Research Article

The Impact of Brand Value Factors on Online Booking Intention of Domestic Tourists in Nha Trang City, Vietnam

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Abstract

The study clarifies the relationship between brand value and domestic tourists' online booking behavior. There were 450 surveys sent out and 412 surveys were collected. During the data entry and data cleaning process, there were 22 invalid answer sheets. As a result, 390 surveys met the requirements to be used for data analysis. Convenience sampling was used to gather data from 390 visitors who stayed at 15 1 to 2 star accommodations in the city of Nha Trang, Khanh Hoa province, Vietnam. SPSS 22.0 is used to analyze to find the optimal research model and determine the level of impact between the variables in the model. The researcher conducted Cronbach's alpha reliability analysis and EFA exploratory factor analysis to measure and test the convergence of variables. Besides, the researcher conducted regression analysis to test research hypotheses and research models. Finally, there is the T-test and Anova test. The research's results show that brand awareness, brand image, perceived quality and brand loyalty have, from high to low, impacts on the online booking intention of domestic tourists. In particular, brand awareness has the most positive impact on the online booking intention of domestic tourists, especially after the Covid-19 pandemic. The results contribute to help hotels better understand the components that impact online booking intentions of domestic tourists in Nha Trang through tourists' perception and behaviors when booking online. Simultaneously, the research propose managerial implications and solutions to improve business efficiency of accommodation establishments.

Keywords

Brand Value, Online Booking Intention, Domestic Tourists

1. Introduction

The tourist sector is expected to develop significantly in 2023, with many accommodations reporting high room occupancy rates. Nha Trang city has blue beaches and many large and small islands. Benefiting from its prime location in the heart of the tourism industry, Nha Trang city is home to numerous hotels offering a range of accommodations from basic to luxury, as well as leisure and wellness options that appeal to travelers. According to statistics from the Department of Tourism of Khanh Hoa province - Nha Trang city, in 2022, there are a total of 29 tourist accommodation establishments recognized from 1 to 2 stars in the area [1]. In the context of increasingly fierce competition in the tourism market, businesses in general and 1- to 2-star hotels in particular always focus on finding a solid foothold in the minds of tourists.

After the COVID-19 pandemic, the travel demand of domestic tourists is increasing because people have spent a long time being restricted from traveling. Hotels, particularly those

catering to domestic tourists who book through online applications, have concentrated on investing in facilities and customer service systems in order to boost competitiveness and improve tourist satisfaction. The research has the goal of building a research model and determining the level of impact between variables in the model. On that basis, the study provides recommendations for managers with the aim of improving the business efficiency of accommodation establishments.

2. Literature Review and Hypotheses Development

Traditionally, a brand has been defined as "a name closely associated with one or more items in the product chain, used to identify the origin and characteristics of those items" [2]. Another opinion is that "a brand is a sign that has the function of revealing the qualities of the product that are hidden inside and inaccessible" [3]. In short, a brand has a simple and clear function that is identifiable. However, the significance of the brand does not stop there as market conditions have changed. Administrators have begun to realize that the main asset of a business is the brand [3]. Therefore, building a strong brand is considered a capital investment and a brand is a type of intangible fixed asset [4]. Brand is a guarantee of quality, origin and results, so they increase tourists' perceived value and reduce risk and complexity in purchasing decisions.

However, in a materialistic society, individuals seek to give their consumption a meaning. Strong brands are the only ones that can elevate a product's value, tell a tale about the customer, or elevate the buyer's consumption to the level of immaterial values, giving it a meaning [3]. Therefore, a brand is a perceptual entity, rooted in reality but reflecting the feelings and perhaps even the customer's own style [2]. Thus, a brand has many meanings and is not only a physical product but also a unique asset of a specific owner [5]. The brand has grown to encompass the product it is attached to.

The concept of "brand value" has attracted the attention of researchers around the world. Because of this concern, there are many different views and assessments of brand value. It can be divided into two main groups of perspectives: investment or financial perspective and customer perspective.

Evaluating a brand from an investment or financial perspective contributes to the assessment of a company's assets, but it does not help managers much in taking advantage of and developing the value of the brand. Evaluating brand value from the customer's perspective will help administrators recognize the root of the problem in a more effective way. Therefore, this study focuses on the customer-based perspective of evaluating brand value.

Below are some popular brand value models to consider and find the right model for this study.

Brand value model from the perspective of D. Aaker (1991): According to David Aaker (1991), brand value is a set of intangible assets associated with the name and symbol of a brand, and includes 4 components: (1) Brand awareness; (2) Brand loyalty; (3) Perceived quality; (4) Brand associations [6].

Brand value model of Lassar et al. (1995): Lassar et al. propose 5 components of brand value including: (1) Perceived quality; (2) Brand image; (3) Customer impressions; (4) Brand trust; (5) Perceived value. [7].

Brand value model of Kim et al. (2003): Kim et al. (2003) proposed that brand value be measured by four components: (1) Brand awareness; (2) Perceived quality; (3) Brand loyalty; (4) Brand image. [5].

Research by Nguyen Dinh Tho and Nguyen Thi Mai Trang (2008): Nguyen Dinh Tho and Nguyen Thi Mai Trang based on D. Aaker's model of brand value components to propose a brand value model that includes 4 components: (1) Brand awareness; (2) Brand desire; (3) Perceived quality; (4) Brand loyalty. [8].

Research by Ngo Thi Ngoc Diep (2013): The research quantifies the impact of brand value components on tourists as well as quantifies the relationship between those components. The research model includes: (1) Perceived quality; (2) Brand recognition; (3) Brand association; (4) Brand loyalty. [9].

Research by Nguyen Thanh Trung (2014): The project identifies the factors of perceived quality, tangibility and assurance that have a significant and positive impact on brand loyalty. In addition, assurance have a relatively significant influence on brand loyalty compared to tangibility. [10].

Research by Bui Trong Tien Bao (2018): The research of determines brand value includung 4 components: Brand image, Brand awareness, Perceived quality, Brand loyalty which has an impact on online booking intention of domestic tourists. [11].

Through research results, there are three brand value components that are measured and analyzed the most: brand awareness, perceived quality and brand loyalty. According to the author, brand value including 4 main components: (1) Brand awareness, (2) Brand image, (3) Perceived quality, (4) Brand loyalty is complete and more detailed than previous research models.
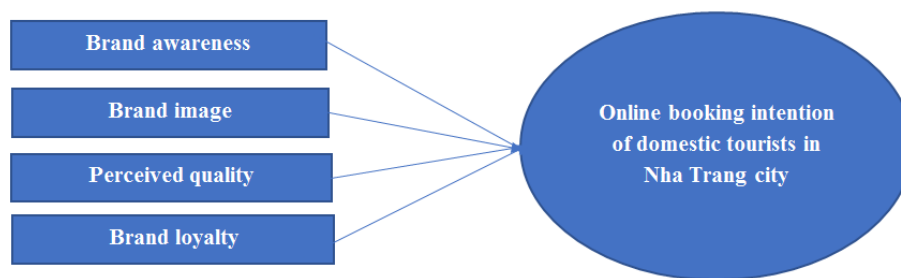
Figure 1. Proposed research model. (Source: Author, 2024)

Table 1. Research model.

Content	Source
Brand awareness	Aaker, 1991; Kim et al., 2003; Nguyen Dinh Tho and Nguyen Thi Mai Trang, 2008; Ngo Thi Ngoc Diep, 2013; Bui Trong Tien Bao, 2018.
Brand image	Kim et al., 2003; Lassar et al., 1995; Bui Trong Tien Bao, 2018.
Perceived quality	Aaker, 1991; Kim et al., 2003; Nguyen Dinh Tho and Nguyen Thi Mai Trang, 2008; Nguyen Thanh Trung, 2014; Lassar et al., 1995; Nguyen Thanh Trung, 2014; Bui Trong Tien Bao, 2018.
Brand loyalty	Aaker, 1991; Kim et al., 2003; Nguyen Dinh Tho and Nguyen Thi Mai Trang, 2008; Ngo Thi Ngoc Diep, 2013; Nguyen Thanh Trung, 2014; Bui Trong Tien Bao, 2018.

(Source: Author's compilation, 2024)

Research hypothesis:

H1. Brand awareness (NB) has a positive impact on online booking intention (YD) of domestic tourists in Nha Trang city.

H2. Brand image (HA) has a positive impact on online booking intention (YD) of domestic tourists in Nha Trang city.

H3. Perceived quality (CL) has a positive impact on online booking intention (YD) of domestic tourists in Nha Trang city.

H4. Brand loyalty (TT) has a positive impact on online booking intention (YD) of domestic tourists in Nha Trang city.

3. Methodology

3.1. Qualitative Research

Conducted using group discussion technique with the participation of 20 experts and tourists who regularly use the services of 1 to 2 star hotels in Nha Trang city to collect information, adjust and supplement the scale.

A 5-point Likert scale is used for all observed variables in the component: 1. Completely disagree; 2. Disagree; 3. Normal; 4. Agree; 5. Completely agree.

Finally, the researcher built an official scale and conducted a survey with 390 tourists. The results of the qualitative survey were used to test the hypothesis of the impact of the following factors: perceived quality, brand image, brand loyalty, and brand awareness on online booking intention of domestic tourists in Nha Trang city.

3.2. Quantitative Research

The survey subjects were domestic tourists who had booked online at 1 to 2 star hotels in Nha Trang.

Conducted using a survey questionnaire, the sample was selected using the convenience sampling method. Each question is measured on a 5-point Likert scale.

The survey was conducted from November 2023 to January 2024.

There were 450 surveys sent out and 412 surveys were collected. During the data entry and data cleaning process, there were 22 invalid answer sheets. The answer sheets were eliminated because the respondents did not provide complete information or chose the same type of option.

As a result, 390 surveys met the requirements to be used for data analysis. The researcher conducted Cronbach's alpha reliability analysis and EFA exploratory factor analysis to measure and test the convergence of variables. Besides, the researcher conducted regression analysis to test research hypotheses and research models. Finally, there is the T-test and Anova test.

4. Research Results and Discussion

According to statistics, domestic tourists staying at 1- to 2-star establishments in Khanh Hoa province and Nha Trang city have the characteristics of gender, age, education level,

and income level. Entry and length of stay are as follows:

Table 2. Summary table of descriptive statistics.

Variable name		Frequency	Percent	Cumulative percentage
Sex				
	Male	159	40.8	40.8
Value	Female	231	59.2	100.0
	Total	390	100.0	
Age				
	From 18 to under 25	123	31.5	31.5
	From 25 to under 45	102	26.2	57.7
Value	From 45 to under 60	91	23.3	81.0
	Over 60	74	19.0	100.0
	Total	390	100.0	
Academic level				
	High school	68	17.4	17.4
	College	94	24.1	41.5
Value	Post university	181	46.4	87.9
	Other (specify)	47	12.1	100.0
	Total	390	100.0	
Income				
	Under 5 million	108	27.7	27.7
	From 5 - under 15 million	113	29.0	56.7
Value	From 15 - under 30 million	94	24.1	80.8
	Over 30 million	75	19.2	100.0
	Total	390	100.0	
Length of stay				
	Over 1 week	94	24.1	24.1
	From 5 - 7 days	87	22.3	46.4
Value	From 3 - 5 days	105	26.9	73.3
	From 2 - 3 days	104	26.7	100.0
	Total	390	100.0	

(Source: Processed from SPSS 22.0, 2024)

It can be seen that the survey subjects are diverse, this ensures that the research is objective and reflects reality.

4.1. Cronbach's Alpha Test

Table 3. Cronbach's Alpha test.

Observed variables	Variable name	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Brand awareness Cronbach's alpha = 0.945					
NB1	I can remember and recognize the name of the hotel easily on the online application	11.21	6,242	0.949	0.901
NB2	I can remember and recognize the hotel logo easily on the online application	11.26	6,245	0.940	0.904
NB3	I can easily remember and recognize the hotel's architectural style on the online application	11.24	6,196	0.929	0.908
NB4	When mentioning hotels on online applications, I can easily imagine it	11.24	7,746	0.666	0.984
Brand image Cronbach's alpha = 0.993					
HA1	Hotel rooms are fully described on the online application	7.44	3,646	0.976	0.994
HA2	Hotel rooms on the online application have good images	7.49	3,567	0.988	0.986
HA3	The hotel's rooms are rated well on online applications	7.49	3,572	0.988	0.986
Perceived quality Cronbach's alpha = 0.922					
CL1	The quality of hotel rooms is different from other places I've been to	7.23	3,578	0.994	0.988
CL2	The hotel is willing to listen to my contributions about brand perception	7.23	3,582	0.993	0.989
CL3	The quality of booking through the direct application is good	7.27	3,598	0.978	0.999
Brand loyalty Cronbach's alpha = 0.986					
TT1	The hotel booking application is the first choice if traveling to Nha Trang	7.34	3,619	0.985	0.968
TT2	I will not use other methods to book hotel rooms	7.33	3,568	0.960	0.986
TT3	I am a loyal customer of the hotel	7.29	3,733	0.964	0.983
Online booking intention Cronbach's alpha = 0.845					
YD1	I will recommend this utility to my friends	7.54	2,290	0.706	0.790
YD2	I will continue to use this utility in the future	7.71	2.152	0.738	0.759
YD3	I am ready to use it the next time I have the opportunity to come to Nha Trang	7.69	2,216	0.692	0.804

(Source: Processed from SPSS 22.0, 2024)

Through the summary table above, it can be seen that all indexes have Cronbach's alpha values greater than 0.6 and the var-

iables have total variable correlation greater than 0.3.

4.2. EFA Testing

For independent variable: KMO coefficient (Kaiser-Meyer-Olkin is 0.812 (in the range $0.5 \leq KMO \leq 1$), sig is 0.000 (less than 0.05), Eigenvalue is 1.340 (greater than 1), total extracted variance is 95.771% (greater than 50%), factor loading is 0.5. We have a rotated matrix table as follows:

Table 4. Rotation matrix table.

Rotated Component Matrix a				
	Component			
	1	2	3	4
NB3	0.934			
NB2	0.932			
NB1	0.922			
NB4	0.512			
HA3		0.935		
HA2		0.934		
HA1		0.918		
CL1			0.942	
CL2			0.941	
CL3			0.941	
TT1				0.961
TT2				0.950
TT3				0.950

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

(Source: Processed from SPSS 22.0, 2024)

For the dependent variable: KMO (Kaiser-Meyer-Olkin) coefficient is 0.726 (in the range $0.5 \leq KMO \leq 1$), sig is 0.000 (less than 0.05), Eigenvalue is 2.292 (greater than 1), total variance extracted is 76.480% (greater than 50%), factor loading is 0.5. We have a rotation matrix table as follows:

Table 5. Component Matrix Table.

	Component
	1
YD2	0.889
YD1	0.871

	Component
	1
YD3	0.862

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

(Source: Processed from SPSS 22.0, 2024)

4.3. Pearson Correlation Test

Table 6. Pearson correlation test.

Correlations		F_YD	F_NB	F_HA	F_CL	F_TT
F_YD	Pearson Correlation	first	.807**	.739**	.702**	.616**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000
	N	390	390	390	390	390
F_NB	Pearson Correlation	.807**	First	.549**	.452**	.450**
	Sig. (2-tailed)	0.000		0.000	0.000	0.000
	N	390	390	390	390	390
F_HA	Pearson Correlation	.739**	.549**	first	.497**	.293**
	Sig. (2-tailed)	0.000	0.000		0.000	0.000
	N	390	390	390	390	390
F_CL	Pearson Correlation	.702**	.452**	.497**	first	.332**
	Sig. (2-tailed)	0.000	0.000	0.000		0.000
	N	390	390	390	390	390
F_TT	Pearson Correlation	.616**	.450**	.293**	.332**	First
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	
	N	390	390	390	390	390

**. Correlation is significant at the 0.01 level (2-tailed).

(Source: Processed from SPSS 22.0, 2024)

The results of correlation analysis show that all variables have a fairly close linear relationship at the significance level $\alpha < 0.01$, because all correlation coefficients have a sig of 0.000 (less than 0.05). Therefore, all variables met the requirements in multiple linear regression analysis.

4.4. Regression Equation

The linear regression model is suitable for the existing data. The analysis results also show that the variables included in the model are all statistically significant at the 1% level (Sig. < 1%). In addition, the results also show that $R^2 = 0.902$ means that this linear regression model fits the data at 90.2%. In other words, 90.2% of the variation in the dependent variable is explained by the independent variables, while the remaining 9.8% is due to random errors and other independent variables that explain the dependent variable that have not been included in the research model. With VIF coefficients not exceeding 2, the regression equation is as follow:

$$YD = 0.215 + 0.395NB + 0.304HA + 0.289CL + 0.253TT$$

Through the regression equation, we can see that the Brand Awareness variable has the most impact on the online booking intention of domestic tourists when staying at 1 to 2 star hotels in Nha Trang city (β=0.395). This is understandable because Nha Trang is a tourist city, especially after the Covid-19 pandemic, 1- to 2-star hotels have enhanced online image recognition to suit domestic tourists. Many methods are applied such as some hotels changing their names to be Vietnamese without changing the owner, hiring a professional company to redesign the logo, inviting architects to redesign the landscape and enhancing online image recognition.…

Brand image factor is considered to have the second most impact on domestic tourists online booking intention (β=0.304). Because unlike other forms of booking, the online application is where the hotel is fully described, and image investment is decisive in domestic guests' booking intentions. Besides, online interactions (star reviews, comments, likes...) are also factors for domestic tourists when intending to use this form of booking.

Perceived quality have the third most impact on domestic tourists' online booking intention (β=0.289). The perception of domestic tourists mainly comes from factors such as comparison with other hotels of the same class, the ability to listen to the hotel owner's opinions, and the hotel does not have cases that tourists make reservations and then cancel.

Loyalty have the least impact on domestic tourists' online booking intention (β=0.253). This is quite understandable as the majority of domestic visitors to Nha Trang City often travel in groups during holidays and festivals. However, for individual tourists and group leaders who have the right to decide to book rooms, most of them consider this a civilized, modern form of booking, this is often the first choice. If they have the opportunity to return, they still prioritize using this online booking form.

5. Conclusion and Recommendations

Research results show that the 4 components of brand value including brand awareness, brand image, brand quality and brand loyalty all, from high to low, affect the online booking intention of domestic tourists in the 1 to 2 star hotels in Nha Trang city. Therefore, to increase online booking intention, accommodations need to pay attention to the following issues:

Enhance brand awareness activities for tourists: Most domestic tourists tend to travel in batches, so hotels should make strategies and concentrate on advertising during this period to raise visitor awareness of their brands. The activities can be applied flexibly between organizing mini games on online booking applications; Linking and introducing information with partners, travel agents, travel businesses, etc.

Widely disseminate and cover brand images on online applications: hotels must increase their interactions with travelers by using social media platforms such as Facebook, Google and Zalo so that tourists can easily find the hotel information, travel information, product experiences and businesses can also communicate with tourists everywhere and everytime.

Build perceived quality deeply: Review and enhance brand quality on a regular basis by updating online reservation systems, giving staff soft skill training and setting the hotel apart from other competitors.

Increase brand loyalty for tourists who intend to return to Nha Trang: Use promotional activities, membership cards, discount coupons combined with flexible customer care. In the online system, a membership code is needed for visitors who plan to return to stay. Hotels can combine with applications such as Grap, taxi... to welcome tourists who return to stay for the second time or more to best serve the domestic tourists, thereby increasing brand loyalty in tourists.

Abbreviations

NB: Brand Awareness
HA: Brand Image
CL: Perceived Quality
TT: Brand Loyalty
YD: Online Booking Intention

Author Contributions

Nguyen Long Tram Anh is the sole author. The author read and approved the final manuscript.

Conflicts of Interest

The author declares no conflicts of interest.

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Acceptance Letter

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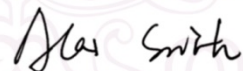has been accepted for publication. Congratulations!

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