Linking the Online Destination Brand Experience and Brand Credibility with Tourists' Behavioral Intentions Toward a Destination

ABSTRACT

Even though concepts such as brand experience and online brand credibility are critical in destination marketing strategies, there have been no previous studies that have analyzed their relationships and influence on tourists' behavioral intentions. This paper develops a multimethod approach using a projective technique, an online experiment, and a multigroup analysis with five official destination platforms (the website, Facebook, Instagram, Twitter, and YouTube). The results confirm positive direct and indirect relationships among online destination brand experience (BE), perceived online destination brand credibility (PODBC), and users' behavioral intentions toward the destination (intentions to visit/recommend). The multigroup analysis that was conducted revealed that users who had not visited the destination shaped their behavioral intentions by assigning a greater importance to the online destination BE than did those who had physically visited the destination. Conversely, users who had visited the destination showed a higher intensity in the path between PODBC and behavioral intentions.

1. INTRODUCTION

Information and communication technologies have completely transformed how tourist destinations are promoted online. In the travel-planning and decision-making stages, the relationship between tourists and the destination is framed in an online and bidirectional communication across multiple official and unofficial platforms. The interactions that take place on these online platforms (e.g., blogs, social media, and websites) shape so-called

"pre-experiences" with the destination, considered to be fundamental in generating tourists' motivations to visit (Buhalis & Law, 2008). Among the official platforms used in online destination promotion, the destination's website and its social media profiles stand out. The

continuing investments, optimizations, and improvements expected in the features and interaction capabilities of digital tourism platforms, including destinations' official platforms, have been projected to create up to \$305 billion in value in the tourism industry from 2016 to 2025 (World Economic Forum, 2016). The increasing importance of destinations' platforms has also conditioned how their economic impact is measured. At first, the destination platforms' success measures focused on site traffic, numbers of unique users, and amount of content viewed; however, with the introduction of social media platforms, new measures have been created to understand the relationship and interactions between tourists and destinations' brands, such as "involvement (do tourists know about you?), interaction (what are they doing?), intimacy (what do they say?) and influence (who do they tell?)" (European Travel Commission and World Tourism Organization, 2014, p. 6). The last-mentioned measure of the destination platforms' economic impact has been related to conversion and attribution analysis (Kannan, Reinartz, & Verhoef, 2016), in which, as applied to destination marketing management, it is possible to estimate to what extent a new user on each destination's official platform will increase a physical visitor's expenditures at the destination. Following this line of thought, some studies (DMAwest, 2017, 2019) have observed by means of a pre-visit and post-visit survey that, for U.S. tourist destinations, a new real destination website user represents incremental spending of a new physical visitor at the destination of an average of \$37. In contrast, the estimated economic impact of a new real destination social media user is expected to represent incremental spending in a new physical visitor of an average between \$47.85 (Facebook user) and \$61.39 (Instagram user). In consequence, the study of how it is possible to optimize and improve online encounters between the tourist and the destination in each of its official platforms become essential to a proper marketing management of the destination (Zhang, Gordon, Buhalis, & Ding, 2018).

From a destination marketing perspective, destination platforms take on a particular importance for two main reasons. First, they constitute an "experiential" medium between tourists and destination content in the form of multisensory stimuli (Neuhofer, Buhalis, & Ladkin, 2014). Second, due to the fact that destination platforms can allow tourists to create and share their stories and narratives about their trips (Zhang et al., 2018), destination

marketing organizations (DMOs) lose a certain level of control over the official promotional discourse. Both elements—the online experience and interactive communication—place DMOs in an increasingly competitive situation of maintaining the visibility of their brand messages, in which it is necessary to enhance the destination brand experience (BE) (Jiménez-Barreto, Rubio, & Campo-Martínez, 2019) while at the same time making it credible for tourists. However, the management of these destination platforms by DMOs turns out to be inadequate in many cases, with approaches that do not exploit their full potential (Hays, Page, & Buhalis, 2013; Huertas & Marine-Roig, 2016).

Previous studies have shown the importance of online BE on consumers' behavioral intentions toward brands in both contexts: for products in general (Morgan-Thomas & Veloutsou, 2013) and services as hospitality (Lee & Jeong, 2014). Similarly, previous literature about online platforms has confirmed the impact of online service brand credibility (Featherman, Miyazaki, & Sprott, 2010) and travel-related user-generated content (UGC) on users' intentions (Ayeh, Au, & Law, 2013). However, there have been no studies that have analyzed the influence of both constructs (online BE and online brand credibility) on tourists' behavioral intentions toward the destination.

Along these lines, in the analysis of the online destination BE formation when users are visiting destination platforms (e.g., an official website or social media), several research questions could be raised: Does users' online destination BE differ depending on the destination platform visited? Does the online destination BE affect users' behavioral intentions toward the destination? In this context, several studies have argued that destination marketing communications have different influences depending on whether the tourist has physically visited the destination (Choe & Fesenmaier, 2014; Vogt, Stewart, & Fesenmaier, 1998). Consequently, it is plausible to generate the following research question: Is there a difference in online destination BE formation and its effect on users' behavioral intentions between users who have previously visited the destination and those who have not?

On the other hand, the credibility of the source of information about the destination (e.g., its official online platforms) has been considered a fundamental element in changing tourists' beliefs, attitudes, and behavioral intentions toward the destination (Veasna, Wu, &

Huang, 2013). Nevertheless, because the online destination BE could be different on each platform, other research questions arise, including: Is the online destination BE an antecedent of the online destination brand credibility? Does the online destination brand credibility influence users' behavioral intentions? Does the effect of the online destination brand credibility on users' behavioral intentions differ between users who have or have not visited the destination?

Therefore, this study aims to contribute, first, to the knowledge of the causal relationship between online destination BE and perceived online destination brand credibility (PODBC) and, second, to determine the effects that both constructs (online destination BE and PODBC) could have on users' behavioral intentions toward the destination when users navigate destination platforms. Additionally, the moderating effect of users' past experiences with the destination (having or having not previously visited) on the relationships developed is evaluated. In the model's argumentation, the research adopts theoretical ideas regarding BE (Brakus, Schmitt, & Zarantonello, 2009), brand credibility (Dwidedi, Nayeem, & Murshed, 2018), and destination credibility (Veasna, Wu, & Huang, 2013). The theoretical model is empirically assessed through three studies using a multimethod approach in sequential order.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

2.1. The online destination brand experience

To be successful and to differ from their competitors, destination brands must transmit a promise of a memorable destination experience (Hudson & Ritchie, 2009). Following this line of thought, authors Beckman, Kumar, and Kim (2013); Barnes, Mattson, and Sorensen (2014); and Kumar and Kaushik (2018) have determined that the destination BE has a positive effect on visitors' satisfaction, intention to revisit, loyalty, and word-of-mouth recommendations. However, and more recently, the evolution of information and communication technologies has allowed tourists to have direct multimedia contact with destinations' cultures, heritages, tourist services, and landscapes. Therefore, destination

platforms are key elements in providing an online experience with the destination brand, which could encourage the potential tourist to visit or interact with the destination.

The concept of experience, specifically in the context of brands, includes the consumer sensations, emotions, understanding, and behavior evoked by stimuli related to the brand (Brakus et al., 2009). The study of this concept has, for the most part, been carried out in offline environments, and there are relatively few researchers who have considered the pioneering work of Brakus et al. (2009) in the online domain (e.g., Bleier, Harmeling, & Palmatier, 2019; Chen et al., 2014; Rajaobelina, 2018; Smith, 2013). Among the dimensions of experience for both contexts (offline and online) evaluated and validated by these studies are the following: (1) sensory (brand-related stimuli that can be perceived through the senses); (2) behavioral (bodily experiences and motor actions derived from brand contact); (3) intellectual (thoughts and imaginative stimulations evoked by the brand); and (4) affective (the subject's personal emotions and feelings with regard to the brand).

Within the context of brand websites, it has been considered that, provided the online BE is favorable, it will positively affect users' trust and satisfaction with the brand (Rajaobelina, 2018). Additionally, studies that used social media platforms as a research unit confirm the mediating capacity of online BEs within the functional characteristics of social media (e.g., perceived ease of use) and the consumers' responses regarding their relationship with the brand (Chen et al., 2014).

In the context of official destinations' websites, until now, only Jiménez-Barreto et al. (2019) have adopted a quantitative approach of Brakus et al.'s (2009) BE dimensions, in particular using the sensory and intellectual/cognitive experience, in the analysis of the official destination websites' ability to drive users' intentions to visit and recommend the destination. In this case, after users visited the destination website, both the sensory experience (sensory stimuli processing) and the intellectual/cognitive experience demonstrated direct and positive effects on users' intentions to visit and recommend the destination. In this vein, previous studies using a different theoretical approach (e.g., Lee et al., 2010; Lee & Gretzel, 2012) have also pointed out that the official destination website's visual-textual stimuli can contribute to building stimulating mental processes in users that

may finally evolve into a positive response in terms of attitude toward the website and the destination.

In the case of social media platforms, the use of official destinations' social media accounts has been characterized mainly by their ability to offer a highly interactive real-time experience between tourists and destination brands (Hays et al., 2013). The content that users create, customize, consume, and share with other users or brands through social media is described as user-generated content (UGC) (Boyd & Ellison, 2008). In this online scenario, the UGC constitutes a source of information that has been identified as more credible for tourists than that offered institutionally by the destination (Leung, Law, van Hoof, & Buhalis, 2013). Thus, social media is, indeed, a key element in the decision-making and planning phases.

Studies on user responses following the experience of visiting a destination's official social media are still limited (Hays et al., 2013). Until now, to the best of the authors' knowledge, no study other than that of Zhang et al. (2018)—who examined with a quantitative approach users' emotional experiences while navigating a destination's social media—have approximated the online destination BE perspective with destinations' social media platforms. The rest of prior research carried out about experiences with destinations' social media has focused on determining the influence of UGC on users' behavioral reactions (e.g., likes and forwards; Law, Leung, Au, & Lee, 2013) and on the content published by tourist destinations (Huertas & Marine-Roig, 2016). In contrast, other authors have preferred studying the influence of the intensity of the destination's social media use on the generation of UGC and the overall satisfaction with the destination (Jacobsen & Munar, 2012) as well as the moderating effect of various social media use on the destination's image and the intention of visiting (Molinillo, Liébana-Cabanillas, Anaya-Sánchez, & Buhalis, 2018).

In summary, after reviewing the tourism literature on BE, we find it necessary to delve deeper into the study of online destination BE on the official website and on destinations' social media platforms to better understand the effects that this construct may have on users' behavioral intentions toward the destination. To that end, this study, following Brakus et al. (2009), takes the BE approach, which has been adapted to the online context

of the destination brand across its various destination platforms by conceptualizing it within the following four dimensions: (1) sensory (activation of the senses while navigating the official destination platforms); (2) behavioral (physical activation derived from contact with the online destination brand); (3) intellectual (stimulation of the consumer's thoughts and mental processes by the destination brand via its official platforms); and (4) affective (intimate emotions and feelings of the individual in relation to the destination brand on official platforms).

2.2. The online destination brand credibility

The concept of brand credibility has traditionally been linked to the process by which a brand can transmit a promise of value through the products it represents (Erdem & Swait, 2004). Current conceptualizations add that credibility is the result of internal and subjective consumer responses to the level at which the brand delivers the services and experiences promised through its marketing strategies across the brand's contact points (e.g., physical store, website, events, publicity, etc.; Dwivedi, Johnson, Wilkie, & Araujo-Gil, 2019). At the same time, recent marketing studies have incorporated brand credibility as part of the customer perception of brand authenticity, which is defined as "the extent to which consumers perceive a brand to be faithful toward itself (continuity), true to its consumers (credibility), motivated by caring and responsibility (integrity), and able to support consumers in being true to themselves (symbolism)" (Morhart et al., 2015, p. 203). Brand authenticity, has thus been operationalized by several authors as a construct covering diverse aspects of consistency, honesty, and originality through dimensions such as heritage, quality commitment, credibility, naturalness, and sincerity (Fritz, Schoenmueller, & Bruhn, 2017). Therefore, brand authenticity is a construct with a broad meaning that includes characteristics whose presence will depend on the type of destination (e.g., heritage, naturalness) and on other features whose presence is universally valued (e.g., credibility). As part of brand authenticity, credibility is considered to represent the brand's level of transparency and honesty in fulfilling the expectations created by its marketing messages to consumers (Beverland & Luxton, 2005).

In the context of academic tourism discourse, Choi, Hickerson, and Kerstetter (2018, p. 118) posit that "diverse sources of online travel information can influence how tourists assess information credibility." Hence, as one of the objectives of this study is to explore how the online destination BE of each official destination platform influences the perceptions of the credibility of the destination brand, this study considers destination brand credibility in its conceptual model rather than providing an ample conceptualization of destination brand authenticity. Moreover, the antecedents and consequences of the concept of brand credibility have not been studied in depth in the tourism literature as part of individuals' encounters with online destination brands; thus, this study contributes to the expansion of knowledge about and the understanding of destination brand management.

Within the context of tourism, if the destination brand is perceived as a credible source, tourists will find it easier to search for and process information and to make decisions (Veasna et al., 2013). Furthermore, credibility will play a crucial role in shaping tourists' image of, attachment to, and customer satisfaction with the destination (Veasna et al., 2013). However, as internet media (e.g., travel websites, social media, and blogs) have been adopted as sources of travel information, destinations are confronted with a situation in which their level of credibility is built on diverse information sources that arise and multiply in various forms of online communication. The importance of online platforms in searching for destination information makes it crucial to understand how the destination brand can maintain its credibility, at least on its official platforms. In this sense, studies on how the credibility of information sources is formed in the online context are still limited (Li & Suh, 2015) and, similarly, the research on information credibility building linked with online destination brands is completely unknown. As the key aim of DMOs is stimulating tourists' intentions to visit, revisit, and recommend the destination (Pike & Bianchi, 2013), the study of tourists' PODBC can help destination marketing managers achieve better performance with their online branding strategies. Consequently, the present paper looks at PODBC, which is influenced by users' experiences on the destination platforms, and its effect on users' behavioral intentions toward the destination.

2.3. The relationship between online experience, credibility, and behavioral intentions

In tourism, academic studies that adopt an experiential perspective when analyzing users' navigation of destination platforms have determined that, for both websites (Jiménez-Barreto et al., 2019; Lee et al., 2010; Lee & Gretzel, 2012) and social media (Boley, Jordan, Kline, & Knollenberg, 2018), a positive online experience is a significant antecedent of users' intentions to physically visit the destination. In relation to the destination website, Jiménez-Barreto et al. (2019), Lee et al. (2010), and Lee and Gretzel (2012) demonstrate the existence of a relationship between the website's positive sensory stimulus (text/visual) and the user's intellectual/cognitive experience. These authors add that this sensory-cognitive experience positively influences the attitude toward the destination, which is measured by the destination's perceived attractiveness, the website's credibility (Lee et al., 2010; Lee & Gretzel, 2012), and the users' intentions to visit and recommend the destination (Jiménez-Barreto et al., 2019). In the same vein, recent studies have found that a positive experience on a destination's social media is a relevant predictor of users' future intentions to visit and recommend the destination (Boley et al., 2018). Therefore, it is proposed that, when users navigate destination platforms, the online destination BE plays an antecedent role in the users' behavioral intentions toward the destination. For the present study, said behavioral intentions are conjointly defined as users' judgment about their likelihood of visiting/revisiting the destination and their willingness to recommend it (Chen & Tsai, 2007). Thus, the first hypothesis is proposed:

H1. Online destination brand experience positively affects users' behavioral intentions toward the destination.

The destination brand has been considered as a type of signal source that can symbolically transmit a number of attributes, benefits, and experiential aspects of consumption regarding the physical visit to the territory it represents (Veasna et al., 2013). However, it is reasonable to consider that the brand as a signal source could be perceived differently on each destination platform, mainly due to the type of media (e.g., website or social media) and the message characteristics communicated (e.g., official content or UGC;

Li & Suh, 2015). In this sense, the credibility of the information on an online platform is proposed as a consequence of two elements: (1) the functional characteristics of the chosen media (e.g., level of dependence, interactivity, and transparency); and (2) the level of credibility of the messages exposed (quality of the arguments and communicated information; Li & Suh, 2015). Therefore, in this study, tourists' experiences on each destination platform are considered as a possible antecedent of the destination brand's credibility.

Along these lines, according to the sensations-perceptions theory (Agapito, Mendes, & Valle, 2013; Goldstein, 2010), the PODBC, understood as a cognitive-evaluative assessment of the destination brand, could represent the result of a sensory (sensations) and cognitive-emotional (perceptions) process that occurs during the user's subjective experience when coming into contact with the content on destination platforms. As a result, individuals would show a response toward the destination in the form of attitudes, insights, memory, and/or behavioral intentions (Agapito et al., 2013). Similarly, recent studies have argued that the consumer's sensory, affective, intellectual, and behavioral experiences with a brand at its points of contact are antecedent elements of the perceived brand credibility (Dwivedi et al., 2019). Therefore, the following research hypothesis is proposed:

H2. Online destination brand experience positively influences the perceived online destination brand credibility.

The academic marketing literature has considered brand credibility to be a relevant antecedent of a series of consumer responses in terms of choosing a brand, intention to buy, reducing the cost of searching for information, and lowering perceived risk (Erdem & Swait, 2004) as well as of the likelihood that consumers will generate recommendations (Sweeney & Swait, 2008). In the same vein, authors in the tourism scene Manfredo and Bright (1991) argue that credibility as a central cue in the decision-making process can influence individuals' overall attitudes and behavioral intentions. In the specific case of destination brands, tourists' perceived credibility has been considered a direct antecedent of

tourists' destination image, attachment, and satisfaction (Veasna et al., 2013). Consequently, the following research hypothesis is proposed:

H3. Perceived online destination brand credibility has a positive effect on users' behavioral intentions toward the destination.

Finally, it is considered that PODBC also plays an important mediating role between the online destination BE and the user's behavioral intentions. Brand credibility represents a relational construct (Baek, Kim, & Yu, 2010; Dwivedi et al., 2018) and, in an online context, it should be generated as the following step of online experiences encounters. Following persuasion theories such as the elaboration likelihood model (ELM) (Petty & Cacioppo, 1981), the online destination BE (understood as a stimulus and informational cue that is part of the pre-designed persuasion structure of the destinations' platforms) can have more or less influence on tourists' behavioral intentions depending on the source's level of credibility (Zhou, Lu, & Wang, 2016) when tourists process the information. The ELM considers two routes that can affect the information receiver's attitude and subsequent behavior toward the information: the central and the peripheral routes (Petty, Cacioppo, & Schumann, 1983). It is argued that the central route requires diligent consideration of informational factors, such as the relevancy and strength of the arguments communicated, while, by contrast, the peripheral route requires less cognitive work because it is focused on informational cues (e.g., the attractive or unattractive aesthetic of the communicated stimuli) that individuals use to rapidly assess the information and to acquire a particular attitude and performance behavior. The ELM suggests two factors—motivation and ability—that may significantly alter the effects of central and peripheral factors on individuals' attitudes, behaviors, and perception of information.

Concerning individuals' perceptions of online brand credibility from the perspective of the ELM, authors such as Li and Suh (2015) and Zhou et al. (2016) argue that, when individuals have a high level of motivation or ability to evaluate a brand's information in terms of the quality and strength of its arguments, they will take the central route, which carefully considers information content. Conversely, when individuals have a low level of

motivation or ability to evaluate the quality of the arguments, they will take the peripheral route, making efforts to evaluate the source's informational cues, for example, whether the message's multimedia content is aesthetically pleasant/attractive (Petty, Cacioppo, & Schumann, 1983). As a result, when individuals take the central route in processing communicated information, that route is believed to be "relatively enduring and predictive of behavior" (Petty et al., 1983, p. 135). In this sense, it is plausible to suspect that the online destination BE and PODBC can participate, either jointly (central route) or individually (peripheral route) in the persuasion process and can influence behavioral intentions toward the destination when tourists browse a destination's platforms. However, according to the ELM, when tourists carefully scrutinize and consider both elements—the online destination BE and PODBC—during their experience with destinations' platforms, both constructs will better predict tourists' behavioral intentions toward the destination.

Thus, in the context of this study, the PODBC should contribute to increasing the online destination BE's impact on the intention of visiting or recommending the destination. Following this argument, the online destination BE derived by navigating destination platforms could be positively evaluated by users but, in the case when all the stimuli presented during the experience are also perceived as credible, the online destination BE's overall influence on users' behavioral intentions toward the destination is expected to be reinforced by the provided content's credibility. In this regard, it would be reasonable to expect a mediating role of PODBC in the relationship between online destination BE and users' behavioral intentions. Hence, the following hypothesis is proposed:

H4. Perceived online destination brand credibility has a positive and significant mediating role between online destination brand experience and users' behavioral intentions toward the destination.

2.4. The moderating effect of tourists' past experience with the destination

In tourism academic literature, several studies have shown that destination marketing actions have different impacts depending on whether the tourist has visited the destination

(Choe & Fesenmaier, 2014). Those tourists who visit a destination for the first time are more involved in planning and traveling and make careful use of available information sources (Kruger, Saayman, & Ellis, 2010). Thus, tourists visiting the destination for the first time would be more influenced by marketing stimuli used in the destination's communication strategy (Vogt et al., 1998), as the collected information will decrease the perceived risk caused by unfamiliarity with the destination (Jiménez-Barreto et al., 2019). Consequently, the following hypothesis is proposed:

H5. The relationship between the online destination brand experience and users' behavioral intentions toward the destination is significantly more relevant for users who have not yet visited the destination than for those who have.

In the tourism discourse, it is thought that tourists who have previously visited the destination have their expectations fulfilled (Seabra, Abrantes, & Lages, 2007); they can form a holistic image based on a more significant number of attributes and functional aspects derived from past trips to the destination (Baloglu & Mangaloglu, 2001). First-time tourists, on the other hand, even those using destination platforms, can fulfill their expectations only when the destination is physically visited; that is, they must implicitly assume a certain degree of risk when establishing their judgments regarding the level of the destination's credibility on its destination platforms (Ayeh et al., 2013). Therefore, this study posits that, if the destination is perceived as credible when users navigate the destination platforms, the direct effect of PODBC on users' behavioral intentions as well as the mediating effect expected from PODBC will be significantly greater for users who have already visited the destination than for those who have not. Based on these arguments, the following hypotheses are proposed:

H6. The relationship between the perceived online destination brand credibility and users' behavioral intentions toward the destination is significantly greater for those users who have physically visited the destination than for those who have not.

H7. The mediating effect of the perceived online destination brand credibility on the relationship between the online destination brand experience and users' behavioral intentions is significantly greater for those users who have physically visited the destination than for those who have not.

Figure 1 shows the proposed conceptual model.

– Insert Figure 1 about here –

3. METHODOLOGY

The methodological design of this study includes a multimethod approach consisting of three studies. In study 1, the concepts of online destination BE and PODBC were evaluated through a qualitative technique concerning how users perceived them when navigating destination platforms. In study 2a—in pursuit of testing the research model—a quantitative study using an online experiment was conducted conjointly with a post-experiment survey. Finally, in study 2b, the probable moderating effect on causal relationships proposed depending on the user's profile (had or had not previously visited the destination) is determined. Since all the studies recruited participants from Spain, the criterion for selecting the official destination platforms for the analysis is consistent with the idea of contemplating the destination website and the four most-used social media platforms among Spaniards (i.e., Facebook, Instagram, Twitter, and YouTube; IAB, 2017).

3.1. Study 1: Projective techniques in the study of experience and credibility on online destination platforms

3.1.1. Procedure and data collection

The objective of study 1 was to understand the meaning that tourists attach to the concepts of online destination BE and PODBC in the use of destination platforms. The methodological design consisted of a projective technique in which participants wrote

several vignettes and viewed static images of the destination platforms of a particular destination that actively managed all five of the online platforms targeted in this study (the website, Facebook, Instagram, Twitter, and YouTube). Visual projective techniques (in the case of this study, for example, the presentation of images) permit the observation of the motivations, beliefs, and emotions expressed by consumers regarding a particular topic (Coulter & Zaltman, 2000). The information offered in response to the presentation of images evokes the participants' memories in a profound way (Harper, 2002), which allows for the collection of highly personalized narratives.

The study was conducted during the first week of February 2018. A sample of 27 individuals located in Spain and associated with the crowdsourcing platform Amazon Mechanical Turk was recruited (fee per participant: $0.95; 30% females; ages from 22–55, with an average age of 36; 75% enrolled in university or having studied at a university, and 25% without university experience). To minimize possible bias resulting from the participants' previous knowledge of the stimuli related to the presented destination, a destination relatively unknown to Spanish tourists was chosen. Consequently, Finland (Appendix A) was the country selected, as it is one of the European destinations least visited by Spanish tourists (UNWTO, 2017). Participants that declared a high knowledge of Finland were not included.

The study was structured in two parts: (1) a narrative pre-stimulus; and (2) a narrative post-stimulus. First, the participants had to imagine that they were going to travel somewhere abroad. They were then asked to write a brief story describing which types of online information sources on the destination they would consult and why (Table 1). Later, they were presented with five static images that referred to the official Finnish destination platforms. Then, from a metaphorical perspective regarding the concepts of online destination BE and PODBC (using an indirect presentation of the theoretical concepts, so the participants could describe them based on their criteria; Coulter & Zaltman, 2000), they were asked to choose the platform that seemed most credible and, at the same time, that would offer a remarkable online destination experience. Once the platform had been chosen, participants had to explain their selections. The narrative examination employs the directed content-analysis approach, wherein the analysis starts by using a theory or relevant

research findings as guidance for the determination of the initial codes of the concept studied (Hsieh & Shannon, 2005). This is useful when the primary objective is to further refine, extend, and enrich a specific concept or theory (Hsieh & Shannon, 2005). Thus, we included two technicians previously trained in the studied constructs (PODBC and online destination BE) as independent observers who verified the presence of words referring to the conceptualization of PODBC as well as to the dimensions of online destination BE (Table 2 and Table 3).

3.1.2. Qualitative analysis results

The participants' narratives about the process of searching for destination information reflected that destination platforms are highly valuable because they complement unofficial sources (e.g., travel blogs, TripAdvisor, or forums, which were indicated by 10 participants; Table 1). In this regard, before the visual projection stimuli, the participants selected the following as official platforms for obtaining information about the destination online: websites (10 participants), YouTube (3 participants), and Instagram (2 participants).

– Insert Table 1 about here –

After being presented with images of the five Finnish destination platforms, the participants chose the following as the best destination platforms in terms of online experience and perceived credibility: the website (66.6%), YouTube (14.9%), Instagram (11.1%), Facebook (3.7%), and Twitter (3.7%). The majority of participants argue that the most credible destination sources correspond to those that have a high degree of institutional control over the content and, at the same time, offer the possibility of consulting and generating opinions and recommendations about the destination. Based on these two perspectives, the destination platforms that appeared most often in the participants' narratives were the official website, YouTube, and Instagram.

Regarding the online destination BE, the participants highlighted the official website over the other platforms for several reasons: (1) the use of visually attractive images (15

participants); (2) better content organization, making it easy to find and interpret information (10 participants); (3) the sensation of dynamism generated by interactivity with the content (4 participants); and (4) the increased use of emotional elements such as humor in tourism advertising (1 participant; Table 3). Concerning the destination's social media, Instagram stood out first for its highly experiential value (3 participants), particularly for its visual experience through high-quality images (3 participants) and for its potential to facilitate quickly learning about the destination (2 participants). Second, YouTube was emphasized for its multimedia richness (visual and auditory; 3 participants). Lastly, in the section on the attractiveness of the experience, it is worth noting that Twitter (1 participant) and Facebook (1 participant) were the platforms that participants mentioned the least.

Finally, because all the online destination BE theoretical dimensions and the PODBC components emerged from the statements collected from study 1 (Table 2 and Table 3), the use of the previous measurement scales of these two concepts was considered suitable in the subsequent quantitative phases of the research. It is noteworthy that, during the codification process, the two terms "interactive" and "sharing" were encountered by the observers in Facebook's behavioral online destination BE dimension (Table 3). These concepts could indicate the existence of another online destination BE dimension, one that the model of Brakus et al. (2009) would not, in theory, embrace, and one that has recently been referred to as a BE when users are interacting with others (and the brand itself) on online platforms, namely, a social experience (Bleier et al., 2019). For this research, because those terms were mentioned solely in connection with Facebook, the analysis proceeded with the initial four online destination BE dimensions previously established (sensory, behavioral, intellectual, and affective).

– Insert Table 2 about here –
– Insert Table 3 about here –

3.2. Study 2a: Relationships between the online destination brand experience, the perceived online destination brand credibility, and behavioral intentions

3.2.1. Procedure, measurement scales, and data collection

This study tested the proposed research model by employing an online experiment design followed by a questionnaire. The online destination BE measurement scales were adapted from Brakus et al. (2009) and are composed of four dimensions (sensory, behavioral, intellectual, and affective) with three items in each. The PODBC measurement scale is structured in a single dimension with five items adapted from Veasna et al. (2013), Dwivedi et al. (2018), and Erdem and Swait (2004). Finally, the users' behavioral intentions toward the destination were measured with six items adapted from Chen and Tsai (2007). Each item was valued on a 7-point Likert scale (1 = totally disagree; 7 = totally agree).

First, to assess the extent to which item descriptions were comprehensible, a pilot test was conducted among Spanish university students (*N*=13; aged from 21–22 years; 62% women) during the first week of March 2018. The students were randomly assigned to visit one of five destination platforms for an unfamiliar tourist destination (Australia; Appendix B). The instructions for this session focused on visiting the assigned platform and navigating it for at least 5 minutes (Loureiro, 2015). Participants were then asked to fill out the first proposed online questionnaire, in which they were given the opportunity to comment on any sections or items they considered missing, redundant, or hard to understand. As a result of the first phase, minor editing changes were undertaken on the items of the online destination BE and PODBC measurement scales.

Second, to further adapt the research to a real tourist situation, it was considered appropriate to refer the final questionnaire's inquiries to a city destination in France, the country most visited by Spanish tourists (UNWTO, 2017). Two main criteria were used to select the final destination: (1) the destination had to have an active and up-to-date presence on all five online platforms included in the research (a website, Facebook, Instagram, Twitter, and YouTube); and (2) at the same time, the destination platforms had to offer users a high thematic consistency with regard to the exhibited content (image, video, and textual-content similarity) and the destination brand's aesthetic presentation (use of corporate colors, slogans, and similar logos). Using these criteria, Paris was selected. The

online experimental design consisted of the navigation through one of the five proposed destination platforms (the website, Facebook, Instagram, Twitter, and YouTube; Appendix C). The navigation task was presented through Qualtrics during the last two weeks of March 2018, which allows for a random assignation of participants to experimental scenarios. For this study, a quota sampling was performed with the following objectives: (1) obtaining a proportional distribution of participants similar to a representative sample of internet-using Spanish travelers (Segittur, 2014); and (2) ensuring that all participants had at least one social media account. The final sample was composed of 307 participants who correctly completed the questionnaire. Approximately 80% of the individuals were aged between 18 and 34, while 20% were between 45 and 55 years old, and 57.4% were female (Table 4). The number of participants per destination platform group were distributed in the following proportion: the website, N=57; Facebook, N=62; Instagram, N=71; Twitter, N=57; and YouTube, N=60.

– Insert Table 4 about here –

The instructions for participation allowed for complete liberty to focus on whichever parts of the assigned online platform were the most attractive during a minimum navigation time of 5 minutes. Next, the questionnaire was presented. Control of the navigation and the quality of responses was carried out using an "attention check question" and by checking the amount of time each participant spent navigating the assigned platform.

Before proceeding with the analysis, a common method variance test was performed to detect the possible existence of systematic bias in the collected database (Podsakoff, MacKenzie, Lee, & Podsakoff, 2003). The results of Harman's single-factor test (49.01%) and the highest value of correlation between constructs (0.796; see Table 5) were less than cutoff values of 50% for Harman's factor and 0.9 for the maximum level of correlation between constructs (Bagozzi, Yi, & Phillips, 1991). Thus, the sample did not pose any problems in terms of systematic bias. Additionally, the response bias was analyzed because part of the sample had already visited the destination. Like Menachemi's (2011) wave analysis, the sample was divided into two groups depending on whether the participant had

previously visited the destination (had visited: N=166; had not visited: N=141). The responses from these two groups were subjected to a t-test in which no significant differences between the groups were observed. This provided evidence that response bias did not critically affect the study.

3.2.2. Data analysis and results

The analysis of study 2a is presented in two sections. First, the aggregated measures of the dimensions pertaining to the focal variables of online destination BE, PODBC, and behavioral intentions in each of the destination platforms are analyzed in a descriptive manner (analysis of means). Second, the internal and external validation data from the proposed structural-equation model is presented.

In a comparative analysis between means assessments per the online destination BE dimension for each platform (see Figure 2 and Appendix D), significant differences were initially obtained for the sensory experience. Sensory evaluations resulted in significantly higher means scores for website users in comparison to Facebook (p=0.009) and YouTube (p=0.002) users. Likewise, the sensory online destination BE means for Instagram significantly stood out in comparison to Facebook (p=0.006), Twitter (p=0.054), and YouTube (p=0.001). In the behavioral dimension, the official website had a significant difference in its means evaluations compared to Facebook (p<0.001), Instagram (p=0.042), Twitter (p=0.001), and YouTube (p=0.001). In the case of intellectual experience, both the website and Instagram had significantly higher means compared to the other platforms (significance ranges from p=0.021 to p=0.001). Lastly, in the affective dimension, better evaluations were observed for the website compared to Facebook (p=0.010), Twitter (p=0.005), and YouTube (p=0.041). The same held true for Instagram *vs.* Twitter (p=0.031), with the measurements in this case being greater for Instagram users.

On another note, regarding the PODBC means evaluations for each destination platform, it was determined that the official website significantly stood out among social media (all differences show a statistical significance value of p<0.001). By contrast, the PODBC means evaluations among social media failed to show significant differences between them.

To conclude, regarding behavioral intentions, the official website stood out with means significantly higher compared to Facebook (p=0.025) and YouTube (p=0.016).

– Insert Figure 2 about here –

For the theoretical model evaluation, a partial least square-structural equation modeling (PLS-SEM) approach was used (via the SmartPLS 3 software) to assess the measurement properties and test the proposed conceptual model. The PLS-SEM technique is used instead of other structural equation modeling procedures (such as covariance-based structural equation modeling [CB-SEM]) due to the research objective of extending to a new online context the applicability of constructs that have been tested in offline settings. In this regard, PLS-SEM is appropriate for this study because the proposed model focuses on maximizing the predictive capability of the proposed key driving exogenous construct (online destination BE) on the key target endogenous constructs (PODBC and behavioral intentions) (Hair, Sarstedt, Ringle, & Gudergan, 2018; Reinartz, Haenlein, & Henseler, 2009; Usakli & Kucukergin, 2018). Following Hair et al. (2018), the predictive suitability of PLS-SEM over CB-SEM is based on that the PLS-SEM is always producing a single specific latent variable score for each composite for each observation once the weights have been established per variable. Conversely, in CB-SEM, latent variable scores are not unique, which means that an infinite number of sets of latent variable scores will fit the model equally well (i.e., factor score indeterminacy), and, "as a result, a correlation between a common factor and any variable outside the factor model may be high or low, depending on which set of factor scores one chooses" (Hair et al., 2018, p. 22). Based on prior BE models, the online destination BE was measured as a second-order reflective construct (Brakus et al., 2009) type I (reflective-reflective) with four dimensions (sensory, behavioral, intellectual, and affective). The PODBC and users' behavioral intentions toward the destination were measured as a unidimensional reflective first-order construct concerning their items.

The research model evaluation based on PLS analysis was carried out in two phases: (1) testing the reliability and validity of the measurement model; and (2) evaluating the

structural model. Regarding the measurement model, favorable results were obtained in terms of the reliability and validity of the constructs, as those surpassed the reference limits of 0.8 for composite reliability (CR; Nunnally, 1978), 0.7 for Cronbach's alpha (Hair, Anderson, Tatham, & Black, 1998), and 0.5 for the average variance extracted (AVE; Fornell & Larcker, 1981; Appendix E). All the constructs also showed satisfactory results in both indicators, for collinearity statistics of the inner model (see Appendix F) and for the discriminant validity according to the heterotrait-monotrait ratio criterion (HTMT; <0.85; Henseler, Ringle, & Sarstedt, 2015) and the Fornell and Larcker (1981) criterion (Table 5).

– Insert Table 5 about here –

In the second stage of the analysis, the standardized loading coefficients, statistical t-values, and their respective standard errors were calculated by implementing a bootstrapping procedure with a resample size of 5,000 (Figure 3). To assess the explicative and predictive ability of the model with the global sample, values   and   (Stone–Geisser's chi-square criterion) were estimated. According to the parameter , online destination BE and PODBC explain the variance of users' behavioral intentions toward the destination up to 53%. The positive values of   , which were greater than 0.2 for the dependent variables (obtained   values for PODBC=0.297 and for behavioral intentions=0.343), show that the model also has predictive relevance (Hair, Hult, Ringle, & Sarstedt, 2017). Additionally, the size of the effects (f^2) on the   values for   of the endogenous variables (PODBC and behavioral intentions) was calculated (when those were included and excluded from the structural model) for each predictive construct. The obtained f^2 effects are as follows: 0.135 (small effect of online destination BE →behavioral intentions); 0.228 (medium effect of PODBC → behavioral intentions); and 0.907 (large effect of online destination BE → PODBC).

– Insert Figure 3 about here –

The results of the model evaluation with the global sample (Figure 3) show that online destination BE exercises a positive, direct, and significant influence on behavioral intentions (β=0.346, $p<0.001$; H1 is supported) as well as on the PODBC (β=0.690, $p<0.001$; H2 is supported). Equally, a direct and positive effect is observed between PODBC and users' behavioral intentions toward the destination (β=0.449, $p<0.001$; H3 is supported). Lastly, through specific indirect effects, it is confirmed that PODBC exercises a significant partial complementary mediation (Baron & Kenny, 1986) between online destination BE and users' behavioral intentions toward the destination (β indirect effect=0.310, $p<0.001$; H4 is supported).

3.3. Study 2b: Moderating effects of the user's previous visits to the destination

3.3.1. Data analysis

The estimated structural model for the complete sample also presents a sizeable explanatory capacity regarding the endogenous variable (behavioral intentions) in both analyzed subsamples: users who had previously visited the destination =53%; and users who had not visited the destination, =54%. Prior to performing the multigroup analysis (PLS-MGA, explained below), a measurement invariance of composite model (MICOM) was tested following a three-step approach recommended by Henseler, Ringle, and Sarstedt (2016): (1) configural invariance, (2) compositional invariance, and (3) equality of composite mean values and variances (Table 6). The results indicated that the model depending on tourists' previous visits to the destination (users who had visited the destination *vs.* users who had not) provided a full invariance measurement (the invariance was achieved in all three phases; Henseler et al., 2016). In conclusion, the measurement invariance assessment allowed the study to continue with the PLS-MGA analysis.

– Insert Table 6 about here –

To analyze the moderating effects, a multigroup PLS-MGA test was performed (Henseler, Ringle, & Sinkovics, 2009). The PLS-MGA is a nonparametric significance test that compares group-specific bootstrap estimates from each bootstrap sample. Based on Henseler et al. (2009), percentiles lower than 0.05 and higher than 0.95 indicate significant differences between the analyzed groups (5% error). Therefore, a percentile below 0.05 indicates that the bootstrapping results for group 1 are larger than those for group 2. When the percentile is greater than 0.95, the bootstrapping results are larger for group 2 than for group 1 (Figure 6).

3.3.2 Moderation analysis results

The results of the multigroup analysis (Table 7) show that users who had not previously visited the destination presented a greater path in the relationship between online destination BE and behavioral intentions than the users who had already visited the destination (H5 is confirmed). Moreover, users who had visited the destination showed a greater path in the relationship between PODBC and behavioral intentions (H6 is confirmed).

– Insert Table 7 about here –

For both analyzed groups, it is supported, through specific indirect effects, that PODBC exercises a significant partial complementary mediation between online destination BE and behavioral intentions (β indirect effect has visited the destination=0.382, *p*<0.001; β indirect effect has not visited the destination=0.230, *p*<0.001). Lastly, even though the indirect effects exerted by PODBC in the model were greater for users who had already visited the destination than for those who had not, there were no significant differences between them. Thus, H7 is not confirmed.

– Insert Figure 4 about here –

4. DISCUSSION AND CONCLUSIONS

4.1. Theoretical implications

To date, and despite the importance of online brand experiences (BEs) and online brand credibility for destination marketing strategies, no other study in the tourism field has analyzed their relationships. This study addresses this gap in the literature by empirically analyzing tourists' online destination BEs and perceived online destination brand credibility (PODBC) formation through official online platforms. To do this, a multimethod approach is used to evaluate the effect of online destination BE on PODBC and their conjoining repercussions on the intention to visit and recommend the destination after interacting with a destination platform (the website, Facebook, Instagram, Twitter, and YouTube). Furthermore, the moderating effect of users' previous visits (have visited *vs.* have not visited the destination) is assessed. This study contributes to the existing literature on online destination brand management in five directions.

First, from the perspective of the BE concept, the qualitative study and the proposed modeling for the online destination BE demonstrate sufficient evidence to support the adaptation of Brakus et al.'s (2009) offline brand experience model to online contexts. The online destination BE conceptualization presents significant differences compared to previous studies about the online tourist experiences, which focused mainly on evaluations of platforms' technical characteristics (e.g., Morgan-Thomas & Veloutsou, 2013) or on the user's perceived online immersion (e.g., Choi, Ok, & Choi, 2016), among other focuses. In contrast, the present research draws from the users' internal and subjective responses about online destination BE measured as a second-order construct with four reflective dimensions: sensory, behavioral, intellectual, and affective.

The results of the qualitative study and the means values obtained per online destination BE dimension demonstrate that, even though all types of online destination BE are present when visiting destination platforms, the sensory, intellectual, and affective experiences predominate. These results are in line with prior studies that have highlighted the

importance of offering destination platform users a series of sensory impacts derived from multimedia content (e.g., videos, high-quality photos, and/or 360º view applications) that is highly attractive, interactive, and can, from home, mimic the sensation of actually visiting the destination (Pérez-Vega, Taheri, Farrington, & O'Gorman, 2018).

Second, according to the results of the qualitative study, paradoxically, a duality arises from the way participants interpreted the PODBC on destination platforms as a source of information. Some of the individuals viewed the destination website as a trustworthy source because of the high level of institutional control over its content. However, at the same time, there was a strong impression that sources with a high degree of official control can be interpreted as exaggerating the destination's virtues. In contrast, for other participants, the platforms that allow a high degree of user-generated content (UGC; social media) seemed more authentic and believable, precisely because they enable open communication among users. However, as participants stressed, there might be some cases in which destination social media, such as Twitter or Facebook, may be perceived as problematic because they present a larger probability of users coming across false content on those platforms. This observed duality of criteria among the consumers is directly linked with the theoretical discussion in tourism studies that revolves around which destination platforms offer more or less credibility: those that display limited UGC (e.g., the destination website; e.g., Cox, Burgess, Sellitto, & Buultjens, 2009) or those that encourage UGC (social media; e.g., Jacobsen & Munar, 2012).

Third, among the results of the structural models that offer a higher generalization capacity, we highlight: (1) the antecedent role of the online destination BE on the PODBC; (2) the mediating role of the PODBC between the online destination BE and users' behavioral intentions toward the destination; and (3) the direct, positive, and significant relationship of the PODBC with users' behavioral intentions. These relationships, as a whole, are maintained in all developed models (global model and multigroup models). In this sense, it is confirmed that destination brand credibility can be formed and analyzed through internal-subjective experience evaluations (Dwivedi et al., 2018). Additionally, the importance of the PODBC is highlighted, as it has the ability to indirectly encourage the online destination BE effects on users' behavioral intentions toward the destination.

Fourth, differences are observed in the analyzed relationships when considering the tourists' previous physical experiences with the destination. First, once the online platforms navigation was completed, users who had not visited the destination shaped their behavioral intentions by assigning a greater importance to the online destination BE than did those who had physically visited the destination. The interpretation that may be derived from these results suggests that users who had not visited the destination were more influenced by the destination platform content, as they found a more considerable amount of new information about the destination (Jiménez-Barreto et al., 2019). Conversely, users who had visited the destination showed a higher intensity in the path between PODBC and behavioral intentions. This evidence indicates that, for users who had visited the destination, the PODBC exercised an enhancing role on their behavioral intentions regarding revisiting and recommendation, but only if they perceived that the destination brand's information on its official platforms was consistent with their physical experience when visiting the destination.

Finally, we even confirmed that, among users who had not visited the destination, the direct effect of the online destination BE on behavioral intentions was significantly higher than the indirect effects of the online destination BE (through the PODBC) on behavioral intentions. However, the evidence obtained does not allow for the differentiation of the mediating role exercised by the PODBC in the model for each user profile (having visited the destination *vs.* not having visited).

4.2. Managerial implications

From this study, two types of strategic implications may be derived for DMOs: (1) those that depend on global strategies focused on attracting new tourists and reinforcing the loyalty of existing tourists; and (2) those that depend on users' responses after their navigation through each destination platform.

The findings suggest that the optimal strategy, both for attracting new tourists and reinforcing loyalty through destination platforms, is based on offering an online experience that is mainly sensory, intellectual, and affective. These experiences are related directly to

the attractiveness of the multimedia stimulus offered (e.g., images, videos, and texts) and to the content thematization on the destination platforms. Regarding the thematization of the content, this study reinforces the strategic idea of using humor when promoting the destination as well as content that focuses on discovering less-familiar tourist attractions. However, to make the destination platform experience credible for new tourists, platforms should be capable of balancing official content with UGC, which allows users to discover both sides of the destination's story in a single information source.

In the interest of stimulating loyalty-strengthening actions among tourists who have previously visited the destination, it is recommended to involve returning tourists in the destination's content across all platforms, even the destination website (e.g., creation of a website area for previous tourist narratives and multimedia evidence). This type of content interaction with the destination can give returning tourists a greater feeling of emotional attachment to the destination brand. As this study points out, if returning tourists are also co-creators of online destination experiences on official platforms, this also can reinforce the online destination brand credibility. To achieve returning tourists' participation in the destination BE, incentives could be offered (e.g., free visits or souvenirs) depending on the quality of the information provided and its importance to other destination platforms users. For example, an incentive might be offered on the destination's social media depending on the number of positive assessments regarding previous tourists' UGC or depending on the degree to which other tourists share the information.

It is noteworthy that, among tourists who have visited the destination, brand credibility derived from the navigation experience on the destination platforms could exercise an encouraging effect on revisiting intentions and recommendations, particularly when there is a high consistency between what is promoted online and what returning tourists have physically experienced at the destination. In this regard, when returning tourists perceive that the destination promotes tourist experiences that are unrealistic and dishonest when compared to their own realities, the effects of this lack of PODBC are devastating for the destination's ability to retain these tourists.

Finally, the detected strategic implications for each platform are presented and discussed in Table 8.

– Insert Table 8 about here –

4.3. Limitations and future lines of research

Despite the contribution of this study, some limitations must be considered for future research developments. First, increasing the sample size among users of each destination platform will allow comparisons of the causal relationships proposed in the model. Second, the final developed model considered only one destination. To reduce the possible effects of high levels of familiarity, knowledge, or a previous mental image about the destination even among participants who have not physically visited it, this research recommends replicating the study using various destinations. Third, the qualitative investigation in this research found evidence of a possible additional BE dimension beyond the model proposed by Brakus et al. (2009). This dimension is the social online destination BE, which refers to the users' internal and subjective responses to the destination brand as a result of user interaction with the destination and with other users on the destination platforms. In consequence, future studies have to reconsider this construct, as other authors have recently pointed out (e.g., Andreini, Predilento, Zarantonello, & Solerio, 2018; Jiménez-Barreto, Sthapit, Rubio, & Campo, 2019), due to the evidence that suggests the emergence of more complexity in the brand experience dimensionality during the tourists' online encounters with destinations' brands. Fourth, in terms of destination brand credibility, once its validity and influence on tourists' behavioral intentions have been confirmed in the online context, further research could extend the conceptual model by including brand authenticity as a multidimensional construct (see Beverland & Luxton, 2005; Fritz et al., 2017; Morhart et al., 2015). Fifth, the study is based on data from Spanish participants. Future studies could evaluate the influence of tourists' cultural values (e.g., individualism *vs*. collectivism), making it possible to determine whether cross-cultural differences emerge when experiencing a destination brand through its online platforms (see Hwang & Seo, 2016) and whether the brand is perceived as more or less credible (see Tang, 2017; Zhou et al., 2016). Sixth, while this paper is framed in a pre-visit context, the conceptual model could be evaluated in each phase of the tourist experience (i.e., pre-visit, while visiting the

destination, and post-visit). In addition, future research should propose more complex scenarios to evaluate the whole effect of using two or more destination platforms, as users rarely use only one platform to collect information about a destination. Lastly, as other technological simulacra of the destinations are available to tourists, such as applications using virtual reality devices, further research could in its experimental design use virtual reality devices to provide virtual tours of destinations when analyzing the influence of online destination BE and destination brand credibility on tourists' behavioral intentions toward the destination.

5. REFERENCES

Agapito, D., Mendes. J., & Valle, P. (2013). Exploring the conceptualization of the sensory dimension of tourist experience. *Journal of Destination Marketing & Management*, *2*(2), 62–73.

Andreini, D., Pedeliento, G., Zarantonello, L., & Solerio, C. (2018). A renaissance of brand experience: Advancing the concept through a multi-perspective analysis. *Journal of Business Research*, *91*(October), 123–133.

Ayeh, J. K., Au, N., & Law, R. (2013). Do We Believe in TripAdvisor? Examining Credibility Perceptions and Online Travelers' Attitude toward Using User-Generated Content. *Journal of Travel Research*, *52*(4), 437–452.

Baek, T. H., Kim, J., & Yu, J. H. (2010). The differential roles of brand credibility and brand prestige in consumer brand choice, *Psychology and Marketing*, 27(7), 662–678.

Bagozzi, R. P., Yi, Y., & Phillips, L. W. (1991). Assessing construct validity in organizational research. *Administrative Science Quarterly*, *36*(3), 421–458.

Baloglu, S., & Mangaloglu, M. (2001). Tourism destination images of Turkey, Egypt, Greece, and Italy as perceived by US-based tour operators and travel agents. *Tourism Management*, *22*(1), 1–9.

Barnes, S. J., Mattsson. J., & Sorensen, F. (2014). Destination brand experience and visitor behavior: testing a scale in tourism context. *Annals of Tourism Research*, *48* (September), 121–139.

Baron, R. M., & Kenny, D. A. (1986). The moderator-mediator variable distinction in social psychological research: conceptual, strategic and statistical consideration. *Journal of Personality and Social Psychology*, *51*(6), 1173–1182.

Beckman, E., Kumar, A., & Kim, Y.K. (2013). The impact of brand experience on downtown success. *Journal of Travel Research*, *52*(5), 646–658.

Beverland, M., & Luxton, S. (2005). The projection of authenticity: managing integrated marketing communications through strategic decoupling. *Journal of Advertising*, *34*(4), 103–116.

Bleier, A., Harmeling, C.M., & Palmatier, R.W. (2019). Creating effective online customer experiences. *Journal of Marketing*, *83*(2), 98–119.

Boley, B. B., Jordan, E. J., Kline, C., & Knollenberg, W. (2018). Social return and intent to travel. *Tourism Management*, *64*(February), 119–128.

Boyd, D. M., & Ellison, N. B. (2008). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, *13*, 210–30.

Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand experience: what it is? how is it measured? does it affect loyalty? *Journal of Marketing*, *73*(3), 52–68.

Buhalis, D., & Law, R. (2008). Progress in information technology and tourism management: 20 years on and 10 years after the Internet—The state of eTourism research. *Tourism Management*, *29*(4), 609–623.

Chen, C.-F., & Tsai, D. (2007). How destination image and evaluative factors affect behavioral intentions? *Tourism Management*, *28*(4), 1115–1122.

Chen, H., Papazafeiropoulou, A., Chen, T.-K., Duan, Y., & Liu, H.-W. (2014). Exploring the commercial value of social networks: Enhancing consumers' brand experience through Facebook pages. *Journal of Enterprise Information Management*, *27*(5), 576–598.

Choe, Y., & Fesenmaier, D. (2014). Prior experience and destination advertising response. *Tourism Analysis*, *19*, 351–359.

Choi, J., Ok, C. M., & Choi, S. (2016). Outcomes of destination marketing organization websites navigation: the role of telepresence. *Journal of Travel & Tourism Marketing*, *33*(1), 46–62.

Choi, Y., Hickerson, B., & Kerstetter, D. (2018). Understanding the sources of online travel information. *Journal of Travel Research*, *57*(1), 116–128.

Coulter, R., & Zaltman, G. (2000). *The Power of Metaphor*, in *The Why of Consumption: Contemporary Perspectives on Consumers Motives Goals and Desires*, ed. S. Ratneshwar, David Glen Mick, and Cynthia Huffman, London: Routledge, 259–81.

Cox, C., Burgess, S., Sellitto, C., & Buultjens, J. (2009). The Role of User-Generated Content in Tourists' Travel Planning Behavior. *Journal of Hospitality Marketing & Management*, *18*(8), 743–764.

DMAwest (2017). DMO website and the 3.4% rule. Retrieved from: https://www.dmawest.org/files/7214/9365/7383/Executive_Summary_2016_DMO_ Website_User_Conversion_Study_DMA_West_Foundation.pdf

DMAwest (2019). DMO Social media follower profile conversion study. Retrieved from: https://www.dmawest.org/files/5415/5605/0636/DMA_West_DMO_Social_Media_ Follower_Profile_Conversion_Study_Executive_Summary_04.22.19_Final.pdf

Dwivedi, A., Johnson, L. W., Wilkie, D. Ch., & Araujo-Gil, L. (2019). Consumer emotional brand attachment with social media brands and social media brand equity. *European Journal of Marketing*, *53*(6), 1176–1204.

Dwivedi, A., Nayeem, T., & Murshed, F. (2018). Brand experience and consumers' willingness-to-pay (WTP) a price premium: Mediating role of brand credibility and perceived uniqueness. *Journal of Retailing and Consumer Services*, *44,* 100–107.

Erdem, T., & Swait, J. (2004). Brand credibility, brand consideration, and choice. *Journal of Consumer Research*, *31*(1), 191–198.

European Travel Commission and World Tourism Organization (2014). Handbook on E-marketing for Tourism Destination – Fully revised and extended version 3.0, UNWTO, Madrid.

Featherman, M. S., Miyazaki, A. D., & Sprott, D. E. (2010). Reducing online privacy risk to facilitate e-service adoption: the influence of perceived ease of use and corporate credibility. *Journal of Services Marketing*, *24*(3), 219–229.

Fornell, C., & Larcker, D. F. (1981). Evaluating structural models with unobservable variables and measurement error. *Journal of Marketing Research*, *18*(1), 39–50.

Fritz, K., Schoenmueller, V., & Bruhn, M. (2017). Authenticity in branding – exploring antecedents and consequences of brand authenticity. *European Journal of Marketing*, *51*(2), 324–348.

Goldstein, E.B. (2010). *Sensations and perceptions*. (8 ed.). USA: Wadsworth.

Hair, J. F., Sarstedt, M., Ringle, C. M. & Gudergan, S. P. (2018). *Advanced Issues in Partial Least Squares Structural Equation Modeling*. Thousand Oaks, CA: SAGE

Hair, J., Anderson, R. E., Tatham, R. L., & Black, W. C. (1998): *Multivariate Data Analysis.* New Jersey: Prentice-Hall.

Hair, J., Hult, T., Ringle, C., & Sarstedt, M. (2017). *A primer on partial least squares structural equation modeling (PLS-SEM)*. Thousand Oaks, CA: SAGE.

Harper, D. (2002). Talking about pictures: A case for photo elicitation. *Visual Studies*, *17*, 13–26.

Hays, S., Page, S. J., & Buhalis, D. (2013). Social media as a destination marketing tool: its use by national tourism organisations. *Current Issues in Tourism*, *16*(3), 211–239.

Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of Academic Marketing Science*, *43*(1), 115–135.

Henseler, J., Ringle, C. M., & Sarstedt, M. (2016). Testing Measurement Invariance of Composites Using Partial Least Squares. *International Marketing Review*, *33*(3), 405–431.

Henseler, J., Ringle, C. M., & Sinkovics, R. R. (2009). *The use of partial least squares path modeling in international marketing*. In *New challenges to international marketing* (277–319). Bingley, UK: Emerald Group Publishing Limited.

Hsieh, H. F., & Shannon, S. E. (2005). Three approaches to qualitative content analysis. *Qualitative Health Research*, *15*(9), 1277–1288.

Hudson, S., & Ritchie, J. R. B. (2009). Branding a memorable destination experience. The case of 'Brand Canada.' *International Journal of Tourism Research*, *11*(2), 217–228.

Huertas, A., & Marine-Roig, E. (2016). User reactions to destination brand contents in social media. *Information Technology & Tourism*, *15*(4), 291–315.

Hwang, J., & Seo, S. (2016). A critical review of research on customer experience management: Theoretical, methodological and cultural perspectives. *International Journal of Contemporary Hospitality Management*, *28*(10), 2218–2246.

IAB (2017). Estudios anuales redes sociales 2017. Retrieved from: https://iabspain.es/wp-content/uploads/iab_estudioredessociales_2017_vreducida.pdf

Jacobsen, J. K. S., & Munar, A. M. (2012). Tourist information search and destination choice in a digital age. *Tourism Management Perspectives*, *1*(January), 39–47.

Jiménez-Barreto, J., Rubio, N., & Campo-Martínez, S. (2019) The online destination brand experience: Development of a sensorial–cognitive–conative model. *International Journal of Tourism Research, 21*(2), 245–258.

Jiménez-Barreto, J., Sthapit, E., Rubio, N., & Campo, S. (2019). Exploring the dimensions of online destination brand experience: Spanish and North American tourists' perspectives. *Tourism Management Perspectives*, *31*(July), 348–360.

Kannan, P. K., Reinartz, W., & Verhoef, P. C. (2016). The path to purchase and attribution modeling: Introduction to special section. *International Journal of Research in Marketing*, *33*(3), 449–456.

Kruger, M., Saayman, M., & Ellis, S. M. (2010). Does loyalty pay? First-time versus repeat visitors at a national arts festival. *Southern African Business Review*, *14*(1), 79–104.

Kumar, V., & Kaushik, A. K. (2018). Destination brand experience and visitor behavior: the mediating role of destination brand identification. *Journal of Travel & Tourism Marketing*, *35*(5), 649–663.

Law, R., Leung, D., Au, N., & Lee, H. (2013). Progress and Development of Information Technology in the Hospitality Industry: Evidence from Cornell Hospitality Quarterly. *Cornell Hospitality Quarterly*, *54*(1), 10–24.

Lee, S., & Jeong, M. (2014). Enhancing online brand experiences: An application of congruity theory. *International Journal of Hospitality Management*, *40*(July), 49–58.

Lee, W., & Gretzel, U. (2012). Designing persuasive destination websites: a mental imagery processing perspective. *Tourism Management*, *33*(5), 1270–1280.

Lee, W., Gretzel, U., & Law, R. (2010). Quasi-trial experiences through sensory information on destination websites. *Journal of Travel Research*, *49*(3), 310–322.

Leung, D., Law, R., van Hoof, H., & Buhalis, D. (2013). Social media in tourism and hospitality: A literature review. *Journal of Travel & Tourism Marketing*, *30*(1–2): 3–22.

Li, R., & Suh, A. (2015). Factors Influencing Information Credibility on Social Media Platforms: Evidence from Facebook Pages. *Procedia Computer Science*, *72*, 314–328.

Loureiro, S. M. C. (2015). The role of website quality on PAD, attitude and intentions to visit and recommend island destination. *International Journal of Tourism Research*, *17*(6), 545–554.

Manfredo, M., & Bright, A. (1991). A model for assessing the effects of communication on recreationist. *Journal of Leisure Research*, *23*(1), 1–20.

Menachemi, N. (2011). Assessing response bias in a web survey at a university faculty. *Evaluation & Research in Education*, *24*(1), 5–15.

Molinillo, S., Liébana-Cabanillas, F., Anaya-Sánchez, R., & Buhalis, D. (2018). DMO online platforms: Image and intention to visit. *Tourism Management*, *65*(April), 116–130.

Morgan-Thomas, A., & Veloutsou, C. (2013). Beyond technology acceptance: brand relationships and online brand experience. *Journal of Business Research*, *66*(1), 21–27.

Morhart, F., Malär, L., Guèvremont, A., Girardin, F., & Grohmann, B. (2015). Brand authenticity: An integrative framework and measurement scale. *Journal of Consumer Psychology*, *25*(2), 200–218.

Neuhofer, B., Buhalis, D., & Ladkin, A. (2014). A typology of technology-enhanced tourism experience. *International Journal of Tourism Research*, *16*(4), 340–350.

Nunnally, J. C. (1978). *Psychometric Theory* (2nd ed.). New York: McGraw-Hill.

Perez-Vega, R., Taheri, B., Farrington, T., & O'Gorman, K. (2018). On being attractive, social and visually appealing in social media: The effects of anthropomorphic tourism brands on Facebook fan pages. *Tourism Management*, *66*(June), 339–347.

Petty, R. E., & Cacioppo, J.T. (1981) *Attitudes and persuasion: Classic and contemporary approaches*. Dubuque, IA: William C. Brown.

Petty, R. E., Cacioppo, J. T., & Schumann, D. (1983). Central and peripheral routes to advertising effectiveness: The moderating role of involvement. *Journal of Consumer Research*, *10*(2), 135–146.

Pike, S., & Bianchi, C. (2013). Destination brand equity for Australia: Testing a model CBBE in short-haul and long-haul markets. *Journal of Hospitality & Tourism Research*, *23*(June), 114–134.

Podsakoff, P. M., MacKenzie, S. B., Lee, J.-Y., & Podsakoff, N. P. (2003). Common method biases in behavioral research: A critical review of the literature and recommended remedies. *Journal of Applied Psychology*, *88*(5), 879–903.

Rajaobelina, L. (2018). The impact of customer experience on relationship quality with travel agencies in a multichannel environment. *Journal of Travel Research*, *57*(2), 206–217.

Reinartz, W. J., Haenlein, M., & Henseler, J. (2009). An Empirical Comparison of the Efficacy of Covariance-Based and Variance-Based SEM. *International Journal of Research in Marketing*, *26*(4), 332–344.

Seabra, C., Abrantes, J. L., & Lages, L. F. (2007). The impact of using non-media information sources on the future use of mass media information sources: The mediating role of expectations fulfillment. *Tourism Management*, *28*(6), 1541–1554.

Segittur. (2014). Impacto de la innovación y las nuevas tecnologías en los hábitos del nuevo turista en España. http://www.segittur.es/opencms/export/sites/segitur/.

content/galerias/descargas/documentos/_Impacto-de-la-Innovacin-y-lasnuevas-tecnologas-en-los-hbitos-del-tu-.pdf (Accessed 21 October 2018).

Smith, S. (2013). Conceptualising and Evaluating Experiences with Brands on Facebook. *International Journal of Market Research*, *55*(3), 357–374.

Sweeney, J., & Swait, J. (2008). The Effects of Brand Credibility on Customer Loyalty. *Journal of Retailing and Consumer Services*, *15*(8), 179–193.

Tang, L. (2017). Mine your customers or mine your business: the moderating role of culture in online word-of-mouth reviews. *Journal of International Marketing*, *25*(2), 88–110.

UNWTO. (2017). Spain: Country-specific: Outbound tourism 1995–2017. https://www.e-unwto.org/doi/suppl/10.5555/unwtotfb0724250119952017201809 (Accessed 15 September 2018)

Usakli, A., & Kucukergin, K. G. (2018). Using partial least squares structural equation modeling in hospitality and tourism: Do researchers follow practical guidelines? *International Journal of Contemporary Hospitality Management*, *30*(11), 3462–3512.

Veasna, S., Wu, W.-Y., & Huang, C.-H. (2013). The impact of destination source credibility on destination satisfaction: The mediating effects of destination attachment and destination image. *Tourism Management*, *36*(June), 511–526.

Vogt, C.A., Stewart, S. L., & Fesenmaier, D. R. (1998). Communication strategies to reach first-time visitors. *Journal of Travel & Tourism Marketing*, *7*(2), 69–89.

World Economic Forum (2016). Aviation, travel and tourism: More disruption ahead for a digital trailblazer: http://reports.weforum.org/digital-transformation/aviation-travel-and-tourism-more-disruption-ahead-for-a-digital-trailblazer/ (Accessed 02 August 2019)

Zhang, H., Gordon, S., Buhalis, D., & Ding, X. (2018). Experience Value Cocreation on Destination Online Platforms. *Journal of Travel Research*, *57*(8), 1093–1107.

Zhou, T., Lu, Y., & Wang, B. (2016). Examining online consumers' initial trust building from an elaboration likelihood model perspective. *Information Systems Frontiers*, *18*(2), 265–275.

Table 1

Table 1. Sample of quotes representing online searches for destination information

Theme	Sample of participant's quotes
Use of destination platforms in searching online for information about the destination	"…travel forums give me subjective information, [and] the destination website gives me objective information" [P14]; "To start, I will do a Google search and, based on the results, I am going to consult official web pages to get a general idea and then blogs of people who have visited the destination" [P16].

Note. "P" refers to the participant number.

Table 2

Table 2. Sample of quotes representing the PODBC while using destination platforms

Platform	Participants' quotes	Conceptual coding
Website	"…on the official website, the information is more truthful, and it offers real data" [P22].	
Facebook	"…the destination's Facebook [page] allows a sincerer connection and the possibility of sharing information of all sorts" [P1].	
Instagram	"…the destination's Instagram credibility is based on the comments visitors post" [P18].	-PODBC *[truthful; real; reliable; true; professionals; accurate; official;*
Twitter	"…since the Twitter account is linked to an official channel, I believe it's just as credible as the rest. I do not have any reason to consider that the information posted is more or less credible" [P27].	*safety; to trust; mature; credible; sincere; credibility; closeness]* (Cohen's Kappa = 0.92; p < 0.001)
YouTube	"…it seems that YouTube collects testimonials of locals, which makes it more credible and at the same time makes one feel closer to the destination" [P15].	

Notes. PODBC: Perceived Online Destination Brand Credibility.

Cohen's Kappa was used to establish the inter-rater agreement.

Table 3

Table 3. Sample of quotes representing the online destination brand experience while using destination platforms

Platform	Participants' quotes	Conceptual coding
Website	"…because, even though the website is professional, it also includes a touch of humor" [P4]; "…the site seems dynamic, with interesting images, offering necessary information for the tourist" [P22].	-Sensory experience: *[visual; images; lights; photos]* -Behavioral experience: *[dynamic; freedom, adventure; flexibility]* -Affective experience: *[humor; fun; personal]* -Intellectual experience: *[interesting; secrets; explore; biased]* (Cohen's Kappa = 0.87; p < 0.001)
Facebook	"…I believe it offers the possibility to easily share and comment. It offers greater interactivity since I am in direct contact with other users" [P10].	-Behavioral experience: *[interactive*, open, direct, share*]* (Cohen's Kappa = 1.00; p < 0.001)
Instagram	"…Instagram is a different way of obtaining information from a destination; it's the most educational and sensorial" [P2].	-Sensory experience: *[sensorial; visual; eye-catching]* -Intellectual experience: *[interesting; educational]* (Cohen's Kappa = 0.80; p < 0.001)
Twitter	"…at a use level, Twitter is less complicated than Facebook and the official website. The information seems more digestible and visually attractive" [P27].	-Sensory experience: *[visually; multimedia, brief; digestible]* (Cohen's Kappa = 1.00, p < 0.001).
YouTube	"…YouTube videos have sounds over the scenes. Therefore, its attractiveness is higher" [P15].	-Sensory experience: *[looks; scenes, videos]* -Affective experience: *[fun; personal]* -Intellectual experience: *[authentic; interesting]* -Behavioral experience: [*movement; dynamic]* (Cohen's Kappa = 0.88, p < 0.001)

Notes. Cohen's Kappa was used to establish the inter-rater agreement.

*Terms with a high potential to describe a future theoretical dimension of the online destination brand experience referred to the social brand experience on online platforms.

Table 4

Table 4. Sample profile study 2

Category	Subcategory	%
Gender	Male	42.6%
	Female	57.4%
Age	18–24	57.9%
	25–30	21.8%
	31–45	12.5%
	46–56	7.8%
Education	University or currently enrolled in a university	86.5%
		13.5%
	Non-university	
Have visited the destination (Paris) before	Yes	54.3%
	No	45.7%
Official destination platform used prior to this study	Website	58.2%
	Facebook	21.4%
	Instagram	31.4%
	Twitter	12.5%
	YouTube	47.5%
Social media use (frequency)	Intense (e.g., several times a day)	31.2%
	Moderate (e.g., about once a day)	22.8%
	Occasional (e.g., a few times a week or fewer)	46.0%

Note. $N = 307$.

Table 5

Table 5. Discriminant validity: Fornell and Larcker's criterion (below the main diagonal) and the Heterotrait-Monotrait (HTMT) (above the diagonal)

Constructs	1	2	3	4	5	6
1. Sensory ODBE	**0.890**	0.647	0.646	0.617	0.521	0.507
2. Behavioral ODBE	0.764	**0.861**	0.677	0.620	0.614	0.539
3. Intellectual ODBE	0.743	0.796	**0.894**	0.669	0.618	0.596
4. Affective ODBE	0.721	0.745	0.780	**0.873**	0.612	0.603
5. PODBC	0.596	0.721	0.705	0.710	**0.818**	0.687
6. Behavioral intentions	0.563	0.616	0.665	0.684	0.757	**0.843**

Notes. ODBE: Online destination brand experience; PODBC: Perceived online destination brand credibility.

The main diagonal in bold represents the square root of the AVE.

Table 6

Table 6. PLS-MICOM analysis

Groups	Constructs	Configural invariance (Same algorithms for groups)	Compositional invariance (Correlation = 1)		PME	Equal mean value		Equal variance		FME
			C = 1	CIs		Df	CIs	Df	CIs	
HV vs. HNV	ODBE	Yes	1.000	[0.999, 1.000]	Yes	0.027	[-0.185, 0.190]	0.045	[-0.228, 0.230]	Yes
	PODBC	Yes	0.999	[0.993, 1.000]	Yes	-0.041	[-0.187, 0.180]	0.195	[-0.279, 0.310]	Yes
	BI	Yes	1.000	[0.998, 1.000]	Yes	-0.046	[-0.194, 0.183]	0.099	[-0.269, 0.275]	Yes

Notes. HV: Have visited the destination before; HNV: Have not visited the destination; ODBE: Online destination brand experience; PODBC: Perceived online destination brand credibility; BI: Behavioral intention; PME: Partial measurement invariance; FME: Full measurement invariance; Df: Differences; CIS: Confident intervals.

Table 7

Table 7. Multigroup results

Relationships	Comparative with significant values	First group coefficients	Second group coefficients	Difference |coefficients|	*p-value*
ODBE → BI	HV vs. HNV	0.245	0.466	0.221	**0.974***
PODBC → BI	HV vs. HNV	0.539	0.343	0.196	**0.049***

Notes. ODBE: Online Destination Brand experience; PODBC: Perceived online destination brand credibility; BI: Behavioral intentions; HV: Have visited the destination; HNV: Have not visited the destination.
*Significant differences when probable values are p ≤ 0.05 (greater in the first group), or p ≥ 0.95 (greater in the second group) (Henseler et al., 2009).

Table 8

Table 8. Strategic implications, depending on the destination platform

Platform	Strategic implications
Website	This is the most significant platform for evoking a positive online destination BE, especially in the intellectual experience area (Figure 2). According to the qualitative study, a website's effects on intellectual online destination BE result from greater flexibility compared to other platforms in terms of categorizing the content and navigating it to follow the destination's attractions. The brand's website is also perceived as the platform on which the destination brand appears more credible in comparison with social media platforms (Figure 2).
Facebook	This social media platform is appreciated for its sensory and affective experiences through multimedia content (Figure 2). The possibility of incorporating a high volume of content, such as images, texts, videos, games, and live videos, allows more creative communication regarding destinations than do other platforms. However, Facebook was identified in the qualitative study as being susceptible to the dissemination of fake content, which indicates the need for strict control by destination managers on what users communicate about the destination.
Instagram	This social application is mainly highlighted for offering balanced online destination BE compared with other social media platforms at the sensory, affective, and intellectual levels (Figure 2). Regarding the level of credibility, the qualitative findings prove that Instagram is favorably perceived compared to Facebook or Twitter, fundamentally because users still do not associate Instagram with content and profiles that seem fraudulent.
Twitter	In an assessment of online destination BEs, Twitter offers a balanced online sensorial, behavioral, and intellectual experience (Figure 2). In the PODBC means assessments (Figure 2), Twitter is the second most credible social media platform. However, the qualitative study adds that Twitter is associated with problematic aspects regarding a large number of fake profiles and fake information. In conclusion, indications are that destination brand promotion on Twitter requires greater control by managers compared to other platforms.
YouTube	The main attractiveness of this platform is its affective online destination BE (Figure 2). An explanation of this assessment is obtained through the qualitative study, in which participants indicate that YouTube is an emotional way to discover a destination. Concerning the PODBC, this platform shows no difference from the rest of the analyzed social media. However, managers should consider that both user experience and credibility optimization on YouTube are established mainly by direct contact with videos. In this regard, the design, video quality, and capacity for collecting videos of tourists will determine the online destination BEs and users' perceptions of destination brand credibility.

Figure 1. Research model
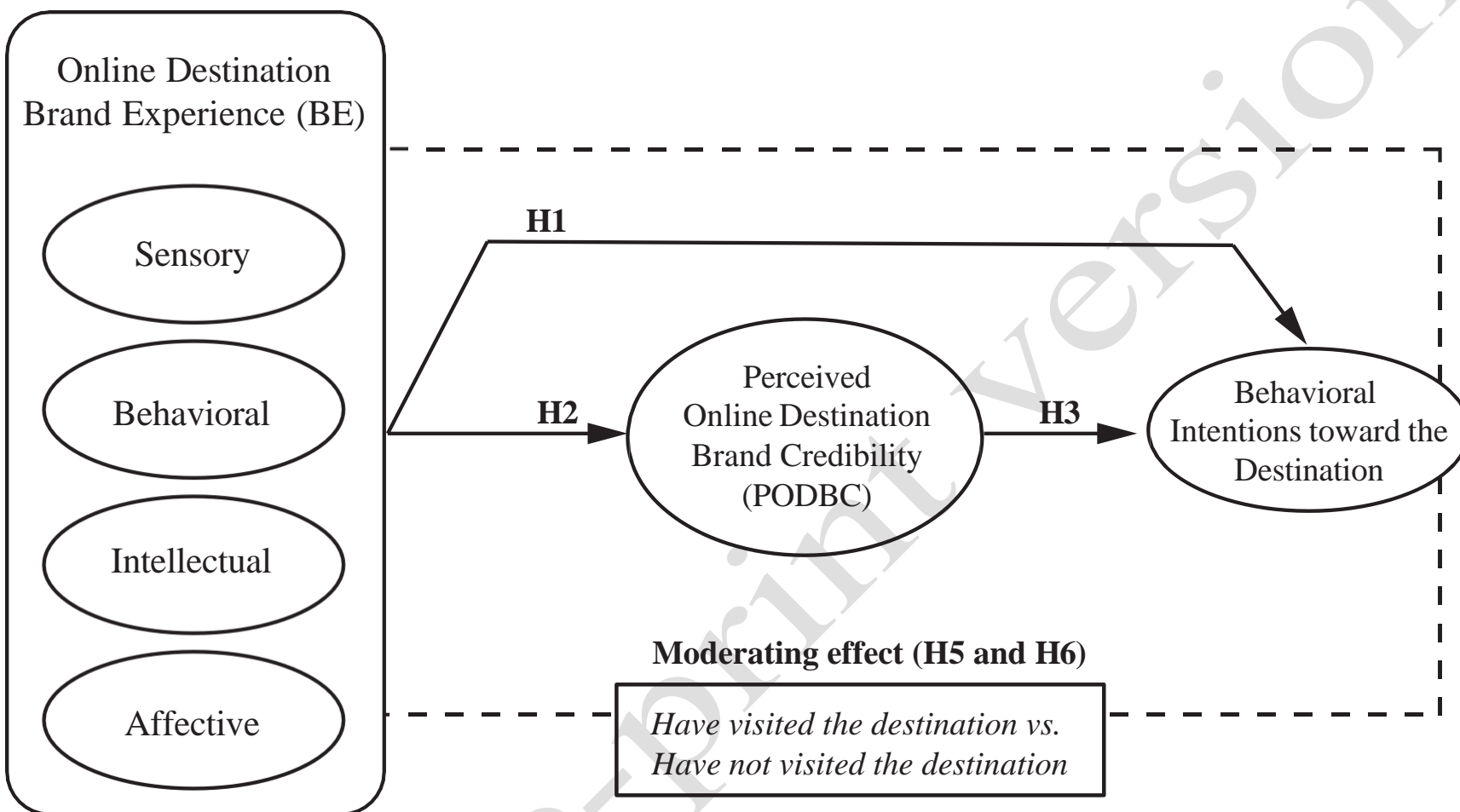
Notes.

H4. Represents indirect effects derived from the mediator role of the PODBC between the online destination brand experience and behavioral intentions.

H7. Significant differences between indirect effects derived from the mediator role of the PODBC for both users (those users that have

visited the destination vs. those that have not visited the destination).

Figure 2. Analysis of means

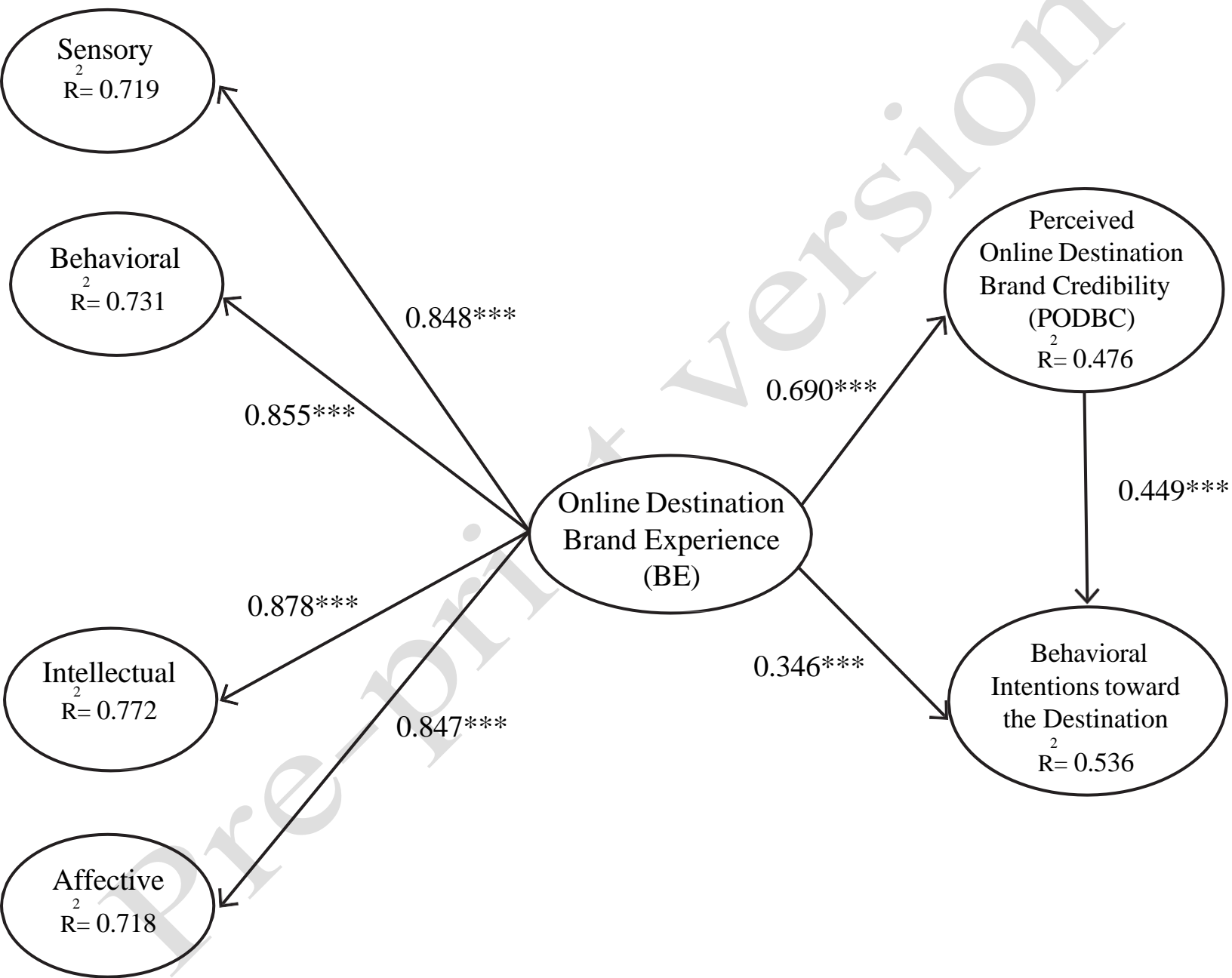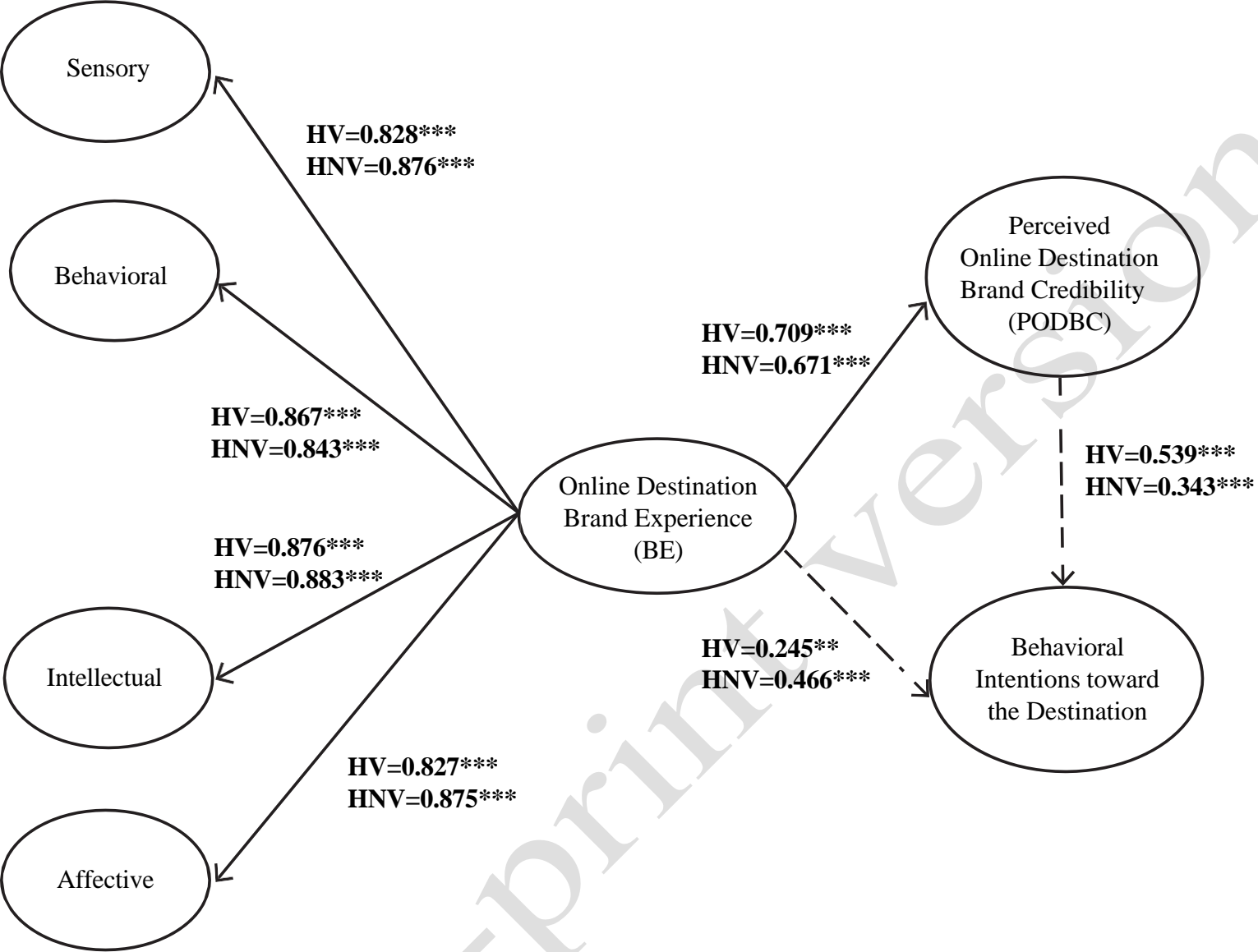**Figure 3. Structural model**
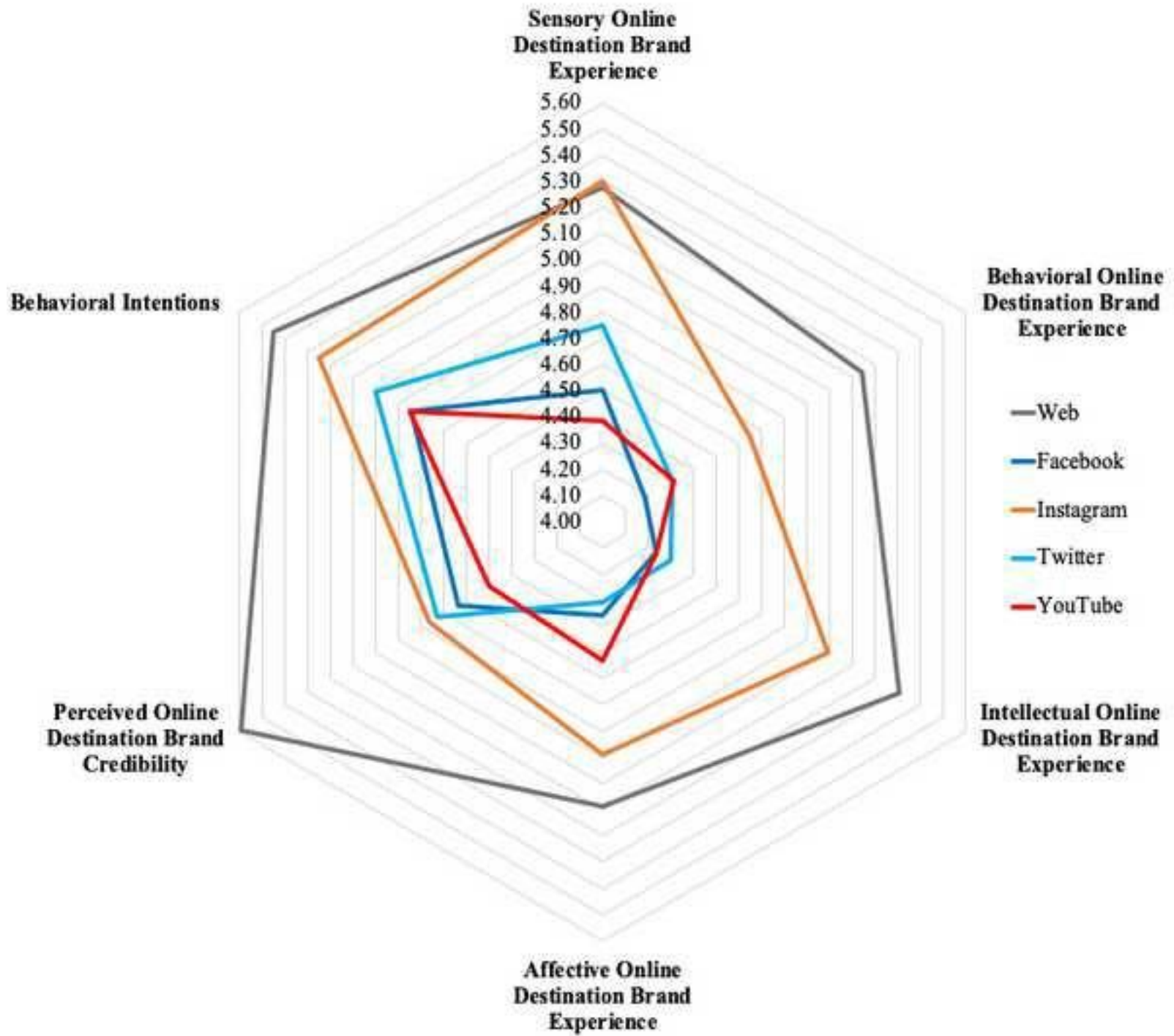
Figure 3. Structural model

Notes.

***p < 0.01.

Acceptable model fit (standardized root mean square residual, SRMR = 0.068), which is lower than the conservative threshold of 0.08 (Hair et al., 2017).

Figure 4. Multigroup model

Notes.

HV: Have visited the destination; n=166.

HNV: Have not visited the destination; n=141.

***p < 0.01

**p < 0.05

HV= Acceptable model fit (SRMR = 0.07), lower than the conservative threshold of 0.08 (Hair et al. 2017).

HNV=Acceptable model fit (SRMR = 0.08), equals the conservative threshold of 0.08.