

Advances in Management & Applied Economics, vol. 3, no.3, 2013, 15-30
ISSN: 1792-7544 (print version), 1792-7552(online)
Scienpress Ltd, 2013

Online Promotion and Its Influence on Destination Awareness and Loyalty in the Tourism Industry

Wen-Hsiang Lai¹ and Nguyen Quang Vinh²

Abstract

Internet is commonly accepted as an important aspect in successful tourism promotion as well as destination marketing in this era. The main aim of this study is to explore how online promotion and its influence on destination awareness and loyalty in the tourism industry. This study proposes a structural model of the relationships among online promotion (OP), destination awareness (DA), tourist satisfaction (TS) and destination loyalty (DL). Randomly-selected respondents from the population of international tourists departing from Vietnamese international airports were selected as the questionnaire samples in the study. Initially, the exploratory factor analysis (EFA) was performed to test the validity of constructs, and the confirmatory factor analysis (CFA), using AMOS, was used to test the significance of the proposed hypothesized model. The results show that the relationships among OP, DA, TS and DL appear significant in this study. The result also indicates that online promotion could improve the destination loyalty. Finally, the academic contribution, implications of the findings for tourism marketers and limitation are also discussed in this study.

JEL classification numbers: L11

Keywords: Online promotion, Destination awareness, Tourist satisfaction, Destination loyalty, Vietnam Tourism Industry.

1 Introduction

Online promotion is a part of Marketing on the Internet, including: Internet advertising, Internet branding, direct marketing via the Internet ... It is true that internet promotion is

¹ Associate Professor, Graduate Institute of Management of Technology, Feng Chia University, Taichung, Taiwan,
e-mail: whlai@fcu.edu.tw

² PhD. Student, PhD Program in Business, Feng Chia University, Taichung, Taiwan
e-mail: quangvinh191081@gmail.com

very helpful and it is necessary to use the available tools and innovations to properly implement promotional services that will eventually result to business success. According to Rdainah Osman Yusuf (2009), there is the impact and relationship of viral marketing on the consumer decision to buy, the information sent through the Web sites relevant and credible and reliable, thereby forming a positive image of the organization sent. And there is a relationship between the concept of viral marketing and the proliferation of advertising messages via websites. Though internet has become the most popular medium for marketing, the demand factor is still a problem because a low number of web-users in some countries (Liu, 2000). As the survey of United States Tour Operators Association (USTOA), most its members report the issue of utilization Social Media in marketing, naming Facebook as the top channel, by 90 percent of respondents. Blogs, Twitter feeds and YouTube came in close second at 40 percent. Members generally (97 percent) believe using Social Media increases consumer engagement. The next most frequently given reasons are marketing, special offers and to drive traffic to company websites. (USTOA members 2011.) Vietnam is the top tourism destination in 2012 voted from travellers. The survey revealed Vietnam was cited most frequently when asked to name the top “off-the-beaten-path” or emerging destination that will attract popularity in 2012. (USTOA members 2011). Moreover, the American news website The Huffington Post that conducted survey through Facebook and Smart Travel Asia magazines also listed Vietnam particularly Hoi An in top ten charming holiday destination. (The Huffington Post 5.3.2012; Smart Travel Asia 7.2011). One of the goals of the promotion strategy is keep the yearly average growth of 11.5-12 percent from 2011 to 2020. (VNAT 2011). The major focus of Vietnamese Tourist Administration is raising the number of international visitors with the objective to be top three fastest growing markets in terms of international passengers by 2014. However, a few studies those examine the topic of viral marketing on e- marketing for tourism products (Alkharabsheh et al, 2011). Besides, there are still limited studies on the influence of internet as well as online promotion of Vietnam tourism industry.

Since Weber (1996) and Cho (1998) address that many studies concentrate on tourist needs but few focus on promotion and tourist satisfaction with the attributes of a specific destination area or on the perceived need of tourists and their satisfaction with the outcome of the need. Most studies (Ahmad Puad et al, 2011; Chi and Qu, 2008; Chen and Tsai, 2007; Mahadzirah et al, 2011) focus on tourist satisfaction and destination loyalty by examining the influence of overall travel satisfaction on destination loyalty. This study seeks to examine the reality of viral promotional online for promotion of tourism products in Vietnam in the relation with the destination awareness, destination satisfaction and destination loyalty. Therefore, a research model of online promotion effect on destination awareness, destination satisfaction and destination loyalty was proposed and tested. The study aims to reach results to help marketers learn and understand online viral promotion for Vietnam tourism products, and how to develop this type of tourism marketing on Vietnam to achieve greater dissemination of information about Vietnam to international visitors.

2 Literature Review

Buhalis (1998) points out the importance of Internet as a source of information for consumers to become familiar with this emerging world of information. Alkharabsheh et

al, (2011) address that The viral marketing using existing social networks to promote branding or other promotional objectives, based on viral scientific reincarnation in the world of computing and the Internet similar to viruses reincarnation in the biosphere. The Internet, as a complete and powerful information sources (Brettel and Andrea, 2010), as the receivers of the virus pass it voluntarily to everybody he knows because he finds it interesting or special. Destination viral marketing is the process of communicating with potential visitors to influence their destination preference, intention to travel and ultimately their final destination and product choices. In regard to interactive marketing, Lai and Vinh (2012) show that Internet has a positive impact on destination expectations. Moutinho, (1987) indicate that one of the most influential factors in the purchase of a tourist product (destination) is information about tourist goods and services. Moreover, tourists differ in the information sources they use before making a decision. Brown and Hoyer (1990) point out that awareness represents the lowest end of a continuum of brand knowledge that ranges from simple recognition of the brand name to a highly developed cognitive structure based on detailed information. According to Gartner, (1993) information originates in numerous and diverse sources. Firstly, induced information includes promotional material (brochures, posters), as well as tour operators' and travel agents' opinions. Secondly, self-information also plays a role and it is obtained from mass media and popular culture. Finally, organic information comes from friends and relatives, as well as from personal experience. As Alkharabsheh et al, (2011) conclude for their study's result show that "as online viral tourism promotional information is characterized by accuracy, clarifies the details of touristic products, clarifies things relevant with time intervals, indicates the ingredients of products clearly and indicates clearly the cost of these products accurately" so tourism promotion through viral online marketing provides the needed and information for tourism programs which are adequate for decision of purchase by clients (Alkharabsheh et al, 2011, Molina et al, 2010, Gursoy, 2001). Regarding to relationship among destination awareness and tourist's behavior, Wilson's (1981) study confirms that the higher a product is in the consumer's mind, the higher the purchase intention and the higher the last reported purchase of the brand. According to Woodside and Wilson (1985) the higher the position of a product in the consumer's mind, the higher the product preference. Milman and Pizam (1995) mention that if a tourism destination wants to be successful, then it must have, first, destination awareness and, second, a positive destination image. Awareness on the other hand, has been operationalized as whether an individual has heard of the destination and as the destination that first comes to mind when he/she is considering potential vacation destinations (Milman & Pizam, 1995; Pike, 2002). Strahilevitz and Myers, (1998) note that promotions are shown to reduce feelings of guilt associated with consumption of certain products that can result to customer satisfaction and the outcome of promotional purchases is predicted to result in specific pride related responses. Ahsanul Haque and Ali Khatibi, (2007) show that potential customers have an opportunity to make a detailed comparison of the offering on the website's promotion before making an informed choice. They also note that consistency is an important condition because when people use the internet for the first times they form an opinion and remember each stage of the transaction. Zahra (2012, p.20) indicates that "the creation of an image in consumer mind depends on the degree of familiarity obtained from all social and cultural sources and most importantly for destination marketing organizations the ability to understand consumer expectation and offer tourism product accordingly". On the other hand, destination awareness influences tourists' decisions and

behaviors towards the destination as well as their satisfaction levels and recollections of the experience through the destination loyalty (Lai and Vinh, 2012). According to J. Alberto et al, (2007) show that the greater the tourist's satisfaction with the Internet, the fuller is his or her enjoyment of the holiday. However, the relationship among online promotion, destination awareness and destination loyalty has not often been investigated and has not received attention with regard to destinations and there is general lack of knowledge as to which information source tourists use to make their choice (Kim et al., 2005, Gitelson and Crompton, 1983, Weilbacher, 2003). Based on the literature review, the following hypotheses are proposed:

H1: Online Promotion is positively influence on Destination Awareness

H2: Online Promotion is positively related to the overall satisfaction of the destination.

H3: Online Promotion is positively related to the destination loyalty.

Tourist satisfaction of the destination can be defined as (Engel, Blackwell, and Minard, 1990) the outcome of the subjective evaluation that the chosen alternative (destination) meets or exceeds the expectation. This definition is in line with Oliver, (1980) notion that stands out in almost every definition of satisfaction is the notion of a comparison between experiences and (destination) performance. It is recognized that the satisfaction affects the decisions of destination selection, consumption of goods and services at a destination, and intention to revisit (Kozak and Rimmington 2000, and Yoon and Uysal 2005). Repeat visitation is important at the level of the economy as a whole and of the individual attraction in particular (Žabka et al, 2010). Kuusik et al, (2011) note that destination loyalty is viewed as an intention to revisit the destination and as the tourist's perception of a recommendable place (Chen and Gursoy, 2001). Similarly, Kuenzel and Katsaris (2009) describe post-visit behavior as the intention to return (purchase intention/loyalty) and recommendation through word-of-mouth.

In the tourism literature, there are many studies have discussed about tourist satisfaction and destination loyalty, but there is limited study about relationship between destination awareness and customer satisfaction (Chen and Gursoy, 2001, Chen and Tsai, 2007, Chi and Qu, 2008, Mahadzirah et al, 2011). It may come from the typically they are analyzed with other constructs, such as perceived value, perceived quality and customer loyalty. The influence of destination awareness is not only limited to the stage of selecting the destination but also affects the behavior of tourists in general (Chang and Shin, 2004). Similarly, destination image has a positive effect on the behavior variable as loyalty (Bigne et al, 2001; Castro et al, 2007). The literature review has shown that there is a positive relationship between satisfaction and intentions after the purchase (Ahmad Puad et al, 2011; Chi and Qu, 2008; Chen and Tsai, 2007; Mahadzirah et al, 2011). However, the construct of relationship among awareness, satisfaction and loyalty is still limited. Destination awareness is a promises to the consumer that product will be deliver to them with all of the features described, and commutated. Destination awareness is a relationship that is built on understanding and satisfaction (Higgins, 1999). Blain et al., (2005) also indicate that destination awareness can provide opportunities for differentiation and customer satisfaction as well as destination loyalty. From the findings of previous literature reviews, this study proposes the following hypotheses:

H4: Tourists who have better destination awareness have higher overall satisfaction towards

that destination.

H5: Tourists who have better destination awareness have higher destination loyalty

H6: Tourists who have higher overall satisfaction have higher destination loyalty.

3 Research Method

3.1 Questionnaire and Sample Design.

The questions in the questionnaire are based on the review of literatures and interview with tourist and tourism experts. The questionnaire consists of four parts. The first part of the questionnaire deals with online promotion with five items from interview and previous study (Alkharabsheh et al, 2011, Lai and Vinh, 2012), and the five items are accurate information, fast download, time intervals and details of touristic programs, the ingredients of products clearly, clearly the cost of these products accurately. The second part is the questions of destination awareness (Milman & Pizam 1995, Yoo et al., 2000) with three items include: great deal about this destination and familiar with the destination, very visible and famous, destination comes to mind first among other competing destinations are considered in this part. The third part is the questions of tourist satisfaction using three items (This destination provides much more benefits than costs, this destination is the best among other competing and This destination is much better than expected) based on the adaptation of universal scale of based on Kozak and Rimmington (2000), and Yoon and Uysal (2005). The fourth part deals with the construction of destination loyalty, which operates three items (I would choose the destination again for my future travel, I will recommend the destination to friends and relatives, I will recommend the destination to other people who seek advice) pertaining to loyalty commitment and repurchase (revisit) intentions (Ahmad Puad et al, 2011; Chi and Qu, 2008; Chen and Tsai, 2007; Mahadzirah et al, 2011). All questions of online promotion, destination awareness, satisfaction and loyalty were measured by the five-point Likert scales (ranging from 1=strongly disagree to 5=strongly agree). The survey instrument was revised by 3 professors in a tourism college and other 3 expert in tourism industry, and then it was pilot tested by 40 graduate student of tourism program in Hanoi University of Business and Technology, Hanoi, Vietnam³. The questionnaire also contained a number of questions related to demographic variables. Figure 1 shows the research framework.

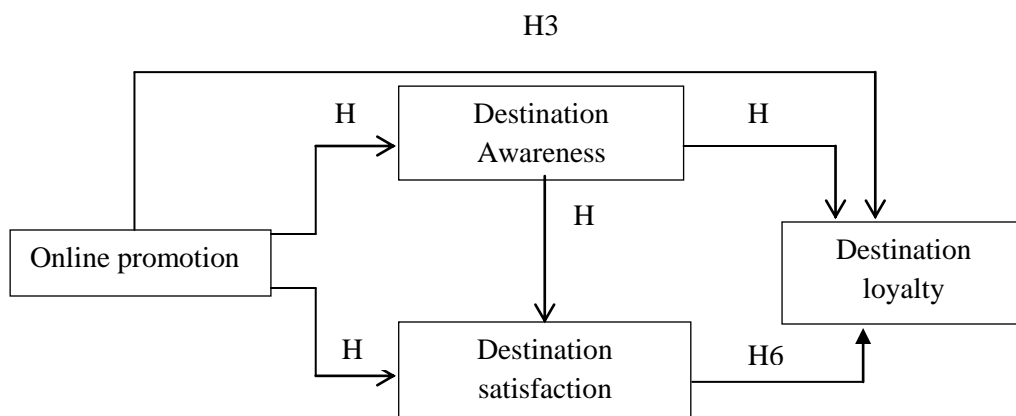


Figure 1: Research Framework

³ The reliability for the pilot test: Online promotion (Cronbach’s $\alpha = 0.89$), Destination awareness (Cronbach’s $\alpha = 0.85$), Tourist satisfaction (Cronbach’s $\alpha = 0.88$) and Destination loyalty (Cronbach’s $\alpha = 0.76$).

As the purpose of the study is to identify and analyze the online promotion and its influence on destination awareness and tourists' satisfaction after visiting Vietnam, specific tourism sites in Vietnam such as Hanoi, Halong bay, Hue city, or Danang city were not queried. Thus, the Noibai International Airport (Hanoi city in the north) and Tansonnhat International Airport (Hochiminh city in the south) were selected as the interview sites. Since Hanoi is the capital city of Vietnam and was listed as one of Smart Travel Asia's top 10 destinations in 2010, and Hochiminh city is the biggest business city in Vietnam, the interview samplers selecting from the airports of Hanoi and Hochiminh cover most of the tourism destinations in Vietnam. The primary data were finally collected in June and July of 2012 in the boarding areas of the Noibai and Tansonnhat International Airports, where international tourists who were finishing their visits to Vietnam were awaiting their departures. After distributing a total of 400 questionnaires over 4 weeks, 357 questionnaires were collected, 32 of which were incomplete. The usable and effective questionnaires for this study totaled 300, representing a response rate of 75%, which is valid based on Barrett's (2007) suggestion of above 200 observations. The usable questionnaires were almost evenly distributed across gender lines among the 300 respondents at 54.7% male and 45.3% female. A plurality of the visitors fell into the 35–44 years old age group, representing 35.1% of the respondents. Respondents younger than 24 years of age were few, accounting for only 9.3%. Most of the tourists were first-time Vietnam visitors (75.7%). In addition, the survey revealed that the education level of tourists traveling to Vietnam was relatively high, with 40. % having earned at least a bachelor's degree. Only 4.7% of respondents had no higher than a grade-school education. With regard to their purpose for visiting Vietnam, the survey revealed that 70.7% of the visitors reported as destination-unrestricted and 29.3% indicated as destination-restricted. Regarding tourist nationality, 25% were visiting from China, 24.7% were visiting from the United States and 15.3% were visiting from Europe, Just 10% of the visitors were Japanese, and the remaining 25% were visiting from other countries. Table 1 shows the respondent profile.

Table1: Respondent profile

Demographic characteristic	Frequency (total 300)	Percentage (%)
Gender		
Male	164	54.7
Female	136	45.3
Age		
16–24	29	9.3
25–34	61	20.4
35–44	106	35.1
45–54	58	19.6
55– over	46	15.6
Education level		
Grade school	14	4.7
High school	90	30.0
Lower university degree	120	40.0
University degree and higher	76	25.3
Past experience		
First-timers	227	75.7

Repeaters	73	24.3
Purpose		
Destination-unrestricted	212	70.7
Destination-restricted	88	29.3
Nationality		
Europe	46	15.3
USA	74	24.7
China	75	25.0
Japan	30	10.0
Other	75	25.0

3.2 Measures

The questionnaire was originally prepared in English. The statistical package for SPSS version 20.0 and the structural equation modeling tool AMOS 20 were used to analyze the data for the questionnaires. First, an explorative factor analysis (EFA) using the principle component method was performed to reduce the number of variables and to look for underlying constructs within the data. Data were checked for suitability for this type of analysis. This study calculated the determinant of the correlation matrix to eliminate the extreme correlations between different variables, and then followed with the assumption that a factor analysis for those correlations among variables would be moderate. Second, based on the questionnaire, an appropriate assessment for confirmatory factor analysis (CFA) was used to assess the validity and reliability of the constructs of the measurement scales (Hair et al, 2006). Finally, a series of steps using SEM analysis was utilized to test the moderating significance of the hypotheses. The hypothesized relationships depicted in Figure 1 were measured using AMOS 20.0 through path analysis. All of the hypotheses in this study were developed based on empirical evidence from previous studies.

4 Results Analysis

4.1 Reliability Analysis

In this study, principle component method is used for explorative factor analysis. Four factors with 14 items are loaded into the system, and the result indicates that 77% of variance of four factors has explained with an eigenvalue which is greater than 1.0. 4 items of the loading factor are less than 0.5, which are deleted from the scale. The varimax-rotated factorial pattern implies that the first factor concerns OP (5 items, Cronbach's $\alpha=0.906$); the second factor relates to DA (3 items, Cronbach's $\alpha=0.893$); the third factor consists of characteristics of TS (3 items, Cronbach's $\alpha=0.857$); the fourth factor relates to DL (3 items, Cronbach's $\alpha=0.820$). The arithmetic means of the four multi-item factors were used to build the construct. The result of the factor analysis is shown in Table 2. From the result the Cronbach's α coefficients ranged from 0.906 to 0.820. Therefore, it demonstrates that all factors were accepted and reliable as recommended by Nunnally (1978).

Table 2: Factor analysis

Factor /item	Factor loading	Variance explained (%)	Cumulative variance explained (%)	Cronbach's α
Online Promotion		25.918	25.918	.906
Information is accurate	.864			
Information is download very fast	.856			
Information is clarifies and details	.828			
Information indicates the ingredients of products clearly	.756			
Clearly the cost of these products accurately	.756			
Destination Awareness (DA)		17.837	43.755	.893
Great deal and familiar with the destination	.827			
This destination is very visible and famous	.865			
this destination comes to my mind first among other	.858			
Tourist satisfaction (TS)		17.436	61.191	.857
This destination provides much more benefits than costs	.856			
This destination is the best among other competing	.887			
This destination is much better than what I expected	.884			
Destination loyalty (DL)		15.817	77.008	.820
I would choose the destination again for my future travel	.806			
I will recommend the destination to friends and relatives	.791			
I will recommend to other people who seek advice	.817			

4.2 Construct Validity

Validity convergence was used to assess the validity of the instruments used in this study. According to the study of Hair et al (2006), construct validity is crucial to ensure that a set of items actually represents the theoretical latent construct. In addition to the standardized factor loadings in the CFA, validity convergence in this study was examined by observing the value of composite or construct reliability (CR) and variance extracted (VE) for each dimensions of all factors. As noted by Hair et al (2006), CR values should be greater than 0.6 while VE should be above 0.5. CR, VE, and standardized factor loadings are the indicators for the validity convergence. The rule of thumb for good reliability estimation is 0.7 or higher, which means that all observed variables consistently represent the same latent construct. As shown in Table 3, t-values for all the standardized factor loadings of the items were found to be significant ($p < 0.01$). In addition, construct reliability estimates ranging from 0.908 to 0.948 exceeded the critical value of 0.6 recommended by Hair et al

(2006), which indicates that it was satisfactory for the reliability. The average variances extracted (AVE) for all the constructs fell between 0.647 and 0.827, and were greater than the value of 0.5 suggested by Hair et al (2006). Finally, the discriminant validity was found to be evident in that AVE, due to the constructs were greater than the squared correlation between constructs, and hence the relationships between measures and constructs were stronger than the relationships between constructs (Murphy et al, 2000). This result indicates that all of the items have an acceptable convergent validity and discriminant validity in explaining the theorized constructs (Hair et al, 2006).

Table 3: Constructs validity

Constructs	Estimate	S.E.	Standardized factor loading	T-value	P-value	C.R.	A.V.E.
OP1	1.000		.898			.946	.827
OP2	.998	.045	.886	22.122	0.0***		
OP3	.952	.049	.826	19.347	0.0***		
OP4	.688	.046	.718	14.905	0.0***		
OP5	.733	.050	.717	14.687	0.0***		
DA1	1.000		.806			.935	.723
DA2	1.143	.064	.918	17.839	0.0***		
DA3	1.100	.066	.852	16.682	0.0***		
TS1	1.000		.829			.948	.767
TS2	1.107	.071	.847	15.682	0.0***		
TS3	1.044	.067	.834	15.524	0.0***		
DL1	1.000		.739			.908	.647
DL2	1.236	.101	.829	12.251	0.0***		
DL3	1.021	.085	.764	12.016	0.0***		

C.R. Construct reliability, ***P<0.01

4.3 Structure Model Fit and Model Coefficients

The measurement model was observed for overall fitness by referring to other fit indices as suggested by Byrne (2001), Kline (2005), Schumacker and Lomax (2004), and Tabachnick and Fidell (2007). The fit indices reported in this study were the Root Mean Square Error of Approximation (RMSEA) for model fit, and the Tucker-Lewis Index (TLI) and the Comparative Fit Index (CFI) for model comparison indicate that the model is adequately fit, and the cutoff values are 0.90 or higher for CFI and TLI (Byrne, 2001; Kline, 2005; Schumacker and Lomax 2004), 0.08 or lower for RMSEA, and 0.5 or higher for Parsimony-Adjusted Measures of CFI (PCFI) (Byrne 2001; Kline, 2005; Schumacker and Lomax, 2005) and other indicate has listed in Table 4. The acceptable range for normed chi-square was 1 to 5 (Schumacker and Lomax, 2005).

A CFA of the constructs of OP, DA, TS and DL were also performed in this study. The final model contained five reflective indicators for OP, three for DA, three for TS and three for DL. Employing the covariance matrix among 14 measurement items as input and the SEM analysis was conducted to examine the relationships between each pair of constructs as hypothesized. The results of SEM analysis were depicted in Table 5. The fit

indices of the model are summarized in Table 4. The overall model indicates that χ^2 is 185 with 71 degrees of freedom (d.f.) ($p= 0.000$). Technically, the p -value should be greater than 0.05, statistically insignificant. However, in practice the χ^2 -value is very sensitive to sample size and frequently results in the rejection of a well-fitting model. Hence, the ratio of χ^2 over d.f. has been recommended as a better fit than χ^2 (Hair et al, 2006). A common level of the χ^2 /d.f. ratio is below 5 (though below 3 is better). The χ^2 d.f. ratio of the model is 2.6 (i.e., 185/71), indicating an acceptable fit. Furthermore, CFI=0.956, TLI=0.944 both important index is higher than 0.95 and 0.9, and RMSEA is 0.073 <0.08 indicating the model fit. The other indices (NFI=0.931 and RFI=0.911 >0.9, PCFI=0.746 and PNFI=0.726 >0.5) are all within acceptable ranges. The model is a reasonable presentation of the data.

Table 4: Goodness of fit indices of model

	Criteria	Indicator
	χ^2 - test	
χ^2 /d.f.	<3	2.6 (184.978/71)
	Fit indices	
CFI	>0.95	0.956
NFI	>0.90	0.931
TLI	>0.90	0.944
RFI	>0.90	0.911
RMSEA	<0.08	0.073
PCFI	>0.50	0.746
PNFI	>0.50	0.726

All hypothesis relationships in our conceptual model are supported (see Table 5). The online promotion is positively related to the destination awareness (H1: $\beta=0.260$, $t=6.858$, $p<0.01$). The result of estimate for the relationships of the online promotion and visitor satisfaction is strong consistent with the proposed in the hypothesis (H2: $\beta=0.164$, $t=4.071$, $p<0.01$). The effect of online promotion on destination loyalty is also strong (H3: $\beta=0.216$, $t= 6.568$, $p<0.01$). Similarly, the prediction of destination awareness is positively related to the overall satisfaction is supported (H4: $\beta=0.184$, $t= 4.784$, $p<0.01$). Hypothesis 5 tested the relationship of destination awareness and destination loyalty is strongly supported (H5: $\beta= 0.202$, $t=6.543$, $p<0.01$). Finally, the testing of the relationship of tourist satisfaction and destination loyalty, the statement the higher the overall satisfaction, the more positive the destination loyalty is supported (H6: $\beta=0.140$, $t=4.380$, $p<0.01$). To sum up, an evident path “online promotion –destination awareness - satisfaction-destination loyalty” appears in the estimated model. The results of the hypotheses testing are summarized in Table 5. Note that online promotion influence directly on destination awareness and also influence on satisfaction and destination loyalty and satisfaction as the direct factor effect on the destination loyalty. This finding confirms the arguments of previous studies (Alkharabsheh et al, 2011, Chen and Tsai, 2007; Mahadzirah et al, 2011).

Table 5: Result of hypothesis testing

Path	Estimate	S.E.	T-value	P-value	Hypothesis result
H1 OP --> DA	.260	.038	6.858	0.00***	supported
H2 OP --> TS	.164	.040	4.071	0.00***	supported
H3 OP --> DL	.216	.033	6.568	0.00***	supported
H4 DA --> TS	.184	.039	4.748	0.00***	supported
H5 DA --> DL	.202	.031	6.543	0.00***	supported
H6 TS --> DL	.140	.032	4.380	0.00***	supported

***p<0.01

5 Concluding Remarks and Future Work

This study provides a framework for understanding the interrelationships between online promotion, destination awareness and satisfaction and the other constructs in relation to behavioral intentions. The study found the following results: Tourism promotion through viral online marketing provides the needed and information for tourism programs in Vietnam which are adequate for decision of purchase by clients. As Online viral Tourism promotional information is characterized by accuracy, clarifies the details of touristic products, clarifies things relevant with time intervals, indicates the ingredients of products clearly and indicates clearly the cost of these products accurately. This result is consistency with the result of Alkharabsheh et al.(2011) and Rdainah Osman Yusuf (2009). However, in their study the importance of online promotion is tested with lack of destination awareness. Other hand, online promotion could improve the destination loyalty such as: through online promotion activities visitor can great deal and familiar with the destination, destination become very visible and famous and destination comes to visitor's mind first among others destination. This result is similar to Molina et al. (2010, p.722) with conclusion that "The information about a specific destination is an important means of promotion for the tourism industry and influences destination image". However, their study special emphasis the study and development of tourism experience marketing strategies, which suggests that all contacts between tourist service providers and tourists should be directed to the satisfaction of their expectations. The model of satisfaction – destination loyalty by adding the two variable as online promotion and destination loyalty, this model's result indicate that online promotion is strong relation with the destination awareness, satisfaction and destination loyalty (H1: H3). Other sides, the relationship among destination awareness, satisfaction and loyalty also have significant (H4:H6) (Molina et al., 2010, Chen and Tsai, 2007; Mahadzirah et al, 2011, Ahmad Puad et al, 2011; Chi and Qu, 2008).

5.1 Academic Contributions

As concluded by Assaker et al (2010, p.19), "Applying SEM is still limited in tourism demand modeling, although at least two features make SEM an attractive candidate for analyzing tourism data". After reviewing applications of SEM in seven journals, they conclude that "SEM allows the researcher to assess latent constructs explicitly and correct for unreliable measures, provided multiple indicators of each construct are available. Second, SEM makes it possible to investigate, using a simple approach, comprehensive

theoretical frameworks in which the effects of constructs are propagated across multiple layers of variables via direct and indirect paths of influence” (Assaker et al, 2010, p.19). According to the results in this study, six proposes are supported. Our finding corroborates Baloglu’s (2001) and Molina et al. (2010) study that the information sources is the channel for providing information about destination and influence on destination awareness. However in Baloglu’s study, the results revealed four distinct loyalty levels: high loyalty, latent loyalty, and low loyalty, which included two distinct levels (natural switchers and experiential switchers), whereas the spurious loyalty group was not supported.

Existing models focus on tourist satisfaction and destination loyalty by examining the influence of overall travel satisfaction on destination loyalty (Ahmad Puad et al, 2011; Chi and Qu, 2008; Chen and Tsai, 2007; Mahadzirah et al, 2011). However, there is a dearth of studies that attempt to examine the links among online promotion, destination awareness, and tourist satisfaction and destination loyalty. Applying SEM method, this study contributes to the academic knowledge by examining tourism theory in the context of Vietnam. This paper also improves previous research model in tourism marketing (Baloglu, 2001, Molina et al, 2010, Yüksel and Akgül, 2007, Chen and Tsai 2007, Žabka et al., 2010, Mohamad et al., 2011, and Alkharabsheh et al.2011) by adding the important factors of online promotion and awareness. Our model gives a more extended and integrated vision of the effects of promotional activity and tourist expectation on tourist satisfaction and destination loyalty was proposed and tested in all phases of tourist decision-making. On the other hand, by testing the relationship of online promotion and destination awareness, the result shows the need for applying the interactive marketing concept in promoting Vietnam tourism industry. The findings of this paper are important since Vietnam has been gaining higher popularity as an appealing tourism destination (Bui, 2011) but there are still limited researches on Vietnam tourism.

5.2 Managerial Implications

Online promotion is important factors for reducing the uncertainty about tourists’ destinations by creating and fulfilling tourists’ awareness about destination. When marketers understand how consumers search for information, they can create more effective campaigns to influence consumers’ expectations (McCull and Fetter, 1999). Our findings could help tourism marketers of tour operator and travel services to better understand the structure of destination image and to identify the important of Internet in marketing as well as promotional activities. Tourism promotion through viral online marketing provides the needed and information for tourism programs in Vietnam which are adequate for decision of purchase by clients. As Online viral Tourism promotional information is characterized by accuracy, clarifies the details of touristic products, clarifies things relevant with time intervals, indicates the ingredients of products clearly and indicates clearly the cost of these products accurately. Other hand, online promotion could improve the destination loyalty such as: through online promotion activities visitor can great deal and familiar with the destination, destination become very visible and famous and destination comes to visitor’s mind first among others destination. In this context, tourist organizations should use Internet as a promotional activity for purchase decisions after the destination selection, such as choosing accommodation, transportation and activities. Furthermore, understanding tourists’ perceptions of the destination is useful in planning promotional and marketing activities of Vietnam as destination’s tourism

products. The research shows that visitor experience is influenced demand side. The demand side is formed by the visitor's expectations; therefore, promotional activities have accumulated the facts and useful information about Vietnam in order to help visitor select the right place, service and trip planning.

5.3 Research Limitations

Although the theoretical contribution and managerial implication, some limitations of the research to be considered. The first limitation is that the number of questionnaire is just reasonable; therefore, the future research should perhaps be conducted with bigger number. Secondly, the model should be more developed in regard to trip quality and perceived value. Namely, another construct should be introduced and tested as it may have a strong impact on promotional activities and expectations. A third limitation is related to sample characteristics that may limit the generalization of the results to some degree. The research context includes international visitors, some who have had experience at the tourist destination. Future studies with larger samples could allow for a comparison between national and foreign tourist behavior as well as between experienced and non-experienced tourists.

References

- [1] Ahasanul Haque and Ali Khatibi, The impact of internet marketing on customer satisfaction. A study Malaysian perspective. *Journal of Mobile Communication*, **1** (1), (2007), 29-35
- [2] Ahmad Puad, M.S., Seyed Fatemeh, M.S., Azizan, M. and Jamil, J. , A critical analysis of tourist satisfaction and destination loyalty, *Journal of Global Management*, **2** (1), (2011), 178-183.
- [3] Alkharabsheh K.S, ALSarayreh M.N, Rumman M.A, AL farajat A.H, The Impact of Viral Marketing via Internet on Promotion of Tourism Products in Jordan, *International Research Journal of Finance and Economics*, **80**, (2011), 138-147.
- [4] Assaker, G., Vinzi, V.E. and O'Connor, P., Structural Equation Modeling in Tourism Demand Forecasting: A Critical Review, *Journal of Travel and Tourism Research*, **Spring/Fall**, (2010), 1-27.
- [5] Baloglu, S. and Mangaloglu, M., Tourism destination images of Turkey, Egypt, Greece and Italy as perceived by US-based tour operators and travel agents, *Tourism Management*, **22**, (2001), 1-9.
- [6] Barrett P., Structural equation modelling: Adjudging model fit, *Personality and Individual Differences*, **42**, (2007), 815-824
- [7] Bigne, E., Sanchez, I., and Sanchez, J., Tourism image, evaluation variables and after purchase behavior: inter-relationship, *Tourism Management*, **22**, (2001), 607-616.
- [8] Blain C, Levy S.E, Brent Ritchie, J.R ., Destination Branding: Insights and Practices from Destination Management Organizations, *Journal of Travel Research*, **43**, (2005), 328-338
- [9] Brown, S.P. & Hoyer, W.D., Effects of Brand Awareness on Choice for a Common, Repeat Purchase Product, *Journal of Consumer Research*, **17** (2), (1990), 141-148

- [10] Buhalis, D., "Strategic use of information technologies in the tourism industry", *Tourism Management*, Vol. 9, (1998), pp. 409–421.
- [11] Bui, H., Congruency between the projected and perceived tourism destination image of Vietnam, *Journal of International Business Research*, **10** (2), (2011), 1-13.
- [12] Byrne, B. M., *Structural equation modeling with AMOS*, Lawrence Erlbaum Associates, Mahwah. 2001.
- [13] Castro, C.B., Armario, E.M., and Ruiz, D.M., The influence of market heterogeneity on the relationship between a destination's image and tourists' future behavior, *Tourism Management*, **28**, (2007), 175–187.
- [14] Chang, K.-H., and Shin, J.-I., The relationship between destination cues of Asian countries and Korean tourist images, *Asia Pacific Journal of Marketing and Logistics*, **16**, (2004), 82–100.
- [15] Chen, C.F. and Tsai, D., How destination image and evaluative factors affect behavioral intentions?, *Tourism Management*, **28**, (2007), 1115–1122.
- [16] Chen, J.S. and Gursoy, D., An investigation of tourist's destination loyalty and preferences, *International Journal of Contemporary Hospitality Management*, **13** (2), (2001), 79-85.
- [17] Chi, C.G. and Qu, H., Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach, *Tourism Management*, **29**, (2008), 624-636.
- [18] Cho, B. H., Assessing Tourist Satisfaction: an Exploratory Study of Korean Youth Tourists in Australia, *Tourism Recreation Research*, **23** (1), (1998), 47-54.
- [19] Engel, J., Blackwell, R., and Minard, P., Consumer behavior, 6 th ed., *The Dryden Press*, Chicago, 1990
- [20] Gartner, W., Image formation process, *Journal of Travel and Tourism Marketing*, **2**(2/3), (1993), 191–215.
- [21] Gitelson RJ, Crompton JL., The Planning Horizons and Sources of Information Used by Pleasure Vacationers, *Journal of Travel Research*, **21** (3), (1983) 2-7.
- [22] Gursoy, D., Development of Travelers' Information Search Behavior Model, *Doctoral dissertation*. Blacksburg VA: Virginia Polytechnic Institute and State University, 2001.
- [23] Hair, J.F., Black, W.C., Babin, B.J., Anderson, R.E. and Tatham, R.L., Multivariate data analysis (6th ed.), *Pearson Prentice Hall*, Uppersaddle River, 2006.
- [24] Higgins, M., Meta-information, and time: Factors in human decision making *Journal of the American Society for Information Science*, **50** (2), (1999),132–139.
- [25] J. Alberto Castañeda, Dolores M. Frías, Miguel A. Rodríguez, The influence of the Internet on destination satisfaction, *Internet Research*, **17** (4), (2007),402 - 420
- [26] Kim DY, Hwang HW, Fesenmaier DR., Modeling Tourism Advertising Effectiveness, *Journal of Travel Research*. **44** (1), (2005), 42-49.
- [27] Kline, R. B., Principles and practice of structural equation modeling (2nd ed.), *The Guilford Press*, New York, 2005,
- [28] Kozak, M., and Rimmington, M., Tourist satisfaction with Mallorca, Spain, as an off-season holiday destination, *Journal of Travel Research*, **38**, (2000), 260–269.
- [29] Kuenzel, S. and Katsaris, N., A critical analysis of service recovery processes in the hotel industry, *TMC Academic Journal*, **4** (1), (2009), 14-24
- [30] Kuusik, A., Tiru, M., Ahas, R. and Varblane, U., Innovation in destination marketing: The use of passive mobile positioning for the segmentation of repeat visitors in Estonia, *Baltic Journal of Management*, **6** (3), (2011), 378-399.

- [31] Lai W.H, and Vinh, N.Q., A Study of Analyzing the Selection of Promotion Activities and Destination Attributes in Tourism Industry in Vietnam - From the Perspective of Tourism Industrial Service Network (TISN), *International Journal of Social and Human Sciences*, **6**, (2012), 330-336.
- [32] Liu, Z., Internet tourism marketing: potential and constraints. *University of Strathclyde*, UK. 2000,
<http://www.hotelonline.com/Trends/ChiangMaiJun00/InternetConstraints.html>
- [33] Mahadzirah, M., Abdul Manan, A. and Nur Izzati, A. G., A structural model of destination image, tourists' satisfaction and destination loyalty, *International Journal of Business and Management Studies*, **3** (2), (2011), 167-177.
- [34] McColl-Kennedy, J.R. & Fetter Jr, R.E., Dimensions of consumer search behavior in services, *The Journal of Services Marketing*, **13** (3), (1999), 242-265.
- [35] Milman, A. and Pizam, A., The role of awareness and familiarity with a destination: The central Florida case. *Journal of travel research*, **22**, (1995), 2-5.
- [36] Mohamad, M., Abdullah, A.R. and Mokhlis, S, Examining the Influence of Service Recovery Satisfaction on Destination Loyalty: A Structural Equation Modeling, *Journal of Sustainable Development*, **4** (6), (2011), 3-11.
- [37] Molina, A, Gómez, M, and Consuegra, D.M., Tourism marketing information and destination image management, *African Journal of Business Management*, **4** (5), (2010), 722 - 728.
- [38] Moutinho, L., Consumer Behavior in Tourism, *European Journal of Marketing*, **21** (10), (1987), 1-44.
- [39] Murphy, P., Mark P. and Smith, P.B., The destination product and its impact on traveler perceptions, *Tourism Management*, **21**, (2000), 43- 52.
- [40] Nunnally, J.C., Psychometric theory, *McGraw-Hill, New York*, 1978.
- [41] Oliver R.L., A cognitive model of antecedents and consequences of satisfaction decisions, *Journal of Marketing Research*, **17**, (4), (1980) 469 -469.
- [42] Pike, S., Destination image analysis: A review of 142 papers from 1973-2000, *Tourism management*, **23**, (2002), 541-549.
- [43] Rdainah Osman Yusuf , Measure the impact of viral marketing, The purchase decision A field study, 2009, available at <http://iefpedia.com/arab/wp-content/uploads/2009/11/21>.
- [44] Schumacker, R.E. and Lomax, R.G., A beginner's guide to structural equation model (2nd ed.), *Lawrence Erlbaum Associates*, Mahwah, 2004.
- [45] Strahilevitz, M. and Myers, J.G., Donations to Charity as Purchase Incentives: How Well They Work May Depend on What You Are Trying to Sell, *Journal of Consumer Research*, **24** (1998), 434-446.
- [46] Tabachnick, B.G. and Fidell, L.S., Using multivariate statistics (5thed.), *Pearson Education*, Boston, 2007.
- [47] United States tour operator Association, *USTOA members optimistic about 2012: forecast increase in business, jobs growth and key trends revealed*, 2011, Accessed 1.4.2012. <http://www.ustoa.com/2009/Pressroom/TrendsAndStatistics/files/12->
- [48] Vietnam National Administration of Tourism, Tourism statistics, 2011, Accessed 9.4.2012. <http://www.vietnamtourism.gov.vn/english/index.php?cat=012040&itemid=5143>
- [49] Weber, K., The Assessment of Tourist Satisfaction Using the Expectancy Disconfirmation Theory: A Study of the German Travel Market in Australia, *Pacific Tourism Review*, **14**, (1996), 35-45.

- [50] Weilbacher WM., How Advertising Affects Consumers, *Journal of Advance Research*, **43** (2), (2003), 230-234.
- [51] Wilson, C. E., A procedure for the analysis of consumer decision making, *Journal of Advertising Research*, **21** (2), (1981), 31-36.
- [52] Woodside AG & Wilson EJ., Effects of consumer awareness of advertising on preference, *Journal of Advertising Research*, **25**, (1985), 41-48.
- [53] Yoo, B., Donthu, N., & Lee, S., An examination of selected marketing mix elements and brand equity, *Journal of the Academy of Marketing Science*, **28** (2), (2000), 195-211.
- [54] Yoon, Y., and Uysal, M., An examination of the effects of motivation and satisfaction on destination loyalty: a structural model, *Tourism Management*, **26**, (2005), 45–56.
- [55] Yüksel, A. and Akgül, O., Postcards as affective image makers: An idle agent in destination marketing, *Tourism Management*, **28** (3), (2007), 714-725.
- [56] Žabka, V., Brencić, M.M. and Dmitrovic, T., Modeling perceived quality, visitor satisfaction and behavioral intentions at the destination level, *Tourism Management*, **31**, (2010), 537–546.
- [57] Zahra, I., Destination image and tourism: A case study of Bangladesh, *European Journal of Business and Management*, **4** (6), (2012), 18-27.