

THE IMPACT OF WEBSITE FEATURES, BRAND IMAGE, AND BRAND AWARENESS FACTORS TOWARDS PURCHASE INTENTION: A CASE STUDY OF ONLINE HOTEL BOOKING IN VIETNAM

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Abstract

The purpose of this graduation thesis is to investigate how website features, brand awareness, and brand image affect consumers' intentions to make online hotel reservations. The thesis is titled "The Impact of Website Features, Brand Image, And Brand Awareness Factors Towards Purchase Intention: A Case Study of Online Hotel Booking in Vietnam." Customers in Vietnam made up the survey's respondents. 452 customers' survey responses were collected, and SPSS 20 was used for analysis. The study's conclusions show that hedonic features, brand awareness, and brand image have an impact on customers' purchase intentions, but utilitarian elements have no such effect. The results of the study will be essential in assisting hotel managers in creating focused policies that will raise customer awareness of the brand, improve website quality, and improve brand image, which will eventually result in more reservations. These insights provide management methods to companies and suppliers so they may make the required adjustments and advancements to make meaningful growth in the electronic tourism sector.

Keywords: Website Features, Brand Image, Brand Awareness.

Introduction

The study faces several significant challenges related to Vietnamese consumers' purchase intention on hotel booking online. The perception gaps in website features, brand image, and brand awareness on purchase intention represent the key problems addressed. The research attempts to analyze the challenges and offer practical solutions that might direct the strategic choices made by companies operating in the Vietnam tourism industry. The research is especially attention to the factors that impact the behavior of Vietnamese consumers, understanding that a universal strategy would not work well for everyone. The research aims to close gaps and better match marketing activities with the expectations and preferences of Vietnamese tourists.

This study essentially offers a thorough investigation into the complexities of consumer choice-making for the Vietnamese market. The insights from the research are instrumental in aiding hotel managers to develop targeted policies focused on enhancing website features, refining brand image, and bolstering brand awareness among customers, consequently elevating their purchase intentions. Additionally, firms and suppliers receive managerial guidance on the requisite alterations and enhancements essential for substantial progress in the electronic tourism sector.

Objective of the study

1. To study the impact of website features factor (hedonic features, utilitarian features)

Item no.	Authors (Year)	Finding	Variables
		presented on the hotel's website and by third parties to be dependable and precise. Secondly, customer data confidentiality, especially credit card details, must be safeguarded through robust website security mechanisms. The third checkpoint customers seek is to ensure that their bookings and reservations are concluded by their chosen preferences.	
5	Kim and Ko (2012)	Purchase intention is a factor correlated with consumer preferences and serves as an indicator of a brand's attractiveness to consumers. This observation can be deduced from the correlation between purchase intention and consumer preferences.	Purchase Intention

Methodology

Population and Sample

The author distributed the survey to relatives, friends, and colleagues who are Vietnamese and interested in online hotel booking. Additionally, the author asked survey participants to share the form with their acquaintances to increase the sample size. Furthermore, the author searched for Facebook groups related to online hotel booking in Vietnam and posted requests for survey participation.

In accordance with Yamane's sample size table in Figure 2.1, 400 sample sizes must be obtained with a precision level of $\pm 5\%$ if the nation's population exceeds 100,000. Nevertheless, 30 data points were collected in samples for this study.

Type of Research and Tool

In this survey research, a closed-ended questionnaire was utilized as the instrument to gather data from participants. There are five parts in the questionnaire: the demographic data question (6 questions about the respondents' age, gender, and marital status in general. It also includes questions regarding their education, occupation, and income in the survey form), the factors of website features (Independent Variable 1, 8 questions aimed at gauging the satisfaction levels of respondents regarding the website features. There are two sub-variables in this part: hedonic features and utilitarian features. Each sub-variable consists of four questions.), the factors of brand image (Independent Variable 2, 5 questions aimed at gauging the satisfaction levels of respondents regarding the brand image), the factors of brand awareness (Independent Variable 3, 5 questions aimed at gauging the satisfaction levels of respondents regarding the brand awareness), and purchase intention (Dependent Variable, 4 questions inquiries regarding overall satisfaction, personal preferences, and factors influencing purchasing intention). There are a total of 28 questions in the survey questionnaire.

Validity Test

The online questionnaire was checked for validity and approved by the advisor Dr. Atisan Phuwasaktanasiri.

Reliability Test

The online questionnaire was checked for validity and approved by the advisor Assoc. Prof. Dr. Atisan Phuwasaktanasiri. The reliability test was conducted with a volunteer sample

group of 30 respondents. The data from the questionnaires were analyzed by using Cronbach's Alpha in the statistical software, with total reliability of .937. The required value to be accepted is 0.6 – 1.00.

Statistics

1. Descriptive statistics consisted of frequency, mean, and standard deviation.
2. Inferential statistics consisted of multiple regression analysis tests.

Result

Demographic Data

Of the 452 respondents, the majority are between the ages of 25 and 34 (34.3%), with a significant female majority (58.6%) and a male majority (34.7%). The majority (29.6%) make between \$1,000 and \$1,999 per month, and over half (49.8%) work full-time. Most are single (65.3%) and have a bachelor's degree (45.8%). Students, people with higher degrees, and those with lesser incomes are smaller categories.

Mean and Standard Deviation

- Website Features Factors: ($\bar{x} = 3.795$, $SD = 0.915$), SATISFIED
- Brand Image Factors: ($\bar{x} = 3.81$, $SD = 0.904$), SATISFIED
- Brand Awareness Factors: ($\bar{x} = 3.77$, $SD = 0.860$), SATISFIED
- Purchase Intention: ($\bar{x} = 3.83$, $SD = 0.887$), SATISFIED

Multiple Linear Regression

1. **Website Features vs. Purchase Intention:** Accepted with Adjusted R-square = .606, $F = 174.731$, $*P \leq 0.05$ (Hedonic Features = .000*, support, Utilitarian Features = .507*, not support)
2. **Brand Image vs. Purchase Intention:** Accepted with Adjusted R-square = .606, $F = 174.731$, $*P \leq 0.05$ (Brand Image = .004*, support)
3. **Brand Awareness vs. Purchase Intention:** Accepted with Adjusted R-square = .606, $F = 174.731$, $*P \leq 0.05$ (Brand Awareness = .000*, support)

Conclusion

Demographic Data

Most of the responders are between the ages of 25 and 34, and the majority are women. The majority work full-time and make between \$1,000 and \$1,999 a month. Many of these responders have earned at least a bachelor's degree, and a sizable percentage are single. This audience is presumably youthful, financially independent, and well-educated.

Attitudes towards variables

- **Independent Variable 1: Website Features Factors** - The most respondents satisfied with website feature's factors and impact purchase intension.
- **Independent Variable 2: Brand Image Factors** - The most respondents satisfied with brand image's factors and impact purchase intension.
- **Independent Variable 3: Brand Awareness Factors** - The most respondents satisfied with brand image's factors and impact purchase intension.

Hypotheses

H_{1a}: Website features (hedonic features) affect the purchase intention of Vietnamese people on booking hotel online with a significance level of 0.05.

H_{1b}: Website features (utilitarian features) do not affect the purchase intention of Vietnamese people on booking hotel online.

H₂: Brand image affects the purchase intention of Vietnamese people on booking hotel online with a significance level of 0.05.

H₃: Brand awareness affects the purchase intention of Vietnamese people on booking hotel online with a significance level of 0.05.

Discussion

Hypothesis 1a confirms that hedonic website features significantly influence purchase intention, aligning with Bilgihan and Bujisic (2015). Enjoyable, playful, and satisfying web experiences enhance both rational decision-making and emotional attachment, akin to a hotel employee leaving a positive impression (Bilgihan et al., 2013). However, hypothesis 1b finds utilitarian features less impactful for Vietnamese customers, as their relevance, usability, and emotional connection often fall short in influencing purchase decisions. Research indicates that brand awareness significantly influences customer satisfaction. By strengthening emotional ties and perceived benefits in online and livestreaming e-commerce, emotional trust, perceived value, and perceived benefits all have a substantial impact on buy intentions. Additionally, through perceived value and trust, elements like influencer marketing and the place of origin impact consumers' intents to make purchases in social commerce. Hypothesis 2 emphasizes that brand image positively affects purchase intention, reinforcing trust and aligning with Aghekyan-Simonian et al. (2012) and Chen et al. (2014). Similarly, hypothesis 3 demonstrates that brand awareness enhances purchase intention, as familiarity encourages consumer trust and preference, consistent with findings by Tariq et al. (2017) and Gusti Noorlitaria et al. (2020).

Recommendation

Through the research, it can be seen that website features (hedonic features), brand image, and brand awareness affect customers' purchase intention.

This research suggests that hotel booking websites can enhance customer satisfaction and loyalty by focusing on hedonic elements such as virtual tours and innovative website designs. Research by Bilgihan and Bujisic (2015) provided an example that Marriott's Travel Brilliantly initiative (<https://travel-brilliantly.marriott.com>) invites customers to contribute to "shaping the future of travel" by sharing innovative ideas on enhancing the modern travel experience. Participants on such platforms enjoy both hedonic pleasures and practical benefits through interactions with similar-minded individuals and mutual support. Social connections in online settings foster a sense of community. Furthermore, websites should enhance their functionality, practical design, and user-friendliness to foster customer loyalty and build trust in online hotel booking services.

Therefore, hospitality businesses should enhance their brand image on booking websites by improving experiential value and visual appeal. Using a user-friendly interface with personalization, easy navigation, and clear visuals boosts perceived value and bookings. Managing brand associations, including functional, symbolic, and experiential benefits, helps create a positive brand image.

To boost a hotel's brand awareness, improve its digital presence with SEO and frequent website upgrades. To foster a good image with potential guests, it's vital to control internet

reviews and reputation. Partnering with local businesses, influencers, and tourism boards can boost reach and clients. Targeted social media campaigns and ads make the hotel stand out. Guest loyalty programs and strong service standards help build repeat business and good reviews. Brand exposure and reputation in local markets are boosted via community engagement. Hotels may boost brand awareness and reach a wider audience by using these methods together. When ready to book, customers may easily recall the brand and book online.

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