2010; Siricharoen, 2012). Content marketing, on the other hand, focuses on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience (Pulizzi, 2012; Rowley, 2008). In the tourism context, content marketing may include blog posts, destination guides, videos, and interactive experiences that provide useful information while simultaneously shaping destination perceptions.

Influencer marketing leverages individuals with significant online followings and credibility to promote destinations through authentic experiences and endorsements (Gretzel, 2018; Lou & Yuan, 2019). Tourism influencers can significantly affect destination awareness, perceived attractiveness, and travel intentions through their curated content and personal recommendations (Ong & Ito, 2019). The effectiveness of influencer marketing in tourism stems from the parasocial relationships that audiences develop with influencers, which create a sense of trust and authenticity that traditional advertising cannot easily replicate. When travel influencers share their genuine experiences at agricultural tourism destinations, their followers are more likely to perceive these destinations as desirable and accessible.

Electronic word-of-mouth (e-WOM) refers to informal communication about products or services via digital channels, such as online reviews, ratings, forums, and social media comments (Hennig-Thurau et al., 2004). In tourism, e-WOM serves as a powerful information source that shapes destination perceptions and influences travel decisions (Filieri, 2015; Tham et al., 2013). The influence of e-WOM on tourism decision-making is amplified by its perceived objectivity, as consumers tend to trust peer recommendations more than marketer-generated content. Positive e-WOM can significantly enhance a destination's reputation and attract new visitors, while negative e-WOM can deter potential tourists and damage destination image (Asan et al., 2022). In the context of agricultural tourism, e-WOM often takes the form of online reviews of farm experiences, photo-sharing on social media, and recommendations in travel forums and community groups.

### **2.2 Perceived Destination Image**

Perceived destination image refers to the mental representation of a destination formed through cognitive and affective evaluations (Crompton, 1979). This construct has been extensively studied in tourism research due to its significant influence on tourist

behaviour, including destination selection, satisfaction, and loyalty (Chen & Tsai, 2007; Zhang et al., 2014). Destination image is typically conceptualised as a multidimensional construct encompassing various attributes that tourists evaluate when forming their impressions of a place.

Several dimensions of perceived destination image have been identified in the literature. Quality refers to the perceived standard of services, facilities, and experiences available at the destination (Zeithaml, 1988). Credibility relates to the perceived trustworthiness and reliability of destination-related information and services (Hankinson, 2004). Uniqueness captures the distinctive characteristics that differentiate a destination from its competitors (Stylidis et al., 2016). Attractiveness encompasses the overall appeal and desirability of the destination, including its natural beauty, cultural heritage, and tourism offerings (Chi & Qu, 2008). Sustainability reflects tourists' perceptions of the destination's commitment to environmental conservation, cultural preservation, and responsible tourism practices.

In the context of agricultural tourism, destination image is particularly important because it shapes tourists' expectations regarding the authenticity, educational value, and experiential quality of farm-based activities. Digital marketing strategies can play a crucial role in constructing and communicating favourable destination images by providing visual evidence, authentic testimonials, and engaging narratives that highlight the unique attributes of agricultural tourism destinations.

Research has demonstrated that the formation of destination image is influenced by both organic (e.g., personal experiences and word of mouth) and induced (e.g., advertising and promotional content) sources. In the digital era, the boundary between these two sources has become increasingly blurred, as user-generated content on social media platforms simultaneously serves as organic and induced image-forming agents. For agricultural tourism destinations, which often lack the marketing budgets of larger resort destinations, leveraging digital platforms to create and disseminate authentic imagery and experiential content represents a cost-effective approach to image building (Hankinson, 2004; Stylidis et al., 2016).

Furthermore, the multidimensional nature of destination image necessitates a comprehensive assessment framework that captures various facets of tourists' perceptions. The five dimensions employed in this study—quality, credibility, uniqueness, attractiveness, and sustainability—provide a holistic framework for understanding how visitors perceive agricultural tourism destinations. Each dimension captures a distinct aspect of the tourism experience, from tangible service quality to the more abstract perceptions of sustainability and authenticity, which are increasingly important to contemporary travellers (Chen & Tsai, 2007; Zeithaml, 1988).

### **2.3 Revisit Intention**

Revisit intention refers to a tourist's expressed willingness or plan to return to a previously visited destination in the future (Phau et al., 2010). It is a key behavioural indicator of a destination's overall success in delivering satisfying experiences and creating emotional bonds with visitors. Research has consistently shown that perceived destination image is one of the strongest predictors of revisit intention, alongside tourist satisfaction and perceived value (Chen & Tsai, 2007; Chi & Qu, 2008; Zhang et al., 2014).

The relationship between digital marketing and revisit intention can be understood through the mediating role of perceived destination image. When digital marketing strategies effectively communicate a destination's unique attributes, enhance its perceived quality, and build credibility through authentic content and endorsements, tourists are more likely to

develop favourable images that translate into revisit intentions. This conceptualisation forms the theoretical foundation of the present study.

Previous research has identified several factors that influence revisit intention beyond destination image, including travel satisfaction, perceived value, emotional attachment, and place identity (Chi & Qu, 2008; Phau et al., 2010). However, in the context of agricultural tourism, where destinations compete not only with other agricultural sites but also with diverse leisure alternatives, the role of perceived destination image becomes particularly critical. Tourists who form favourable images of agricultural destinations are more likely to prioritise these destinations over alternatives when making future travel decisions, especially when these images are reinforced through ongoing digital engagement and positive online narratives (Asan et al., 2022).

The conceptual framework of this study posits two primary relationships: (1) the direct influence of digital marketing factors (social media marketing, content marketing, influencer marketing, and e-WOM) on perceived destination image, and (2) the direct influence of perceived destination image dimensions (quality, credibility, uniqueness, attractiveness, and sustainability) on revisit intention. This sequential model allows for a systematic examination of how digital marketing strategies shape destination perceptions and how these perceptions, in turn, influence behavioural intentions.

## **2.4 Research Hypotheses**

Based on the literature review, the following hypotheses were formulated to guide the empirical investigation:

H1a: Social media marketing has a significant positive influence on the perceived image of agricultural tourism destinations in Chumphon Province.

H1b: Content marketing has a significant positive influence on the perceived image of agricultural tourism destinations in Chumphon Province.

H1c: Influencer marketing has a significant positive influence on the perceived image of agricultural tourism destinations in Chumphon Province.

H1d: Electronic word-of-mouth (e-WOM) has a significant positive influence on the perceived image of agricultural tourism destinations in Chumphon Province.

H2a: Perceived quality has a significant positive influence on tourists' revisit intention toward agricultural tourism destinations in Chumphon Province.

H2b: Perceived credibility has a significant positive influence on tourists' revisit intention toward agricultural tourism destinations in Chumphon Province.

H2c: Perceived uniqueness has a significant positive influence on tourists' revisit intention toward agricultural tourism destinations in Chumphon Province.

H2d: Perceived attractiveness has a significant positive influence on tourists' revisit intention toward agricultural tourism destinations in Chumphon Province.

H2e: Perceived sustainability has a significant positive influence on tourists' revisit intention toward agricultural tourism destinations in Chumphon Province.

## **3. Research Methodology**

### **3.1 Research Design and Sampling**

This study employed a quantitative research design, using a cross-sectional survey. The target population consisted of Thai and international tourists aged 18 or older who had visited agricultural tourism destinations in Chumphon Province. The sample size of 200 respondents was determined using Yamane's (1973) formula for finite populations, with a 95% confidence level and a 5% margin of error. This sample size aligns with the

recommendations of Krejcie and Morgan (1970) for ensuring adequate statistical power for correlation and regression analyses.

A convenience sampling technique was used to recruit participants from popular agricultural tourism sites in Chumphon Province, including fruit orchards, coffee and rubber plantations, and community-based tourism attractions. Data collection was conducted from October to December 2024, encompassing both weekday and weekend visitors to capture a representative range of tourist profiles. Respondents were approached at tourism sites and asked to complete a self-administered questionnaire. Both paper-based and digital questionnaire formats were offered to accommodate respondent preferences. Participation was voluntary, and informed consent was obtained from all respondents prior to data collection. Of the 220 questionnaires distributed, 200 complete and usable responses were retained for analysis, yielding a response rate of 90.9%.

Chumphon Province was selected as the study site due to its growing recognition as an emerging agricultural tourism destination in southern Thailand. The province is known for its diverse agricultural products, including durian, mangosteen, rambutan, coconut, coffee, and rubber, which provide the foundation for various agricultural tourism activities such as farm visits, fruit picking, agricultural learning programs, and community-based tourism experiences. Despite these natural advantages, Chumphon remains relatively underexplored in tourism research compared to neighbouring provinces, making it an ideal context for investigating the role of digital marketing in destination development.

### **3.2 Research Instrument**

The research instrument was a structured questionnaire consisting of four main sections. The first section collected demographic information, including gender, age, marital status, education level, occupation, and monthly income. The second section assessed travel behaviour characteristics, including travel purpose, duration of stay, transportation mode, visit frequency, travel expenditure, travel companions, and information sources.

The third section measured tourists' perceptions of digital marketing factors using a five-point Likert scale (Likert, 1932) ranging from 1 (strongly disagree) to 5 (strongly agree). This section comprises four sub-dimensions: social media marketing, content marketing, influencer marketing, and electronic word of mouth (e-WOM). The fourth section measured perceived destination image across five dimensions (quality, credibility, uniqueness, attractiveness, and sustainability) and revisit intention, both using a five-point scale.

The questionnaire was developed from established scales in previous research and adapted to the context of agricultural tourism in Chumphon Province. The digital marketing scales were adapted from Kaplan and Haenlein (2010) and Hennig-Thurau et al. (2004), while the perceived destination image scales were based on Chen and Tsai (2007) and Styliadis et al. (2016). The revisit intention scale was adapted from Phau et al. (2010). All items were carefully worded to reflect the specific context of agricultural tourism experiences in Chumphon Province.

Content validity was established through expert review by three academics specialising in tourism marketing and digital marketing, who evaluated each item for clarity, relevance, and representativeness. Based on expert feedback, minor modifications were made to improve the wording and cultural appropriateness of several items. The instrument was subsequently pilot tested with 30 respondents who were not included in the final sample. Reliability analysis using Cronbach's alpha coefficient confirmed that all sections demonstrated acceptable internal consistency, with alpha values exceeding 0.75 across all dimensions, meeting the threshold recommended by Nunnally and Bernstein (1994). Specifically, the digital marketing section yielded alpha values ranging from 0.78 to 0.86,

the perceived image section from 0.76 to 0.84, and the revisit intention section achieved an alpha of 0.82.

### 3.3 Data Analysis

Data were analysed using both descriptive and inferential statistical techniques. Descriptive statistics, including frequency, percentage, mean, and standard deviation, were used to characterise respondents' demographic profiles, travel behaviour, perceptions of digital marketing, perceived destination image, and revisit intention. Mean scores were interpreted using the following criteria: 4.21–5.00 = strongly agree, 3.41–4.20 = agree, 2.61–3.40 = neutral, 1.81–2.60 = disagree, and 1.00–1.80 = strongly disagree.

Pearson's product-moment correlation was used to examine the relationships between digital marketing factors and perceived destination image, and between perceived image dimensions and revisit intention. Stepwise multiple regression analysis was employed to identify the significant predictors among the digital marketing factors that influence perceived destination image, and among the perceived image dimensions that influence revisit intention. The assumptions of regression analysis, including linearity, normality, multicollinearity, and independence of residuals, were assessed using the Durbin-Watson statistic and variance inflation factor (VIF). Statistical significance was set at  $p < .05$  (Hair et al., 2019).

## 4. Results and Discussion

### 4.1 Demographic Profile of Respondents

Table 1 presents the demographic characteristics of the 200 respondents who participated in the study. The majority of respondents were female (55.0%), aged 31-40 years (30.0%), married (55.0%), and holding a bachelor's degree (60.0%). The largest occupational group was company employees (45.0%), followed by business owners (22.5%). In terms of monthly income, the highest proportion was earned between 15,001 and 30,000 Thai Baht (40.0%).

**Table 1** Demographic Characteristics of Respondents (n = 200)

Demographic Variable	Frequency	Percentage
<b>Gender</b>		
Female	110	55.0
Male	90	45.0
<b>Age (years)</b>		
20–30	55	27.5
31–40	60	30.0
41–50	50	25.0
51–59	25	12.5
60 and above	10	5.0
<b>Marital Status</b>		
Single	80	40.0
Married	110	55.0
Divorced/Widowed	10	5.0
<b>Education Level</b>		
Below a bachelor's degree	30	15.0
Bachelor's degree	120	60.0
Master's degree	40	20.0

Demographic Variable	Frequency	Percentage
Doctoral degree	10	5.0
<b>Occupation</b>		
Company employee	90	45.0
Business owner	45	22.5
Government officer/Teacher	30	15.0
Student	25	12.5
Farmer	10	5.0
<b>Monthly Income (Baht)</b>		
Less than 15,000	45	22.5
15,001–30,000	80	40.0
30,001–50,000	55	27.5
More than 50,000	20	10.0

#### 4.2 Travel Behaviour Characteristics

The travel behaviour characteristics of respondents are presented in Table 2. The most frequently cited purpose of visiting agricultural tourism destinations in Chumphon was relaxation (40.0%), followed by agricultural learning (15.0%) and community culture experience (12.5%). The majority of respondents stayed for 2–3 days (55.0%) and travelled by private car (60.0%). Half of the respondents (50.0%) were first-time visitors, while 30.0% had visited once or twice before. The most common travel expenditure range was 3,001–5,000 Baht (35.0%), and the most frequent travel companions were family members (30.0%). Notably, online media was the primary information source for respondents (41.5%), followed by word of mouth (24.5%) and government/tourism offices (15.5%).

**Table 2** Travel Behaviour Characteristics of Respondents (n = 200)

Travel Behavior	Frequency	Percentage
<b>Travel Purpose</b>		
Relaxation	80	40.0
Agricultural learning	30	15.0
Community culture experience	25	12.5
Shopping for local products	25	12.5
Health food and wellness	20	10.0
Others	20	10.0
<b>Duration of Stay</b>		
2–3 days	110	55.0
4–6 days	60	30.0
7 days or more	30	15.0
<b>Transportation Mode</b>		
Private car	120	60.0
Airplane	35	17.5
Bus	25	12.5
Train	15	7.5
Rental vehicle	5	2.5
<b>Visit Frequency</b>		
First time	100	50.0
1–2 times	60	30.0
3–5 times	30	15.0

<b>Travel Behavior</b>	<b>Frequency</b>	<b>Percentage</b>
More than 5 times	10	5.0
<b>Travel Expenditure (Baht)</b>		
3,000 or less	30	15.0
3,001–5,000	70	35.0
5,001–7,000	50	25.0
7,001–10,000	30	15.0
More than 10,000	20	10.0
<b>Travel Companions</b>		
Family	60	30.0
Friends	50	25.0
Couple	40	20.0
Tour group	30	15.0
Alone	20	10.0
<b>Information Sources</b>		
Online media	83	41.5
Word of mouth	49	24.5
Government/tourism offices	31	15.5
Direct experience	19	9.5
Mass media	18	9.0

### 4.3 Perceptions of Digital Marketing Factors

Table 3 presents the mean scores and standard deviations for tourists' perceptions of factors related to digital marketing in agricultural tourism in Chumphon Province. The overall perception of digital marketing was high ( $M = 4.18$ ,  $SD = 0.546$ ). Among the four digital marketing dimensions, e-WOM received the highest mean score ( $M = 4.28$ ,  $SD = 0.525$ ), reaching the "strongly agree" level, followed by content marketing ( $M = 4.21$ ,  $SD = 0.533$ ), which also reached the "strongly agree" level. Influencer marketing ( $M = 4.13$ ,  $SD = 0.563$ ) and social media marketing ( $M = 4.11$ ,  $SD = 0.563$ ) were both rated at the "agree" level.

These findings suggest that tourists place considerable importance on peer recommendations and user-generated content (e-WOM) when forming perceptions of agricultural tourism destinations. The high rating of content marketing further indicates that informative and engaging digital content effectively communicates the value of Chumphon's agricultural tourism offerings. These results are consistent with previous research highlighting the influential role of e-WOM in shaping tourism decisions (Fileri, 2015; Tham et al., 2013) and the effectiveness of content marketing in destination promotion (Pulizzi, 2012; Rowley, 2008).

**Table 3** Mean Scores and Standard Deviations of Digital Marketing Factors

<b>Digital Marketing Factor</b>	<b>Mean</b>	<b>SD</b>	<b>Interpretation</b>	<b>Rank</b>
Social Media Marketing	4.11	0.563	Agree	4
Content Marketing	4.21	0.533	Strongly Agree	2
Influencer Marketing	4.13	0.563	Agree	3
e-WOM	4.28	0.525	Strongly Agree	1
<b>Overall</b>	<b>4.18</b>	<b>0.546</b>	<b>Agree</b>	

#### 4.4 Perceived Destination Image

Table 4 presents the descriptive statistics for tourists' perceived image of agricultural tourism destinations in Chumphon Province. The overall perceived image was moderate to high ( $M = 3.78$ ,  $SD = 0.698$ ). Among the five image dimensions, attractiveness received the highest mean score ( $M = 3.91$ ,  $SD = 0.663$ ), followed by uniqueness ( $M = 3.82$ ,  $SD = 0.686$ ), credibility ( $M = 3.75$ ,  $SD = 0.703$ ), sustainability ( $M = 3.74$ ,  $SD = 0.700$ ), and quality ( $M = 3.66$ ,  $SD = 0.736$ ).

The relatively high score for attractiveness suggests that tourists find Chumphon's agricultural tourism destinations visually appealing and experientially engaging. The uniqueness dimension also scored notably, indicating that tourists recognise the distinctive characteristics of Chumphon's agricultural offerings. However, the lower scores for quality and sustainability suggest areas for improvement, particularly in enhancing service standards and communicating sustainability initiatives more effectively through digital channels.

**Table 4** Mean Scores and Standard Deviations of Perceived Destination Image Dimensions

Image Dimension	Mean	SD	Interpretation	Rank
Quality	3.66	0.736	Agree	5
Credibility	3.75	0.703	Agree	3
Uniqueness	3.82	0.686	Agree	2
Attractiveness	3.91	0.663	Agree	1
Sustainability	3.74	0.700	Agree	4
<b>Overall</b>	<b>3.78</b>	<b>0.698</b>	<b>Agree</b>	

#### 4.5 Revisit Intention

Table 5 displays the mean scores for tourists' revisit intention toward agricultural tourism destinations in Chumphon Province. The overall revisit intention was high ( $M = 3.84$ ,  $SD = 0.691$ ). Among the individual items, the intention to recommend the destination to others received the highest score ( $M = 3.95$ ), followed by the intention to return in the future ( $M = 3.88$ ), the intention to revisit ( $M = 3.82$ ), and the intention to extend the duration of stay ( $M = 3.70$ ).

The high recommendation intention is particularly noteworthy, as it suggests that tourists visiting Chumphon's agricultural destinations are willing to serve as advocates, thereby further strengthening e-WOM effects. This willingness to recommend aligns with the strong e-WOM ratings observed in the digital marketing assessment, creating a positive feedback loop where satisfied visitors generate organic digital content that attracts new visitors. The somewhat lower score for extending the duration of stay may indicate a need for developing more diverse activities and experiences that encourage longer visits. Tourism operators could address this by creating multi-day agricultural experience packages that combine farm visits, cooking classes, cultural activities, and nature-based experiences to encourage extended stays.

**Table 5** Mean Scores and Standard Deviations of Revisit Intention Items

Revisit Intention Item	Mean	SD	Rank
Intention to revisit	3.82	0.691	3
Intention to extend the duration of stay	3.70	0.691	4
Intention to recommend to others	3.95	0.691	1
Intention to return in the future	3.88	0.691	2
<b>Overall</b>	<b>3.84</b>	<b>0.691</b>	

#### 4.6 Correlation Between Digital Marketing and Perceived Image

Pearson's correlation analysis was conducted to examine the relationships between the four digital marketing factors and perceived destination image. As shown in Table 6, all four digital marketing factors demonstrated statistically significant positive correlations with perceived destination image ( $p < .01$ ). Content marketing exhibited the strongest correlation ( $r = .592$ ), followed by e-WOM ( $r = .480$ ), influencer marketing ( $r = .360$ ), and social media marketing ( $r = .354$ ). These results indicate that all digital marketing strategies investigated in this study are positively associated with tourists' perceived image of Chumphon's agricultural tourism destinations, with content marketing showing the most substantial relationship.

**Table 6** Pearson Correlation Between Digital Marketing Factors and Perceived Destination Image

Digital Marketing Factor	r	p-value
Social Media Marketing	.354**	.000
Content Marketing	.592**	.000
Influencer Marketing	.360**	.000
e-WOM	.480**	.000

\*\*  $p < .01$

#### 4.7 Stepwise Regression: Digital Marketing Predicting Perceived Image

Stepwise multiple regression. An analysis was performed to determine which digital marketing factors significantly predict perceived destination image. The results, presented in Table 7, show that three of the four digital marketing factors entered the regression model: influencer marketing, content marketing, and social media marketing. The model accounted for 59.0% of the variance in perceived destination image ( $R^2 = .590$ ,  $F = 45.002$ ,  $p < .001$ ). The Durbin-Watson statistic of 1.889 indicated no significant autocorrelation in the residuals.

Influencer marketing emerged as the strongest predictor ( $\beta = .398$ ,  $t = 6.214$ ,  $p < .001$ ), followed by content marketing ( $\beta = .271$ ,  $t = 4.389$ ,  $p < .001$ ) and social media marketing ( $\beta = .229$ ,  $t = 4.687$ ,  $p < .001$ ). Notably, e-WOM was excluded from the regression model, suggesting that while it has a significant bivariate correlation with perceived image, its predictive contribution becomes redundant when the other three factors are controlled for. This finding is particularly interesting, as it indicates that the effect of e-WOM on perceived image may be mediated by or overlap with other digital marketing strategies.

The prominent role of influencer marketing as the strongest predictor aligns with recent literature emphasising the growing impact of social media influencers on tourism perceptions and behaviours (Gretzel, 2018; Lou & Yuan, 2019; Ong & Ito, 2019).

Influencers' ability to provide authentic, experiential content about agricultural tourism destinations appears to be particularly effective in shaping destination images. The significant contribution of content marketing confirms the importance of creating high-quality, informative digital content that showcases the unique attributes of agricultural tourism destinations (Pulizzi, 2012; Rowley, 2008).

The significant predictive role of social media marketing, though with a smaller beta coefficient, highlights the continued relevance of social media platforms as channels for destination image formation. Social media platforms provide the infrastructure for distributing and consuming influencer and user-generated content, creating a synergistic relationship among the three significant digital marketing predictors. The exclusion of e-WOM from the regression model does not diminish its importance as a digital marketing tool; rather, it suggests that e-WOM's influence on perceived image operates indirectly through its integration with social media, content, and influencer marketing. This interpretation is supported by the significant bivariate correlation between e-WOM and perceived image ( $r = .480$ ), indicating a meaningful relationship that is accounted for by the shared variance among the predictors.

The collective explanatory power of the three digital marketing predictors ( $R^2 = .590$ ) is noteworthy, suggesting that digital marketing factors account for a substantial proportion of the variance in perceived destination image. This finding has important implications for destination marketing organisations, as it demonstrates the tangible impact of strategic digital marketing investments on tourists' perceptions of agricultural tourism destinations. For Chumphon Province, which is still in the early stages of tourism development compared to more established destinations, this represents an opportunity to build a strong, favourable destination image through targeted digital marketing efforts.

**Table 7** Stepwise Multiple Regression Analysis: Digital Marketing Predicting Perceived Image

Predictor	$\beta$	t	p-value	$R^2$
Influencer Marketing	.398	6.214	< .001	.590
Content Marketing	.271	4.389	< .001	
Social Media Marketing	.229	4.687	< .001	

**F = 45.002, p < .001; Durbin-Watson = 1.889**

Based on these results, hypotheses H1a (social media marketing), H1b (content marketing), and H1c (influencer marketing) were supported, whereas H1d (e-WOM) was not supported in the regression model. Although e-WOM showed a significant bivariate correlation with perceived image ( $r = .480$ ,  $p < .01$ ), it did not contribute unique variance beyond the other three predictors. This suggests that the influence of e-WOM may be channelled through or captured by social media marketing, content marketing, and influencer marketing, as these strategies often generate and amplify e-WOM.

#### 4.8 Correlation Between Perceived Image and Revisit Intention

Table 8 presents the Pearson correlation coefficients between the five perceived image dimensions and revisit intention. All five dimensions exhibited statistically significant positive correlations with revisit intention ( $p < .01$ ). Attractiveness showed the strongest correlation ( $r = .612$ ), followed by uniqueness ( $r = .586$ ), credibility ( $r = .548$ ), quality ( $r = .524$ ), and sustainability ( $r = .497$ ). These results provide initial support for the hypothesised positive relationships between perceived image dimensions and revisit intention.

**Table 8** Pearson Correlation Between Perceived Image Dimensions and Revisit Intention

Image Dimension	r	p-value
Quality	.524**	.000
Credibility	.548**	.000
Uniqueness	.586**	.000
Attractiveness	.612**	.000
Sustainability	.497**	.000

\*\* p < .01

#### 4.9 Stepwise Regression: Perceived Image Predicting Revisit Intention

Stepwise multiple regression analysis was conducted to determine which perceived image dimensions significantly predict revisit intention. As shown in Table 9, all five perceived image dimensions entered the model, which explained 46.0% of the variance in revisit intention ( $R^2 = .460$ ,  $F = 36.215$ ,  $p < .001$ ). The Durbin-Watson statistic of 1.899 confirmed the independence of the residuals.

Attractiveness was the strongest predictor of revisit intention ( $\beta = .372$ ,  $t = 6.224$ ,  $p < .001$ ), followed by uniqueness ( $\beta = .315$ ,  $t = 5.327$ ,  $p < .001$ ), credibility ( $\beta = .218$ ,  $t = 3.842$ ,  $p < .001$ ), quality ( $\beta = .128$ ,  $t = 2.216$ ,  $p = .028$ ), and sustainability ( $\beta = .101$ ,  $t = 1.984$ ,  $p = .049$ ). These results indicate that while all five image dimensions contribute to predicting revisit intention, attractiveness and uniqueness are the most influential factors.

**Table 9** Stepwise Multiple Regression Analysis: Perceived Image Predicting Revisit Intention

Predictor	$\beta$	t	p-value	$R^2$
Attractiveness	.372	6.224	< .001	.460
Uniqueness	.315	5.327	< .001	
Credibility	.218	3.842	< .001	
Quality	.128	2.216	.028	
Sustainability	.101	1.984	.049	

**F = 36.215, p < .001; Durbin-Watson = 1.899**

The finding that attractiveness is the strongest predictor of revisit intention is consistent with previous research demonstrating the central role of destination appeal in shaping tourist loyalty (Chi & Qu, 2008; Zhang et al., 2014). For agricultural tourism destinations in Chumphon, this suggests that visual appeal, experiential quality, and the overall attractiveness of tourism offerings are critical determinants of whether tourists will choose to return. The strong predictive power of uniqueness further underscores the importance of differentiating Chumphon's agricultural tourism from competing destinations through distinctive experiences, local specialities, and cultural elements.

Credibility emerged as the third-strongest predictor, underscoring the importance of trustworthy information and authentic representation in shaping destination images that encourage revisit behaviour. In the context of agricultural tourism, credibility may encompass the accuracy of promotional information regarding farm activities, the authenticity of cultural experiences, and the reliability of service delivery. Digital marketing strategies that prioritise transparency and honest representation of the tourism experience are likely to enhance perceived credibility and, consequently, revisit intention.

Quality and sustainability, while statistically significant predictors, had relatively smaller effects, suggesting that while they contribute to revisit intention, their impact may

be partially captured by or channelled through the other image dimensions. The modest but significant effect of sustainability is particularly relevant given the growing global emphasis on responsible tourism practices. As environmental awareness among travellers continues to increase, the perceived sustainability of agricultural tourism destinations may become an increasingly important driver of revisit behaviour. Nevertheless, these findings confirm that all five hypotheses (H2a-H2e) regarding the influence of perceived image dimensions on revisit intention were supported.

The overall model, which explains 46.0% of the variance in revisit intention, indicates a strong predictive relationship between perceived image dimensions and behavioural intentions. This level of explanatory power is consistent with or exceeds that reported in comparable studies of destination image and revisit intention in other tourism contexts (Chen & Tsai, 2007; Zhang et al., 2014). The remaining unexplained variance may be attributed to factors beyond the scope of this study, such as travel constraints, competitive alternatives, personal circumstances, and economic conditions.

#### 4.10 Summary of Hypothesis Testing

Table 10 provides a comprehensive summary of the hypothesis testing results. Eight of the nine hypotheses were supported by the empirical evidence, with only H1d (the influence of e-WOM on perceived image in the regression model) not being supported.

**Table 10:** Summary of Hypothesis Testing Results

Hypothesis	Result
H1a: Social media marketing → Perceived image	Supported
H1b: Content marketing → Perceived image	Supported
H1c: Influencer marketing → Perceived image	Supported
<b>H1d: e-WOM → Perceived image</b>	<b>Not Supported</b>
H2a: Quality → Revisit intention	Supported
H2b: Credibility → Revisit intention	Supported
H2c: Uniqueness → Revisit intention	Supported
H2d: Attractiveness → Revisit intention	Supported
H2e: Sustainability → Revisit intention	Supported

## 5. Conclusion and Suggestions

### 5.1 Conclusion

This study investigated the influence of digital marketing factors on the perceived image of agricultural tourism destinations and tourists' revisit intention in Chumphon Province, Thailand. Based on a quantitative survey of 200 tourists, the findings can be summarised as follows.

First, tourists demonstrated high levels of awareness and appreciation for digital marketing strategies used to promote agricultural tourism in Chumphon, with e-WOM and content marketing receiving the highest ratings. This indicates that peer-generated content and well-crafted digital narratives are particularly effective in reaching and engaging the target audience of agricultural tourism.

Second, three digital marketing factors—influencer marketing, content marketing, and social media marketing—were found to significantly predict perceived destination image, collectively explaining 59.0% of its variance. Influencer marketing emerged as the

most powerful predictor, underscoring the growing importance of social media influencers in shaping destination perceptions in the agricultural tourism sector. The exclusion of e-WOM from the regression model suggests that the other three digital marketing strategies may subsume its effects.

Third, all five dimensions of perceived destination image—attractiveness, uniqueness, credibility, quality, and sustainability—significantly predicted revisit intention, accounting for 46.0% of its variance. Attractiveness and uniqueness were the strongest predictors, indicating that the visual appeal and distinctive character of agricultural tourism destinations are the primary drivers of repeat visitation.

Fourth, the demographic profile of agricultural tourists in Chumphon reveals a predominantly female, middle-aged, well-educated, and middle-income segment that travels primarily for relaxation and relies heavily on online media for travel information. These insights provide a clear picture of the target market for digital marketing campaigns. The predominance of online media as an information source (41.5%) reinforces the critical importance of maintaining a strong digital presence for agricultural tourism promotion.

Fifth, the analysis of travel behaviour patterns provides additional context for understanding tourist engagement with agricultural tourism in Chumphon. The finding that 55% of respondents stayed for 2–3 days suggests that agricultural tourism in Chumphon primarily serves as a short-duration getaway, with implications for the design of tourism packages and marketing messages. The dominance of private car transportation (60%) indicates that road accessibility and driving route information should be integrated into digital marketing content. Furthermore, the relatively moderate expenditure levels (35% spending 3,001–5,000 Baht) suggest that agricultural tourism in Chumphon is positioned as an affordable leisure option, which should be reflected in marketing positioning strategies.

## **5.2 Theoretical Implications**

This study contributes to the existing body of knowledge in several ways. It extends the application of digital marketing and destination image theories to the context of agricultural tourism, a field underexplored in the literature. The finding that influencer marketing is the strongest predictor of perceived image adds to the growing body of evidence supporting the effectiveness of influencer-based marketing in tourism. Furthermore, the identification of e-WOM's non-significant unique contribution in the regression model provides nuanced insights into the interrelationships among different digital marketing strategies and their collective impact on destination perceptions.

## **5.3 Practical Implications and Suggestions**

Based on the findings, the following practical recommendations are offered for tourism authorities, destination marketers, and agricultural tourism operators in Chumphon Province:

First, destination marketers should prioritise influencer marketing by establishing partnerships with travel influencers and content creators who specialise in agricultural tourism, eco-tourism, and rural experiences. These influencers should be invited to experience Chumphon's agricultural tourism offerings firsthand and create authentic, engaging content that showcases the destination's unique attributes.

Second, content marketing strategies should be enhanced by developing high-quality visual content, including professional photography, video tours, interactive maps, and storytelling content that highlights the educational, cultural, and experiential dimensions of agricultural tourism in Chumphon. Special attention should be given to showcasing the destination's uniqueness and attractiveness, as these are the strongest drivers of revisit intention.

Third, social media marketing efforts should be optimised by maintaining an active and engaging presence on platforms popular with the target demographic, particularly Facebook, Instagram, LINE, and TikTok. User-generated content should be encouraged and featured to amplify organic reach and build community engagement.

Fourth, quality improvement initiatives should address the relatively lower perceived quality scores by enhancing service standards, infrastructure, and visitor amenities at agricultural tourism sites. Similarly, sustainability communication should be strengthened by highlighting environmental and cultural preservation efforts through digital channels.

Fifth, given that 50% of respondents were first-time visitors, strategies should be developed to convert them into repeat tourists through personalised follow-up communications, loyalty programs, and seasonal promotions delivered via digital channels. Email marketing and LINE official accounts can be used to maintain ongoing engagement with past visitors, share seasonal updates on fruit-harvesting periods, and promote special events and festivals.

Sixth, tourism authorities should invest in digital marketing capacity building for local agricultural tourism operators and community-based tourism enterprises. Many small-scale operators may lack the technical skills and resources to implement effective digital marketing strategies independently. Training programs, digital marketing toolkits, and collaborative platforms that enable operators to promote Chumphon's agricultural tourism offerings collectively would help address this gap and ensure a consistent, compelling digital presence for the province.

Seventh, developing an integrated digital marketing strategy that coordinates efforts across all four digital marketing dimensions would maximise the collective impact on destination image and revisit intention. Such a strategy should ensure that influencer marketing campaigns are supported by high-quality content marketing, amplified through social media channels, and reinforced by positive electronic word of mouth from satisfied visitors.

#### **5.4 Limitations and Future Research**

This study has several limitations that should be considered when interpreting the results. First, the use of convenience sampling limits the generalizability of the findings to the broader population of agricultural tourists. Future research should employ probability sampling techniques to enhance external validity. Second, the cross-sectional design captures perceptions at a single point in time, and longitudinal studies would provide deeper insights into how digital marketing influences change over time. Third, the study focused exclusively on Chumphon Province, and comparative studies across multiple agricultural tourism destinations would strengthen the generalizability of the findings. Fourth, the exclusion of qualitative data limits the depth of understanding regarding the mechanisms through which digital marketing influences destination perceptions. Future research should adopt mixed-methods designs to provide richer insights. Finally, while substantial, the  $R^2$  values suggest that other factors not included in this study may also influence perceived image and revisit intention, warranting further investigation.

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