

**THE EFFECT OF CUSTOMER ENGAGEMENT
IN SOCIAL MEDIA ON BRAND EXPERIENCE AND SATISFACTION:
EVIDENCE FROM DOMESTIC TOURISTS OF THE HOSPITALITY INDUSTRY IN VIETNAM**

Tran Thi Kim Phuong, Le Binh Ky Duyen, Doan Thi Hoai Thanh, Nguyen Ky Vien, Lam Minh Quan
University of Economics, The University of Danang

Author corresponding: Tran Thi Kim Phuong - Email: phuong.ttk@ue.udn.vn

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Abstract: This study examines: (1) the impact of antecedents on customer engagement in social media; (2) the impact of customer engagement on brand experience and customer satisfaction; (3) the effect of gender on the relationships between antecedents and customer engagement in social media in the hospitality industry, Vietnam. An online survey is conducted to collect data from domestic tourists who used the service at accommodation establishments in Vietnam and have searched, interacted with, or exchanged about the brand on Facebook. A return of 379 questionnaires is valid. CB-SEM was used to test hypotheses. The results showed the empirical validation and reliability of the conceptual model that supports the research hypotheses. Finally, specific theoretical and managerial implications are discussed.

Key words: customer engagement in social media; brand experience; customer satisfaction; Facebook; hospitality industry; Vietnam.

1. Introduction

Social media is an increasingly popular platform hospitality businesses use to approach their customers (Tatar, Ş. B., & Eren-Erdogmuş, İ., 2016). Users interact on online platforms (for example, Facebook, Twitter, or Media content sharing sites) through commenting on the content of posts; sharing photos, videos, and links, and creating new content about tourism products-services that they have used or want to use (Kaur, W., Balakrishnan, V., Rana, O., & Sinniah, A., 2019). To have a clear perspective of customers' social media usage behaviors, a new concept - customer engagement, is gaining increasing attention from many researchers

(Tran, T. K. P., Pham, C. H., Nguyen, T. T., Tran, T. V., & Truong, B. T., 2021). As customer engagement is a valuable platform thanks to its online feature, a range of hospitality and tourism companies can develop a more convenient way of interacting with the customer beyond the face to face meetings (Tran, T. K. P., Pham, C. H., Nguyen, T. T., Tran, T. V., & Truong, B. T., 2021). Such communication has emphasized the importance of engagement with the customer to build loyalty besides encounter transactions, especially in the highly competitive tourism market (van Asperen, M., de Rooij, P., & Dijkmans, C., 2018). It explained why (Chen, Y.-R. R., 2017) stated that customer engagement in social media acts as a critical role in stimulating brand experience customer satisfaction. Therefore, to achieve high efficiency in service delivery, keep the business standing in customers' minds and enhance the brand value and loyalty among customers, hospitality businesses can increase customer experience and satisfaction by maintaining their engagement in social media at a consistent level (So, K. K. F., King, C., & Sparks, B., 2012).

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In the context of the growth of the global tourism and hotel sectors, the hospitality industry in Vietnam also has remarkable growth. (The Vietnam National Administration of Tourism, 2020) also reported only 350 tourist accommodation establishments with 16,700 rooms in 1990; by 2019, 30,000 had 650,000 rooms. After 30 years of renovation and openness to integrate with the global economy, Vietnam's hotel industry has grown 85 times in terms of tourist lodging facilities and 39 times in terms of the number of chambers. As a result of this development, the hotel industry market in Vietnam is becoming increasingly competitive (The Vietnam National Administration of Tourism, 2020). Businesses are increasingly dedicated to building and enhancing the brand experience and customer satisfaction to establish a lasting competitive advantage in the market.

Customer engagement has been studied in the context of social media (Zhang, M., Guo, L., Hu, M., & Liu, W., 2017), (Chiang, I. P., Lo, S. H., & Wang, L.-H., 2017). The practice is that customer engagement in social media is expected in the accommodation industry. According to Datareportal (2022), Vietnam's social networks have grown to 76.95 million users (accounting for 78.1% of Vietnam's population, up to 6.9% compared to 2021). Among social networks, Facebook is currently the largest and most favorite social network site that people worldwide have chosen. Facebook is growing strongly and leading in Vietnam with nearly 70.4 million users, accounting for 71.4% of the total population of Vietnam (Datareportal, 2022). Facebook is also a top-rated social media channel to assist accommodation businesses in implementing marketing campaigns to customers with the proper referral and exposure, raising awareness, motivating the users, and monitoring and analyzing customer behavior (Tatar, Ş. B., & Eren-Erdogmuş, İ., 2016). However, in the context of Vietnam's hospitality industry, few empirical studies clarify the motivations for customer engagement in social media, especially on Facebook, thereby affecting brand experience and customer satisfaction.

From the above discussion, this study was conducted with the aim of (1) determining the antecedent factors affecting customer engagement in social media; (2) evaluating the influence of customer engagement on brand experience and customer satisfaction; (3)

Examining the influence of the moderator variable (gender) in the relationship between customer engagement and its antecedents. Covariance-based (CB)-SEM was applied to test the model and research hypotheses. Data is collected from domestic tourists who have used the service at accommodation establishments in Vietnam and interacted and exchanged on Facebook social networks. The results from this study will help managers in the hospitality industry to effectively manage customer engagement in social media, especially customer engagement on Facebook, which could boost customer satisfaction and brand experience.

2. Literature review

2.1. Social media in the hospitality industry

(Hartzel, K. S., Mahanes, C. J., Maurer, G. J., Sheldon, J., Trunick, C., & Wilson, S. J., 2011) Social media are applications or programs built based on Web 2.0, helping users create content, share, interact and build online communities (McCay-Peet, L., & Quan-Haase, A., 2017). In the hospitality industry, most businesses use social networking sites to post their current campaigns, create interactive marketing strategies, and address the online problem (Tatar, Ş. B., & Eren-Erdogmuş, İ., 2016), allowing brands to manage the relationship between customers and brands (Hartzel, K. S., Mahanes, C. J., Maurer, G. J., Sheldon, J., Trunick, C., & Wilson, S. J., 2011).

Facebook is the most popular platform of social networking sites for almost all Vietnamese accommodation businesses. In particular, accommodation businesses already know how to take advantage of Facebook in their companies. They use Facebook by choosing the proper functions or a combination of services. Facebook helps providers find and recognize the target customer's needs, connect and create a network in the target market, share hotel information about their services, spread the marketing message, and influence users to transmit the message. They have started providing information and booking functionality directly through their Facebook pages, encouraging interactions, and building customer relationships through Facebook. Using Facebook ensures positive and intimate communication with the target customers. Therefore, this study focuses on identifying customer engagement on Facebook.

2.2. Customer engagement in social media

Previous studies have identified customer engagement in social media primarily based on a behavioral approach (Yoong, L. C., & Lian, S. B., 2019). Accordingly, (Coulter, K. S., Gummerus, J., Liljander, V., Weman, E., & Pihlström, M., 2012) identified customer engagement in social media as a mixed activity of the brand community, such as accessing, reading news, liking content, commenting, playing games, and paying for internet gaming sites. (Cvijikj, I. P., & Michahelles, F., 2013) added customer engagement behavior as measured by the number of activities, including page views, click-through rate, comments, followers, likes or shares, and rating based on social media platforms. Customer engagement can be separated into passive and active activities (Coulter, K. S., Gummerus, J., Liljander, V., Weman, E., & Pihlström, M., 2012). Passive behavior is understood as reading comments, while active behaviors bring higher engagement, including contributing and creating content. Among them, content creation activities reflect the highest form of positivity (Yoong, L. C., & Lian, S. B., 2019).

2.3. Antecedents of customer engagement in social media

After summarizing the dimensions influencing customer engagement from the previous studies, this study selected the four most relevant factors: identification, attention, absorption, and interaction. There are two main reasons why this work chose these four dimensions. The first reason is that this work examines the antecedents that affect customer engagement in social media, and these four factors have been tested in previous studies that involve customer engagement through social media in the context of the hospitality industry (Rather, R. A., & Sharma, J. Y. O. T. I., 2016), (So, K. K. F., King, C., & Sparks, B., 2014), (Rather, R. A., & Sharma, J., 2017), (Sharma, S., Singh, G., & Aiyub, A. S., 2020). Second, these factors are relevant in terms of social media usage. Therefore, based on the customers' use of social media when engaging and considering in the hospitality context, the study found relevant and important factors to identify customer engagement on Facebook.

2.3.1. Identification

Identification is understood as the level of perceived belongingness and oneness to a brand (Bhattacharya, C. B., Rao, H., & Glynn, M. A., 1995). At the brand level, the identity originates from the fact that the consumer views your image in the brand image (Bagozzi, R. P., & Dholakia, U. M., 2006). The substantial relationship between consumers and companies depends on identifying consumers toward the companies, which satisfies at least one essential self-defined demand (Bhattacharya, C. B., & Sen, S., 2003). According to (Tsai, W.-H. S., & Men, L. R., 2013), identification involves self-development through forms of social interaction, which assists in improving one's values and enhancing the self-fulfillment of individual interests and need. In addition, identification helps to strengthen buyers' sense of self-awareness in society and a sense of belonging (Algesheimer, R., Dholakia, U. M., & Herrmann, A., 2005).

According to (Bhattacharya, C. B., & Sen, S., 2003), identification is a selective act of will and motivates buyers to engage and interact with firm-related behaviors. In addition, (Bhattacharya, C. B., Rao, H., & Glynn, M. A., 1995) pointed out that additional activities such as product introduction to customers are also recognized as customer engagement behavior. In summary, identification is a cognitive element that contributes to the justification of consumer participation behavior, which strongly conceptualizes customer engagement. From that, this study proposes the first hypothesis.

H1: Identification has a direct positive effect on customer engagement in social media.

2.3.2. Attention

Researchers have consistently emphasized attention as an essential element of participation. (Rothbard, N. P., 2001) suggested that attention is a period of concentration on something or a mental concern. The attention reflects an intangible resource within an individual, and that person could allocate it in many different ways. Highly engaged individuals often focus much attention, accidentally learning about the engagement object. Likewise, individual engagement is related to the feelings of being integrated, connected, and connected and concentrated on one's role achievement, emphasizing the relevance of attention in getting engaged in work (Kahn, W. A., 1992).

Marketing theory also confirms the outcome of attention as part of customer engagement. (Lin, A., Gregor, S., & Ewing, M., 2008) stated that engagement has the same property as concentrated attention, and the structure of conscious engagement is also perfectly aligned with the concept of attention (Vivek, S. D., Beatty, S. E., & Morgan, R. M., 2012), which attracts purchasers' attention toward the brand. Information related to the brand is always attractive to consumers whose relationship with that brand is close. Some researchers (Lin, A., Gregor, S., & Ewing, M., 2008), (Scholer, A. A., & Higgins, E. T., 2009) also claimed that focusing on a brand will increase engagement considerably. Information about destinations via social networks and newspapers is likely to affect tourists strongly. Attention is recommended as a crucial dimension of customer engagement due to intense concentration on the brand and the attentiveness of customers (So, K. K. F., King, C., & Sparks, B., 2014). From that, this study proposes the following hypothesis.

H2: Attention has a direct positive effect on customer engagement in social media.

2.3.3. Absorption

Absorption is seen as a proxy for self-unawareness, natural focus, intrinsic enjoyment, and falsification of time (Scholer, A. A., & Higgins, E. T., 2009). Absorption was identified by (Patterson, P., Yu, T., & De Ruyter, K., 2006) as a state of pleasure because the customer has feelings of concentration, happiness, and deep engrossment when they play their role.

Researchers have recognized absorption as an element of customer engagement (Hollebeek, L.D., Glynn, M.S. & Brodie, R.J., 2014), (Patterson, P., Yu, T., & De Ruyter, K., 2006). Absorption denotes engrossment and concentration at a high level, which goes beyond the sense of efficiency and becomes closer to the state of superior experience (Schaufeli, W. B., Martinez, I. M., Pinto, A. M., Salanova, M., & Bakker, A. B., 2002). Customers will feel that time passes quickly when interacting with a brand or another customer. Several customer engagement documents have described a total concentration and a deep level of attention in interacting with the service of a firm, the business, or other purchasers, which strongly indicates customer participation. Absorption is considered a positive

characteristic because they are delighted when absorbed by the brand even if they have no control over the time spent on it (Scholer, A. A., & Higgins, E. T., 2009). As a result, a tourist can quickly lose track of time by focusing intensely on a brand and having fun while visiting a website (So, K. K. F., King, C., & Sparks, B., 2014). From that, this study proposes the following hypothesis.

H3: Absorption has a direct positive effect on customer engagement in social media.

2.3.4. Interaction

Customers often have virtual and offline interactions with the company or other consumers to share and exchange personal thoughts, ideas, and feelings when experiencing the brand (Vivek, S. D., Beatty, S. E., & Morgan, R. M., 2012). Therefore, interaction plays an essential role in conceptualizing customer engagement. Several studies have classified customer engagement as a behavioral indicator, such as customer interaction (Van Doorn, J., Lemon, K. N., Mittal, V., Nass, S., Pick, D., Pirner, P., & Verhoef, P. C., 2010).

According to (Hollebeek, L.D., Glynn, M.S. & Brodie, R.J., 2014), social interaction between a customer and a firm or a customer and other customers is essential for practical customer engagement. This is to promote customers' psychological, emotional or physical investments in the brand, especially the organization. Brand posts' primary purpose is to motivate customers or brand addicts to react strongly or interact with the brand. For example, booking sites like Booking.com or TripAdvisor have been actively attracting customer interaction through online social influence or reviews of hotels or properties. In the study of (Whiting, A., & Williams, D., 2013), U&G theory has applied to notice that respected, enhanced engagement by using widely Facebook as a social media platform for socializing and interacting purposes. In addition, (Coyle, J. R., & Thorson, E., 2001) asserted that social interaction was necessary for determining the different outcomes related to effect and behavior like decision-making and attitude. For these reasons, interaction becomes an essential dimension of customer engagement in social media. Therefore, the following hypothesis is proposed:

H4: Interaction has a positive influence on customer engagement in social media.

2.4. The influence of customer engagement in social media on brand experience

Brand experiences behaviors, feelings, and acknowledgment aroused by brand-related stimulation (Brakus, J. J., Schmitt, B. H., & Zarantonello, L., 2009). A customer's brand experience in the accommodation industry is a closer look at the process of what previous people faced using the service, what they went through via service delivery, and after the supplied services. Before officially using or buying services, customers will have a period called the service money is made by the company or other customers, in which customers will be provided direct or indirect experience via communications by the company (Brakus, J. J., Schmitt, B. H., & Zarantonello, L., 2009) or word-of-mouth from other customers (Kwortnik Jr., R. J., & Ross Jr, W. T., 2007). To get closer to an organization, customers experience outreach to retailers or contact the organization through social media (Sautter, P., Hyman, M. R., & Lukosius, V., 2004). (Pullman, M. E., & Gross, M. A., 2004) suggested that customer interaction with the physical environment also gives them experience. After the service is provided, the customer will use the service/product, which gradually forms a consumer experience.

Some previous studies have argued that customer engagement creates brand experiences (Nysveen, H., & Pedersen, P. E., 2014). In the banking context, describing the impact of customer brand engagement on brand experiences, (Nysveen, H., & Pedersen, P. E., 2014) claimed that "to create positive sensory brand experiences, co-creation membership has to stimulate consumers' senses in interesting and preferably appealing ways, and engage customers in the brand" (p. 814). In addition, in the online branding literature (Mollen, A., & Wilson, H., 2010), there was some discussion of the influence of customer brand engagement in social media on brand experience. From that, this work proposes the following hypothesis:

H5: Customer engagement in social media positively influences brand experience.

2.5. The influence of customer engagement in social media on customer satisfaction

Customer satisfaction is a customer's overall emotional response to the brand experience following a purchase (Tran, P. K. T., Nguyen, P. D., Le, A. H. N., & Tran, V. T., 2022). In the hospitality industry, customer satisfaction is deemed the whole range of satisfaction

depending on the personal elements or features of the products and services the businesses offer.

Some studies have determined and investigated outcomes of tourist engagement in each distinct context (Bryce, D., Curran, R., O'Gorman, K., & Taheri, B., 2015), (So, K. K. F., King, C., Sparks, B. A., & Wang, Y., 2016). Among them, customer satisfaction and loyalty are vital factors (Bryce, D., Curran, R., O'Gorman, K., & Taheri, B., 2015), (So, K. K. F., King, C., & Sparks, B., 2014). From a psychological process, consumer engagement contains emotional and cognitive parts and leads to consumer satisfaction with a brand. From a behavioral perspective, consumer engagement is represented by consumer satisfaction which is reflected in customer reviews of the brand and the tendency to repurchase a brand (Bryce, D., Curran, R., O'Gorman, K., & Taheri, B., 2015). Satisfaction indicates a state of positive feelings of a consumer toward a brand. As a result, from researchers' psychological points of view, consumer engagement positively impacts satisfaction (Bryce, D., Curran, R., O'Gorman, K., & Taheri, B., 2015), (Zhou, Q. B., Zhang, J., & Edelman, J. R., 2013). Therefore, the following hypothesis is proposed:

H6: Customer engagement in social media positively influences customer satisfaction.

2.6. The role of the moderator (Gender)

Gender is recognized as a notable factor in predicting brand engagement behavior on social media (Wang, C. R., & Kubickova, M., 2017). Internet use will vary by gender characteristics (Verhagen, T., Feldberg, F., van den Hooff, B., Meents, S., & Merikivi, J., 2011). Gender affects how users share their information and how they can use what they have to make decisions. (Tifferet, S., & Vilnai-Yavetz, I., 2014) showed that women and men exhibit different perceptions, attitudes, and behaviors towards social media. From the above discussion, this study wants to examine the influence of gender in the relationship between motivations and customer engagement in social media. Therefore, this study proposes the following hypotheses:

H7a-H7d: The influence of antecedent factors (identification, attention, absorption, interaction) on customer engagement in social media differs between male customers and female customers.

The study proposed the theoretical model shown in Figure 1.

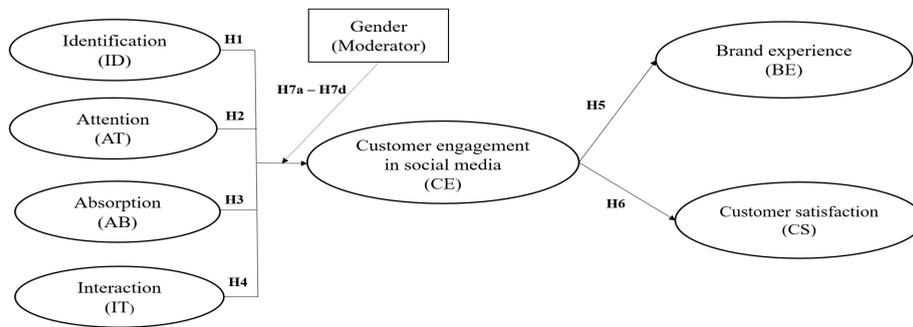


Figure 1. Proposed hypothetical model

3. Methodology

3.1. Sampling and data collection

This empirical study was conducted in the hospitality industry in Viet Nam. The target sample was domestic tourists who have used the service at accommodation establishments in Vietnam and interacted and exchanged on Facebook social networks (for example, personal Facebook, fan pages made up of accommodation businesses or accommodation associations, and the internet community). A self-administered questionnaire was created on Google Docs to collect data through the social networks of domestic tourists on Facebook. To take the initiative in an online survey, a questionnaire was sent directly to the tourists who have been in accommodation businesses in Viet Nam by sending a message directly on Facebook or email. Moreover, the study asked respondents about public sharing on their personal Facebook pages to increase access to other target audiences.

A nonprobability convenience sampling technique is the most popular and preferred method in research in hospitality and tourism. Therefore, this study randomly sampled respondents who were domestic tourists who have used the service at accommodation establishments in Vietnam and interacted and exchanged on Facebook. This study collected data according to the process to obtain quality and valuable data. First, this study presented a short description of the research topic, the purpose of the survey, target observations, and an explanation of the rules for answering the questionnaire. Second, the questionnaire was designed with screening questions such as "Have you used the service at

accommodation establishments in Vietnam?", "Among the accommodation businesses you have experienced, which brand impressed you the most?" and "Have you interacted and exchanged about this brand on Facebook?". Eligible respondents must do experienced service at the particular accommodation brand and interact with that brand on Facebook social networks. Third, respondents who answered that they have never used the service at the accommodation business in the first question will stop answering the questionnaire. For the rest, respondents must complete all questions and cannot submit answers if there are any uncompleted items. Fourth, this study gave gifts (e.g., phone cards) to show gratitude to the respondents. Fifth, data were collected for two months, from the beginning of March 2022 to the end of May 2022. The total number of valid questionnaires was 379.

Among the 379 valid respondents, females accounted for 55.67%, and the majority of respondents concentrated in two age groups: 18-25 years old (46.43%) and 26-35 years old (37.46%). Most sample representatives are single (65.43%), and the average monthly income is mainly in the range of 5-10 million VND (40.89%). Only 12.5% of the respondents do not perceive interactions on Facebook, and nearly half have interactions sometimes (account for 24.7% and 23.1%). The respondents were most likely to follow services on Facebook (69.8%) and review them on Facebook (60.3%). In addition, 57% of respondents claim that other forms of interactions they have on Facebook are reading, liking, commenting, and sharing posts about the services.

3.2. Measurement

Twenty-eight items measuring seven constructs were adapted from the existing scales and modified to fit the research context. All items were measured on a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5). The original measurement items were in English to avoid possible deviations in the translation of measuring items. They were then translated from English to Vietnamese by a professional native speaker for all Vietnamese respondents who could complete it. An experienced translator then translated the Vietnamese version back to English.

To ensure content validity, this study invited five experts in the hospitality and tourism field to participate in assessing the content relevance and significance of each observed variable of each construct based on a 5-point Likert-type scale ranging from 'strongly irrelevant' (1) to 'strongly relevant' (5). With the mean values of items greater than 4.0, it was confirmed that the experts agreed on the rationality and coherence of the scales used. The pilot study was conducted with a sample size of 25 respondents to check the reliability of the factors before conducting the official research. The results indicated good reliability, given that the Cronbach Alpha value of the seven factors was greater than 0.7.

Exploratory factor analysis (EFA) was applied with the aim of identifying retained factors and valid observed variables. The results of EFA showed that the total variance explained by the seven factors was 74.016%, with KMO = 0.806 and $p = 0.000$, leading to the

conclusion that the seven factors proposed in the research model should be retained. All observed variables measuring factors were guaranteed with a factor loading greater than 0.5, except for ID4 - "This brand's successes on Facebook are my successes," which was removed due to a conditioning failure.

Table 1 summarizes the factor loading of each item, composite reliability (CR), and average variance extracted (AVE) of each construct. Each item's standardized factor loadings ranged from 0.740 to 0.922, meeting the threshold value above 0.7. Moreover, AVE and CR were used to evaluate reliability and validity. The results expressed CR values greater than 0.7 and AVE values greater than 0.5, which supports the reliability and validity of the constructs. Cronbach's alpha values ranged from 0.882 to 0.896, implying that all factors have a high degree of confidence.

3.3. Confirmatory factor analysis (CFA)

CFA was applied to confirm the discriminant validity of the variables. The model is considered to fit the data; its proof is $\chi^2=615.956$, $df=303$, $\chi^2/df=2.033$, IFI=0.951, TLI=0.943, CFI=0.950, RMSEA=0.052. Discriminant validity was assessed based on the correlation matrix between the constructs. According to the results shown in Table 2, the square root of the AVE of each construct is higher than the variance shared between the construct and other constructs, implying that all constructs achieve discrimination. The CFA examination showed that the structure model was considered acceptable for future analysis.

Table 1. Reliability and validity of the measurement model

Construct		Factor loadings	α value	CR	AVE
Identification (ID) (Ashforth, B. E., & Mael, F., 1989)					
ID1	When someone criticizes problems related to this brand on Facebook, it feels like a personal insult.	0.774	0.893	0.893	0.678
ID2	I am very interested in what others think about this brand on Facebook.	0.741			
ID3	When I talk about this brand on Facebook, I usually say "We" rather than "They".	0.861			
ID5	When someone praises this brand on Facebook, it feels like a personal compliment.	0.907			

Attention (AT) (Rothbard, N. P., 2001)					
AT1	I pay much attention to anything about this brand on Facebook.	0.922	0.882	0.885	0.721
AT2	Anything related to this brand on Facebook grabs my attention.	0.867			
AT3	I concentrate a lot on this brand on Facebook.	0.750			
Absorption (AB) (Schaufeli, W. B., Martinez, I. M., Pinto, A. M., Salanova, M., & Bakker, A. B., 2002)					
AB1	Time flies when I am interacting with the brand on Facebook.	0.761	0.883	0.886	0.660
AB2	When interacting with the brand on Facebook, it is difficult to detach me.	0.826			
AB3	In my interaction with the brand on Facebook, I am immersed.	0.888			
AB4	When interacting with the brand on Facebook intensely, I feel happy.	0.769			
Interaction (IT) (Wiertz, C., & de Ruyter, K., 2007)					
IT1	In general, I like to get involved in brand community discussions on Facebook.	0.877	0.898	0.899	0.690
IT2	I am someone who enjoys interacting with like-minded others in the brand community on Facebook.	0.844			
IT3	I am someone who likes actively participating in brand community discussions on Facebook.	0.827			
IT4	In general, I thoroughly enjoy exchanging ideas with other people in the brand community on Facebook.	0.772			
Customer engagement in social media (CE) (Yoong, L. C., & Lian, S. B., 2019)					
CE1	I often read posts about this brand's accommodation service on Facebook.	0.828	0.885	0.885	0.658
CE2	When having posts posted about this brand's accommodation service on Facebook, I often show a positive attitude through "Like" or "Love".	0.779			
CE3	I usually comment on the brand's accommodation services on Facebook.	0.791			
CE4	I often share articles/posts about this brand's accommodation service on Facebook.	0.844			
Customer satisfaction (CS) (Tran, P. K. T., Nguyen, P. D., Le, A. H. N., & Tran, V. T., 2022)					
CS1	Satisfaction with this brand when compared with my expectation.	0.824	0.889	0.889	0.727
CS2	satisfaction with this brand when considering my invested time and effort.	0.860			
CS3	overall satisfaction with this brand.	0.874			

Brand experience (BE) (Sahin, A., Zehir, C., & Kitapçı, H., 2011)					
BE1	This brand makes a strong impression on my visual sense or other senses.	0.811	0.896	0.898	0.639
BE2	I find this brand interesting in a sensible way.	0.769			
BE3	This brand induces feelings and sentiments.	0.917			
BE4	I engage in physical actions and behaviors when I use this brand.	0.740			
BE5	This brand makes me think.	0.747			

Table 2. Discriminant validity

Square root of AVE/R ²	ID	AT	AB	IT	CE	CS	BE
ID	0.823						
AT	0.006	0.849					
AB	0.004	0.001	0.812				
IT	0.015	0.008	0.026	0.831			
CE	0.078	0.046	0.163	0.071	0.811		
CS	0.001	0.162	0.010	0.008	0.039	0.853	
BE	0.003	0.012	0.033	0.003	0.023	0.038	0.799

4. Results

Covariance-based (CB)-SEM with AMOS 24 software was used to evaluate this study's direct and moderating effects. The overall structural model was

considered to fit, with $\chi^2=693.777$, $df=318$, $\chi^2/df=2.182$, CFI=0.941, TLI=0.934 and RMSEA=0.056, deemed suitable for hypothesis testing. The results are shown in Figure 2, Table 3, and Table 4.

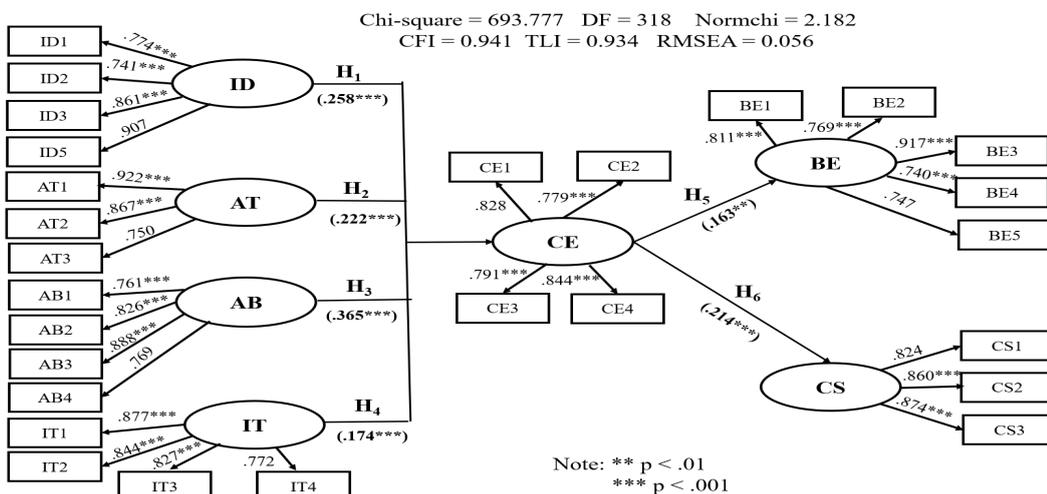


Figure 2. The SEM finalized model and results

Table 3. Results of direct relationships

Hypothesis	Causal path	Standardized estimates (SEs)	CR	p-value	Test results
H1	ID → CE	0.258	4.917	***	Supported
H2	AT → CE	0.222	4.319	***	Supported
H3	AB → CE	0.365	6.651	***	Supported
H4	IT → CE	0.174	3.401	***	Supported
H5	CE → BE	0.163	2.866	0.004	Supported
H6	CE → CS	0.214	3.705	***	Supported

Note: *** denotes $p < 0.001$

Table 4. Results of multi-group analysis

Hypothesis	Causal path	Male		Female		Z-stat	Test results
		SEs	p-value	SEs	p-value		
H7a	ID → CE	0.211	0.000	0.414	0.000	2.101**	Supported
H7b	AT → CE	0.257	0.000	0.145	0.123	-0.558	Not supported
H7c	AB → CE	0.367	0.000	0.319	0.002	0.071	Not supported
H7d	IT → CE	0.239	0.000	0.010	0.919	-1.901*	Supported

Note: ** denotes $p < 0.05$, * p-value < 0.1

4.1. Direct relationship testing

Table 3 shows the test results for direct relationships examined through p-values. All direct paths were significant at $p < 0.05$. In particular, identification (SEs = 0.258; $p = 0.000$), attention (SEs = 0.222; $p = 0.000$), absorption (SEs = 0.365; $p = 0.000$) and interaction (SEs = 0.174; $p = 0.000$) had positive significant effects on customer engagement, supported H1, H2, H3 and H4. Customer engagement had a positive significant effect on brand experience (SEs = 0.163; $p = 0.004$); and customer satisfaction (SEs = 0.214; $p = 0.000$), supported H5 and H6.

4.2. Evaluation of the moderating effect (gender)

Multi-group analysis based on the traditional χ^2 difference approach and critical ratios for differences between parameters (Byrne, B., 2010) was applied to assess the moderating effect of gender on the impact of antecedents (e.g., ID, AT, AB, and IT) on CE. Based on $p < 0.1$ (using critical ratios for differences), the difference in gender had an effect on the relationship between the research concepts. Table 4 shows that gender did not affect the link between AT and CE; AB and CE

($p > 0.1$). The influence of ID on CE was stronger for the female group than for the male group ($p < 0.1$). IT had a positive direct impact on CE for male group (SEs=0.239; $p=0.000$), but not for female group (SEs=0.01; $p=0.919$). Therefore, H7a and H7d were accepted.

5. Conclusion

Social media, step by step, has played an essential role in human life. It is satisfied not only daily needs but also helpful in the business. More specifically, social media helps shorten the distances between hospitality businesses and their customers through engagement in social media. Customers can update the new information or connect easily with the brand anytime they want. Meanwhile, hospitality businesses can understand the change in human needs or take care of their current and potential customers. Hence, this study aims to identify the preconditions that drive customer engagement in social media, affecting brand experience and customer satisfaction. This study developed a theoretical model and tested hypotheses based on responses from 379 domestic tourists who have used services at

accommodation establishments in Vietnam and have searched, interacted with, or discussed brands on Facebook. The results demonstrate that the model fits the data, and the results can provide a reliable reference for businesses to increase customer engagement in social media and enhance customer experience and satisfaction.

5.1. Theoretical contribution

The first theoretical contribution has supported the antecedents of customer engagement in social media, which is supposed by (So, K. K. F., King, C., & Sparks, B., 2014). Their studies support that customer engagement is supported by identification, attention, absorption, and interaction. Following the empirical results, four antecedents have a direct positive impact on customer engagement in social media, in which absorption is trusted to be the most influence on customer engagement when customers engage in social media for any purpose. The absorption of the brand on social media depends on the plentiful and helpful data which is posted on the network platform (e.g., Facebook) (De Vries, L., Gensler, S., & Leeflang, P. S., 2012). The more stimulation the company creates on the Facebook platform through the way they stimulate all of the customer's senses with images, colors, or animations, the more absorption the company has from customers (Scholer, A. A., & Higgins, E. T., 2009). Identification is the second-factor affecting customer engagement. This result is consistent with the results of (So, K. K. F., King, C., & Sparks, B., 2014). Depending on the identification of customers with the brand through the number of times fulfilling their essential needs, the customer relationship is more maintenance and more durable (Bhattacharya, C. B., & Sen, S., 2003). Identification is the motivation that helps the organization attract customers to participate in the activities involved or recommend others.

Attention was found to influence customer engagement. This result is similar to the effects of (So, K. K. F., King, C., & Sparks, B., 2014). Attention is essential in maintaining brand focus until something reduces customer engagement (Scholer, A. A., & Higgins, E. T., 2009). Loyal customers of the accommodation business would pay great attention to the brand's information, such as advertisement, service information, or promotion (Vivek, S. D., Beatty, S. E., & Morgan, R. M., 2012). Interaction is also found with

customer engagement. This result is similar to the results of (Whiting, A., & Williams, D., 2013). The high level of interaction of the customer with the hospitality businesses will enhance their engagement on social media. Furthermore, through interaction on social media platforms, the customers will be concentrated and attracted by the content related to the brand, and the brand will keep up with the changes in customers' needs. As a consequence, the level of engagement on social media of customers will increase dramatically.

The second theoretical contribution is the confirmation of the impact of customer engagement on brand experience and customer satisfaction which is suggested by previous studies (Bryce, D., Curran, R., O'Gorman, K., & Taheri, B., 2015), (Nysveen, H., & Pedersen, P. E., 2014). The findings endorsed the critical role of the psychological perspective of customer engagement, thus being the base factor of customer satisfaction and brand experience. From the results, the connection of customer engagement with customer satisfaction is supposed to be more attractive than the connection with brand experience. The increase in participation on social media will lead the brand to remake itself on social media by constantly updating new information and services and taking care of online customers on their platform since the customers feel easy in getting further information, connecting with the hospitality business and looking for any info satisfying their questions.

The third theoretical contribution explains the relationship between antecedents and customer engagement in social media influenced by gender. The results show that the influence of identification on customer engagement is stronger for women than for men. Women are often more concerned about the status or quality of information from other users or brands (Wang, C. R., & Kubickova, M., 2017). Women have trust through their monitoring and are convinced by the information given about the business. As a result, the higher their identification with the brand, the higher their willingness to engage. These results will be stronger than men. This study also found that the interaction substantially affects customer engagement in the male group. Men tend to develop existing relationships on social media to establish new relationships and

experiences. Women pay more attention to maintaining the existing network of relationships. As a result, men tend to engage with brands more strongly on social media than women. It is challenging for men to become attached to product-service brands. But once they have established a social connection in the online community, it will have a more decisive influence on brand engagement than women.

5.2. Managerial implications

Based on the findings of this study, several implications for hospitality managers are suggested. To enhance customer engagement in social media, marketing managers should develop each dimension of customer engagement. Hospitality businesses should integrate and combine various engagement practices. Managers could provide information customers find interesting or related to their preferences to enhance customer attention. This is because concentration can be induced by personal knowledge and relevant information. Customer interaction and promotions (e.g., reward policies and recognition schemes) should also be considered to encourage consumer engagement.

Similarly, in forming stabilized customer identification, entrepreneurs of accommodation companies must build an exclusive and clear identity that meets the desires of their target consumer segmentations. A sustainable differentiation of the services offered is allowed, and this strategy enhances customer identification with the brand. These activities help consumers immerse themselves in the experience while interacting with the brand, improving their engagement.

To have attention from customers, the administrators need to renovate information on their social platform continuously. The more absorptive the related information is, the high level of customer engagement the administrators have. Since this contribution, customers will have the best experience on the brand fan page, engaging on the social media platform for a long-time and sustainable brand loyalty. To increase the degree of satisfaction, the administrators must increase doing the small survey to attract customer interaction, thereby catching the changes and expectations of customers with tourism services and products. By contrast, the related content on the platform, which is very attractive, will get lots of attention from the customer; the long engagement

means a high degree of customer satisfaction. From that, customer satisfaction will be more maintained and stable.

5.3. Limitations

Besides valuable contributions, this study also has two limitations. Firstly, this study only focused on domestic tourists. Therefore, future research should consider other types of tourists (for example, international visitors) with different attitudes and behaviors to get more typical results. Second, this study only considers the gender affecting the relationship between factors. Future studies may consider the influence of other demographic characteristics (e.g., age, marital status, education level) on the relationships between research concepts in the model.

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**ẢNH HƯỞNG CỦA HÀNH VI GẮN KẾT THƯƠNG HIỆU
QUA TRUYỀN THÔNG MẠNG XÃ HỘI ĐẾN TRẢI NGHIỆM THƯƠNG HIỆU VÀ SỰ HÀI LÒNG:
TRƯỜNG HỢP KHÁCH DU LỊCH NỘI ĐỊA CỦA NGÀNH LƯU TRÚ VIỆT NAM**

Trần Thị Kim Phương; Lê Bình Kỳ Duyên; Đoàn Thị Hoài Thanh; Nguyễn Kỳ Viễn; Lâm Minh Quân

Trường Đại học Kinh tế - Đại học Đà Nẵng, Việt Nam

Tác giả liên hệ: Trần Thị Kim Phương - Email: phuong.ttk@due.udn.vn

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Tóm tắt: Nghiên cứu này nhằm mục đích đánh giá sự ảnh hưởng: (1) các nhân tố tiền đề đến hành vi gắn kết thương hiệu qua truyền thông mạng xã hội; (2) hành vi gắn kết thương hiệu đến trải nghiệm thương hiệu và sự hài lòng khách hàng; (3) biến điều tiết (giới tính) trong mối quan hệ giữa các nhân tố tiền đề và hành vi gắn kết thương hiệu trong bối cảnh nghiên cứu là ngành lưu trú tại Việt Nam. Khảo sát online được thực hiện để thu thập dữ liệu từ những khách du lịch nội địa đã từng sử dụng dịch vụ tại các cơ sở lưu trú ở Việt Nam và có sự tìm kiếm, tương tác hay trao đổi về thương hiệu trên Facebook. Với 379 bản câu hỏi hợp lệ đã được đưa vào phân tích và kiểm định giả thuyết thông qua mô hình cấu trúc tuyến tính dựa trên hiệp phương sai (CB-SEM). Kết quả thể hiện các mối quan hệ giữa các nhân tố đều có ý nghĩa về mặt thống kê. Cuối cùng, những hàm ý liên quan đến lý thuyết và quản lý được thảo luận.

Từ khóa: hành vi gắn kết thương hiệu qua truyền thông mạng xã hội; trải nghiệm thương hiệu; sự hài lòng; Facebook; ngành lưu trú tại Việt Nam.