

Value-based Marketing and Customer Loyalty in Thai Puan Indigo Enterprises: Implications for Sustainable Cultural Tourism Policy

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ABSTRACT

This study examines the effects of perceived product value and price fairness on repurchase intention and word-of-mouth (WOM) intention among consumers of environmentally friendly, community-produced indigo textiles in Phrae Province, Thailand. Survey data from 105 customers were analyzed using partial least squares structural equation modeling (PLS-SEM) with SmartPLS 4.0. The findings reveal that perceived product value and price fairness significantly and positively influence both repurchase and WOM intentions, highlighting their roles in strengthening customer loyalty and advocacy. Theoretically, this study extends value-based marketing research by demonstrating how perceived value and price fairness shape consumer behavioral intentions in culturally rooted, sustainability-oriented community enterprises. Managerially, the findings emphasize product differentiation through traditional craftsmanship, cultural authenticity, environmental benefits, transparent pricing, quality assurance, and heritage storytelling. From a tourism policy perspective, the study highlights opportunities to integrate Thai Puan indigo heritage into sustainable cultural tourism through community participation, cultural preservation, and locally retained economic benefits. The findings suggest that heritage-based branding and fair pricing strategies may enhance enterprise competitiveness, encourage responsible consumption, and strengthen community economic resilience. Overall, this study provides practical insights for developing culturally sensitive, market-oriented tourism policies that support traditional craft enterprises and sustainable local tourism development.

Keywords: Product Value, Price Fairness, Indigo Dye, Puan Ethnicity, Value-based Marketing

JEL Classifications: Z32, M31, D12, Q56

1. INTRODUCTION

Handcrafted by local artisans, traditional indigo-dyed textiles preserve cultural heritage, sustain community livelihoods, and celebrate the rich diversity of Thailand's ethnic traditions. Beyond their economic value, these crafts embody indigenous knowledge, cultural identity, and intergenerational craftsmanship, offering opportunities for sustainable cultural tourism and community-based economic development (Yadav et al., 2020). Handicraft products offer unique cultural and heritage value but

face commercialization challenges, including limited scalability, inconsistent quality, high production costs, restricted market access, and slow innovation. Value-based marketing and heritage branding may enhance competitiveness, customer loyalty, and sustainable cultural tourism development (Dalal et al., 2024; Majeed, 2018). Value-based marketing enables artisans to transform cultural heritage into economic value by enhancing customer perceptions, encouraging repeat purchases, and stimulating positive word-of-mouth (WOM), thereby supporting sustainable cultural tourism.

Consumer value is an interactive, relativistic preference derived from customers' product or service experiences (Gallarza et al., 2011). People see value in a product when its quality and rewards outweigh its cost (Samudro et al., 2020). The concept of perceived price fairness originates from product equity theory, which posits that perceptions of fairness moderate the relationship between perceived sacrifice and perceived product value, encompassing both monetary and non-monetary aspects (Martins and Motiroe, 1994). Therefore, understanding this concept is essential for marketers and community entrepreneurs to develop effective and beneficial marketing strategies (Lee and Kim, 2020). Perceived price fairness among customers, shaped through their purchase experiences and sustained relationships with brands or entrepreneurs, serves as a cornerstone for fostering satisfaction and loyalty (Asadi et al., 2014), thereby forming a critical foundation for implementing effective value-based marketing strategies.

Value-based marketing emphasizes functional, emotional, and ethical benefits by aligning product offerings with customer expectations. For environmentally friendly products, perceived value plays a central role in green marketing by integrating sustainability, cultural authenticity, and environmental responsibility into branding and consumer perceptions (Alamsyah et al., 2020). Eco-friendly perceptions reflect consumers' ethical awareness and social responsibility, influencing their willingness to pay a price premium (Sun and Yoon, 2022). Thus, integrating sustainability into perceived product value is crucial for long-term success in an increasingly eco-conscious market (Cano et al., 2023).

Natural dyes extracted from indigo plants help to reduce harm to the environment and extend the sustainable use of clothing (Lai and Chang, 2021). The utilization of indigo dye products holds profound significance as an emblematic representation of the cultural heritage of the Thai Puan ethnicity in northern Thailand (Karapan and Susuwan, 2021). Within the intricate patterns and vibrant hues of indigo-dyed textiles lies a repository of centuries-old traditions and narratives deeply embedded within the community's fabric. For the Thai Puan community, traditional indigo dyeing extends beyond craftsmanship, embodying cultural identity, ancestral knowledge, and collective heritage. From indigo cultivation to traditional dyeing techniques, each process preserves intergenerational knowledge and reinforces cultural authenticity, providing a valuable foundation for sustainable cultural tourism (Karapan et al., 2025). This study seeks to enhance understanding of how value-based marketing operates within the context of craft production and to identify marketing strategies that may strengthen the sustainability of cultural enterprises. The insights gained could inform policy initiatives and community-based efforts to support cultural producers. In practical terms, the findings may assist businesses and entrepreneurs in developing marketing approaches that better reflect consumer values and contribute to cultural appreciation and local economic activity.

2. LITERATURE REVIEW

2.1. Product Value

Consumer value refers to the overall evaluation of a product's utility, derived from the consumer's perception of the trade-off

between what is received and what is given (Parasuraman et al., 1988). Customer value is understood as an interactive, relativistic preference shaped by the customer's experiences (Zeithaml et al., 2020). Therefore, Customer value refers to the perceived benefits customers receive from a product or service relative to the costs incurred. The product's cost includes customer value, quality, functionality, convenience, brand reputation, and customer service (Salem Khalifa, 2004). Understanding and delivering customer value is essential for businesses to attract and retain customers, differentiate from competitors, and achieve long-term market success (Kumar and Reinartz, 2016).

Product value is the combination of perceived benefits consumers associate with a product, considering its cost. Product value encompasses both tangible and intangible elements. Tangible attributes include the product's functionality, durability, and quality, whereas intangible attributes include brand reputation, aesthetics, and emotional appeal (Steiner and Harmon, 2009). The value of a product plays a crucial role in consumer decision-making processes, as individuals assess the benefits against the price (Panwar et al., 2019; Stankevich, 2017). Comprehending and adeptly conveying product value is imperative for businesses to resonate with consumers, stimulate demand, and sustain a competitive advantage in the market (Abdullah and Rosliyat, 2020).

Consumers' perceived health and safety concerns drive the attraction to organic products due to their minimal use of synthetic chemicals (Ghazali et al., 2017; Pham et al., 2019). Despite the premium prices often associated with organic products due to consumers' perceived superior quality and the minimal use of synthetic chemicals in organic fabric production, consumers consider the benefits to health, the environment, and ethical concerns, underscoring the importance of balancing perceived value with affordability to cater to a diverse consumer base. Moreover, the uniqueness of craft product value and its role in supporting community enterprises further accentuate the need for businesses to effectively communicate the added value of organic products while ensuring they remain accessible to consumers of varying economic backgrounds. Overall, understanding the multifaceted aspects of perceived value in organic products is essential for businesses to effectively target and engage consumers in today's environmentally and health-conscious market landscape (Nakhonchaigul and Siriyota, 2024). Therefore, hypothesis 1 is formed.

- H_1 : Perceived product value influences repurchase intention.

2.2. Price Fairness

Perceived price fairness is the consumer's evaluation and accompanying emotional response to determine whether the disparity between a seller's price and a comparable alternative is considered reasonable, acceptable, or justified (Xia et al., 2004). Price fairness is based on the perception of equity and fairness in the context of dynamic pricing (Lee et al., 2011). Upon perceiving a fair price, consumers exhibit satisfaction with their purchase, engage in positive word-of-mouth communication, repurchase intentions, and brand loyalty (Bernarto et al., 2024; Liu and Lee, 2016; Zietsman et al., 2019).

Perceived price fairness is derived from the customer evaluation process by their perceived value of the product or service, competitors' prices, transparency in pricing, promotion price, and retailers' trust (Andrés-Martínez et al., 2014; Yadav et al., 2020). Perceived price fairness of sustainable handicraft products from local firms relies on consumers' evaluations of value related to the brand equity (Lee and Zhao, 2023), uniqueness of craftsmanship (Zhang et al., 2021), and ethical considerations of potential cultural protection (Shafi, 2022). Handicrafts' uniqueness and cultural significance can validate their price premium strategy by maintaining product quality, price fairness, trust, and customer satisfaction (Sitabutr and Pimdee, 2017). Therefore, hypothesis 2 is formed:

- H₂: Perceived price fairness influences repurchase intention.

2.3. Repurchase Intention

Intentions are considered the primary immediate factor linking attitudes to behavior, ultimately shaping consumer actions (Wen et al., 2011). Repurchase intention denotes the predisposition of consumers to return and acquire a specific product or service after their initial purchase (Weng et al., 2016). Post-purchase cognitive and emotional judgments significantly influence consumers' likelihood to repurchase, as well as their actual purchasing behavior. This underscores the pivotal function of post-purchase evaluations in determining future consumption intentions.

Repurchase intention represents a fundamental business goal, holding significant implications for firm performance (Hermansyah, 2024; Şişman and Demirci Orel, 2025; Tran et al., 2025). Hence, repurchase intention is pivotal for customer retention and long-term profitability and is significant in driving repeat purchases and fostering business growth. Fostering stronger repurchase intentions not only boosts customer lifetime value but also contributes to superior organizational performance. This underscores the strategic importance of repurchase intention as a driver of long-term success and competitive advantage.

2.4. Word of Mouth Communication

Word-of-mouth communication (WOM) is a phenomenon in group dynamics, which refers to exchanging opinions, ideas, and perspectives between peer to peers (Toder-Alon and Brunel, 2018). Word-of-mouth communication entails transmitting product information through recommendations to friends, family, relatives, or individuals with experience (Clow and James, 2013). WOM represents an organic mode of consumer interaction rooted in authentic feelings, while WOM marketing refers to the interpersonal spread of product-related information between individuals (Lopez et al., 2016; Situmorang and Sembiring, 2024).

WOM is far more effective than traditional advertising in shifting dissatisfied or neutral consumer attitudes toward positive ones by as much as 9 times (Goyette et al., 2010). Its heightened impact is largely because these messages come from independent consumers rather than marketing sources, making them more credible and trustworthy than company-generated communications. WOM exerts a substantial influence on consumer decision-making, shaping a significant proportion of purchase choices. This impact is reinforced by the considerable trust consumers place in advice

from familiar sources, which consequently leads most individuals to rely on such interpersonal recommendations when forming their buying decisions, including revisit intention according to service business (Siriyota and Chokpiriyawat, 2025). Digitalization has facilitated more convenient and rapid communication between consumers. Consequently, word-of-mouth communication has also evolved into electronic word-of-mouth (EWOM) communication. Therefore, hypothesis 3 is formed: The conceptual research framework illustrated in Figure 1.

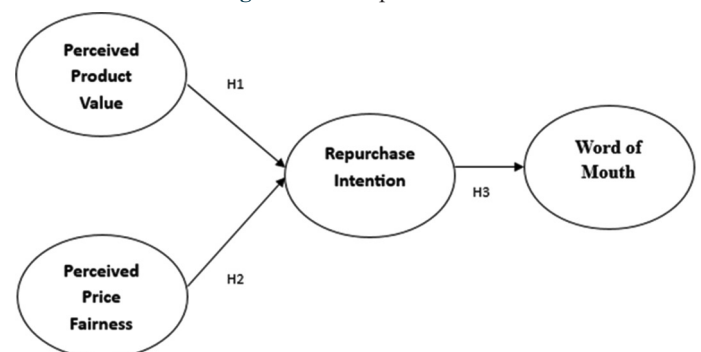
- H₃: Repurchase intention influences WOM.

2.5. The History of Thai Puan Ethnicity in Phrae Province, Thailand

The Thai Puan ethnic community in Phrae Province, Thailand, possesses a distinctive cultural heritage reflected in its traditional textile production, natural indigo dyeing, and cotton weaving practices. Thung Hong Village is recognized for preserving these traditional crafts, which represent an important expression of local identity and intergenerational knowledge transmission. The community established an informal collective to preserve and transfer indigenous knowledge of natural dyeing and traditional weaving techniques, leading to the formation of the Thung Hong Weaving Group (THWG) (Karapan et al., 2021). Guided by the Sufficiency Economy Philosophy introduced by His Majesty King Bhumibol Adulyadej (Rama IX), the THWG subsequently developed into a community learning center dedicated to cultural heritage preservation, traditional craftsmanship, and sustainable product development. Operating under the Ton Kham Phrae brand, the center promotes naturally dyed cotton textiles while raising awareness of environmentally responsible production and the cultural significance of traditional weaving as in Figure 2. In addition to producing and marketing indigenous textile products, the center facilitates knowledge exchange, skill development, and collaboration among local artisans, entrepreneurs, and community networks.

From a sustainable cultural tourism perspective, traditional indigo dyeing and weaving represent valuable cultural resources that can support heritage-based tourism experiences, creative tourism activities, and community enterprise development. The integration of traditional craftsmanship, cultural storytelling, and environmentally friendly production offers opportunities to strengthen destination identity while supporting local livelihoods. Accordingly, the Thai Puan indigo enterprises in Thung Hong

Figure 1: Conceptual model



Source: Author illustrated

Village provide a relevant context for examining how perceived product value and price fairness influence customer loyalty and word-of-mouth intentions, with implications for sustainable cultural tourism development in Phrae Province, Thailand.

3. METHODS

The surveys will aim to gather comprehensive data on various aspects related to customers' perceptions and purchasing behavior. Participants will be asked to provide demographic information to understand the profile of the customer base. Additionally, they will be presented with questions assessing their perception of the value of their purchasing behavior. A questionnaire on product value and price fairness was developed based on the attributes of indigo dye products. Twelve questionnaire items reflecting key attributes of indigo dye products were developed to assess product value and price fairness. Exploratory Factor Analysis (EFA) was then conducted, revealing a two-factor structure that clearly distinguished between product value and price fairness. Three items of product value (P2, P4, and P5) and four items of price fairness (P3, P10, P11 and P12) passed the content validity by the IOC index >0.50 (Agah et al., 2024) and Cronbach's alpha >0.70 in the pilot survey (Hair, 2011). The three items of repurchase intention and WOM adapted from previous literature (Tih and Kean, 2013) performing back translation method (Ozolins et al., 2020). The research was conducted between August 01, 2023, and September 30, 2023, with buyers who visited the community shop and purchased the indigo dye product in Phare province, Thailand. Quantitative data obtained from the 105 completed surveys will be analyzed using statistical software. Owing to its analytical robustness and suitability for complex models with relatively small sample sizes, partial least squares structural equation modeling

(PLS-SEM) is employed to examine the hypothesized relationships within the research framework (Hair et al., 2017).

4. RESULTS

4.1. Descriptive Characteristics

Table 1 describe the customer characteristic of national dye product along with this study, 105 respondents provide comprehensive views on various demographic and behavioral characteristics. In terms of age, respondents range from a minimum of 20 years to a maximum of 66 years, with a mean age of 37.08 years and a standard deviation of 8.726. The gender distribution reveals a predominance of females, who constitute 80% of the sample, while males represent the remaining 20%. Educational backgrounds vary across undergraduate, bachelor's, 'master's, and doctoral degrees, with 'bachelor's and 'master's degrees being the most prevalent. Occupationally, government officers and employees are prominently represented, followed by corporate employees, freelance workers, and merchants. Income distribution spans a diverse range, with the largest segment falling within the 20,001-30,000 THB range. Regarding purchasing behaviors, many respondents purchase two or three items per transaction, with payment amounts varying across different income brackets, notably concentrated within the 501-1,000 THB range. Augmented by age statistics, this comprehensive dataset provides valuable

Table 1: Respondents' characteristics

Category	Frequency	Percentage
Gender		
Male	21	20
Female	84	80
Education background		
Undergraduate	4	3.9
Bachelor's degree	39	37.1
Master's degree	43	41.0
Doctoral degree	19	18.1
Occupation		
Government officer	35	33.3
Government employee	25	23.8
Corporate employee	19	18.1
Merchant/Freelance	15	14.3
Student	3	2.9
Others	8	8.0
Personal income		
<10,000 THB	5	4.8
10,001-20,000 THB	18	17.1
20,001-30,000 THB	35	33.3
30,001-40,000 THB	21	20.0
40,001-50,000 THB	14	13.3
More than 50,001 THB	12	11.4
Items spending per time		
One piece	37	35.2
Two or three pieces	60	57.1
Four or five pieces	2	1.9
others	6	5.8
Paying per time		
<300 THB	8	7.6
301-500 THB	22	21.0
501-1,000 THB	28	26.7
1,001-2,000 THB	35	30.5
More than 2,001 THB	15	14.3
Total	105	100

Source: Author's preparation form Smart PLS.4.0

Figure 2: The indigo organic dye at Thung Hong weaving group



Source: Author's work

Table 2: Construct validity, factor loading, reliability, AVE, and VIF

Items	Outer loading	Cronbach's alpha	rho_a	AVE	VIF
Product value		0.815	0.835	0.629	
(P2) The naturally dyed fabric are various unique patterns to choose from	0.875				1.222
(P4) The naturally dyed fabrics are easy to care for and clean.	0.747				1.148
(P5) The naturally dyed fabric can be processed into various products usable in daily life.	0.750				1.269
Price fairness		0.867	0.897	0.709	
(P9) The purchase of naturally dyed fabric products is considered valuable compared to their selling price.	0.810				1.557
(P10) The price of naturally dyed fabric products is negotiable.	0.885				2.789
(P11) Naturally dyed fabric products are clearly labeled with pricing information.	0.880				3.164
(P12) Customers can pay for naturally dyed fabric products using credit cards.	0.787				2.328
Repurchase intention		0.868	0.868	0.791	
(PI1) I will purchase naturally dyed fabric products soon.	0.790				1.507
(PI2) I intend to regularly purchase products made from naturally dyed fabric.	0.908				2.838
(PI3) I am determined to consistently purchase products made from naturally dyed fabric.	0.906				2.855
WOM		0.837	0.844	0.756	
(WOM1) I will promote the use of products made from naturally dyed fabric among my friends and family.	0.872				2.083
(WOM2) I will always recommend products made from naturally dyed fabric to others if anyone seeks my advice.	0.904				2.507
(WOM3) I am confident that I will have the opportunity to provide advice to friends and family members about products made from naturally dyed fabric for sure.	0.892				2.323

Source: Author's preparation form Smart PLS.4.0

Table 3: Heterotrait monotrait

Constructs	Product value	Price fairness	Repurchase intention	WOM
Product value				
Price fairness	0.573			
Repurchase intention	0.604	0.598		
WOM	0.478	0.529	0.827	

Source: Author's preparation form Smart PLS.4.0

Table 4: Cross-loading

Items	Product value	Price fairness	Repurchase intention	WOM
P2	0.875	0.402	0.486	0.451
P4	0.647	0.35	0.279	0.201
P5	0.65	0.206	0.186	0.119
P9	0.432	0.811	0.579	0.569
P10	0.457	0.885	0.454	0.355
P11	0.357	0.887	0.397	0.281
P12	0.224	0.787	0.312	0.343
PI1	0.419	0.307	0.805	0.703
PI2	0.396	0.6	0.908	0.715
PI3	0.44	0.491	0.906	0.707
WOM1	0.292	0.45	0.705	0.872
WOM2	0.360	0.374	0.734	0.904
WOM3	0.438	0.467	0.732	0.892

Source: Author's preparation form Smart PLS.4.0

insights for analysis and strategic decision-making in marketing, consumer behavior research, and business development.

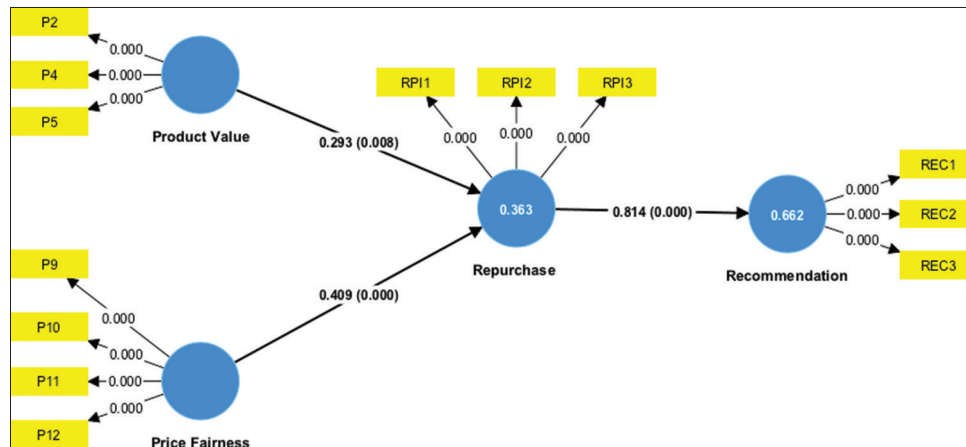
According to Table 2, Factor loadings exceeding 0.70 indicate significant item contributions to their respective constructs, such as Product Value, Price Fairness, Repurchase, and WOM. Cronbach's alpha values above 0.70 demonstrate high internal consistency, indicating reliable measurement of constructs. Average Variance Extracted (AVE) values above 0.50 suggest an

adequate representation of constructions by their items. Variance Inflation Factor (VIF) values below 5 indicate low to moderate multicollinearity among predictor variables within each construct (Haji-Othman and Yusuff, 2022).

According to Table 3, the heterotrait-monotrait (HTMT) ratio, utilized in structural equation modeling (SEM), assesses the discriminant validity among constructs. A lower HTMT ratio signifies stronger distinctiveness between constructs, ensuring accurate representation in the model. Typically set at 0.85, this threshold indicates a sufficient level of uniqueness between constructions. The four constructs in this study meet the HTMT threshold, affirming their discriminant validity (Henseler et al., 2015).

According to Table 4, cross-loading occurs when an indicator exhibits substantial loadings on multiple latent constructs within a structural equation model (Hair et al., 2020). Addressing cross-loading concerns is pivotal for enhancing the model's discriminant validity and reliability (Hair et al., 2021). This ensures that indicators faithfully represent their respective constructs, thus upholding the model's credibility in portraying the structural relationships among latent variables (Henseler et al., 2016). The magnitude of loadings, significance level, difference in loading, and theoretical consistency of the four constructs have been rigorously evaluated based on cross-loading criteria (Leguina, 2015). Therefore, the discriminator validity of the measurement model affirms that each indicator predominantly measures its intended latent construction and aligns with theoretical expectations.

The path analysis revealed several significant findings with 10,000 bootstrapping in Smart PLS 4.0. Firstly, the path from Product Value to repurchase intention demonstrated a moderate

Figure 3: Path analysis

Source: Author's preparation form Smart PLS.4.0

Table 5: Path analysis and model prediction

Hypothesis: Path	Original sample (O)	Standard deviation (STDEV)	T statistics (O/STDEV)	P-values	R ²	Q ²
H ₁ : Product Value -> Repurchase intention	0.293	0.111	2.653	0.008	0.363	0.297
H ₂ : Price Fairness -> Repurchase intention	0.409	0.096	4.242	0.000		
H ₃ : Repurchase intention -> WOM	0.814	0.043	18.962	0.0000	0.662	0.234

Source: Author's preparation form Smart PLS.4.0

positive relationship (Beta = 0.293, T statistic = 2.653, P = 0.008), indicating that perceived product value influences the likelihood of repurchase intention. Secondly, Price fairness exhibited a stronger positive association with repurchase intention (Beta = 0.409, T statistic = 4.242, P < 0.001), indicating that customers' perceptions of price fairness significantly impact repurchase intentions. Lastly, repurchase intention strongly predicted WOM (Beta = 0.814, T statistic = 18.962, P < 0.001), highlighting the critical role of repurchase behavior in driving WOM. These results underscore the importance of product value and price fairness in influencing repurchases and the significant impact of WOM. These findings contribute to a deeper understanding of the interplay between these constructions in shaping consumer behavior, as illustrated in Figure 3.

According to Table 5, the R-squared (R²) in PLS regression indicates the proportion of variance in the dependent variable that is explained by the independent variables (Hair, 2017). The R-squared values of 0.75, 0.50, and 0.25 for endogenous latent variables can be categorized as substantial, moderate, and weak, respectively. The finding demonstrated the predictive power of the predictor of product value and price fairness at 36.3%, which is moderate. The predictive capacity of repurchase intention for WOM is 66.2%, indicating a relatively substantial association between the two constructs. Q-squared (Q²) measures the model's predictive ability. The values >0 signify that the model effectively reconstructed the observed values, indicating its predictive relevance (Hair et al., 2011). The predictive capability of product value and price fairness stands at 29.7%, while repurchase intention demonstrates a predictive power of 23.4%.

5. DISCUSSION AND CONCLUSION

The study found that perceived product value significantly influences repurchase intention, indicating that customers who perceive value in a product are more likely to repurchase. Secondly, price fairness emerged as a strong predictor of repurchase intentions, highlighting the importance of fair pricing strategies in fostering customer loyalty and repeat purchases. Lastly, the repurchase behavior strongly predicts recommending the product, driving positive word-of-mouth and brand advocacy. The findings emphasize the importance of product value and price fairness in contributing to positive brand outcomes such as repurchase intention and WOM. The results provide valuable insights for marketers and businesses seeking to enhance customer relationships and drive sustainable growth through effective pricing and value delivery strategies.

Perceived value is a critical determinant of consumer choice and subsequent repurchase behavior (Ali and Bhasin, 2019; Wang et al., 2022). This finding underscores perceived value in fostering customer loyalty (Leckie et al., 2018) and repurchasing behaviors (Oktaviani, 2024). Moreover, the link between perceived product value and repurchase intention has also been explored in sustainable and green products (Amin and Tarun, 2021; Arias et al., 2024; Ng et al., 2024). Favorable views on sustainable products' environmental and social values, especially those derived from naturally dyed fabric, powerfully shape repurchase intentions. This underscores the importance of organic components and chemical-free features in enhancing perceived value and fostering sustainable consumption. Price fairness significantly predicts repurchase intentions. The findings support previous literature on organic-based products and the general service sector (Do et al., 2023; Konuk, 2018). By implementing a pricing ethics strategy, the retailer cultivates a pattern of repeat

purchasing behavior among consumers, fostering optimistic word-of-mouth communications within the market. (Cheung and To, 2021).

Organic handicrafts are often perceived as symbols of sustainability and ethical production, leading consumers to expect fair pricing that aligns with these values (Essiz and Senyuz, 2024). Ethical and sustainability attributes emphasize the importance of price fairness in shaping consumer attitudes and behaviors (White et al., 2012). Additionally, consumers are willing to pay higher prices for products perceived as fair and justified by value and sustainability attributes (Kaczorowska et al., 2019). Therefore, Transparent and credible communication about the sustainable attributes of organic handicrafts can positively influence consumers' perceptions of price fairness, ultimately impacting their repurchase intentions. While direct research on price fairness in organic handicrafts may be limited, insights from broader literature on consumer trust and sustainable products provide valuable implications for understanding the relationship between price fairness and repurchase intentions in this context.

The strong association between repurchase intention and WOM underscores the pivotal role of brand advocacy. Customers' engagement in repeated purchases signifies satisfaction and confidence in the product to prompt and advocate with their community. This positive endorsement significantly influences potential consumers' perceptions and purchase decisions. Moreover, recommending a product reflects the customer's contentment and reinforces their allegiance to the brand, cementing their loyalty. Consequently, prioritizing cultivating enduring relationships with existing customers becomes paramount, given their potential as steadfast brand advocates capable of propelling sustained brand growth and longevity.

6. IMPLICATIONS, LIMITATIONS

6.1. Theoretical Implications

The study's findings robustly validate the core tenets of consumer value theory, which assert that consumers meticulously evaluate products based on their perceived utility, benefits, and associated sacrifices. The substantial influence of perceived product value on repurchase intention vividly mirrors consumers' meticulous weighing of a product's benefits against its costs or trade-offs. This resonance with consumer value theory underscores the pivotal role of perceived value in steering consumer actions. Furthermore, the study emphatically underscores the pivotal role of fair pricing strategies in nurturing customer loyalty, aligning perfectly with the consumer value theory's assertion that equitable pricing bolsters a product's overall perceived value. By empirically demonstrating how product value and price fairness decisively shape repurchase intentions and WOM, the study provides compelling empirical evidence for the foundational principles of consumer value theory in understanding and predicting consumer behavior.

6.2. Managerial Implications

The research highlights the pivotal role of perceived product value and fair pricing in shaping customer behavior and driving favorable brand outcomes. Businesses can strengthen customer relationships,

foster brand loyalty, and drive sustainable growth by offering value-driven products, implementing fair pricing policies, and leveraging repeat purchase patterns for word-of-mouth promotion. These insights provide marketers with valuable guidance for enhancing customer satisfaction, promoting repeat business, and fostering brand loyalty in today's competitive landscape.

Beyond marketing implications, the study provides valuable insights for sustainable cultural tourism policy and community-based economic development. Tourism policymakers and destination management organizations should consider integrating traditional indigo products into cultural tourism strategies through heritage-based branding, creative tourism experiences, local product promotion, and community participation. Policy initiatives supporting fair pricing, artisan capacity development, sustainable production practices, and market accessibility could strengthen the competitiveness of local enterprises while preserving traditional craftsmanship and cultural identity. Furthermore, connecting indigo enterprises with tourism value chains may create opportunities for income diversification, local employment, and more equitable distribution of tourism benefits.

6.3. Limitations

This study has several limitations that provide opportunities for future research. First, the relatively small sample of 105 consumers from a community indigo enterprise in Phrae Province, Thailand, may limit the generalizability of the findings to other cultural products, tourism destinations, and community-based enterprises. Second, the study focuses on perceived product value, price fairness, repurchase intention, and word-of-mouth intention without directly examining tourism-related outcomes. Future research should extend the conceptual framework to other heritage-based products and sustainable tourism contexts, incorporating destination image, cultural authenticity, tourist satisfaction, and revisit intention. Furthermore, the roles of eco-labeling, sustainability certifications, and supply chain transparency should be investigated to understand how environmental credibility influences perceived value and consumer loyalty. Longitudinal and comparative studies across cultural tourism destinations could provide deeper insights into the relationships between sustainable consumption, heritage preservation, and community economic resilience. Such research would contribute to developing evidence-based tourism policies that strengthen local enterprise competitiveness, promote responsible tourism, and support inclusive and sustainable destination development.

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