# Customer's Attitude Towards Destination Trailer on Social Media: An Investigation of Antecedents, Consequences and Marketing Implications

Do Ngoc Bich and Pham Thi Lien
International School, Vietnam National University, Hanoi, Vietnam

**Abstract:** This study attempts examine the influences of destination trailer on customer's attitude. By applying the theory of Internet advertising, researchers in order to investigate the antecedents and the consequences of destination trailers to conclude some implications for marketing destination. The quantitative research method was applied in this study. All 198 samples were chosen from popular travel forums and questionnaires were collected from several travel forums in Vietnam and in the UK such as Lonely planet and Backpacking. As results, three variables, namely useful information, entertainment and source credibility are proved to have a positive impact on the consumer's attitude, purchase/visit intention and sharing intention as a consequence. This study is hoped to contribute to the literature of consumer behavior and e-Marketing. It also suggests another marketing tactic for online branders and marketers regarding destination branding.

**Key words:** Destination trailer, social media, attitude and consumer behavior, study, marketing, internet

## INTRODUCTION

According to Vietnam National Administration of Tourism (VNAT)'s report, Vietnam's tourism has experienced a noticeable growth in 2016. The total number of international visitors reached over 10 millions an increase of over 26% and domestic travellers reached 60 million an increase of 48% over the last year (VTG, 2016). These increasing indexes show a shift of recreational habits of Vietnamese's entertainment in Vietnam, especially the young generation (NH, 2016). According to the recent research by NH (2016), young people today are more willing to spend on travelling for leisure instead of saving for future uncertainties. In addition, Vietnam begins to offer the visa exemption policy for various countries in Southeast Asia and Western European to attract more international visitors to Vietnam. Therefore, Vietnam's tourism is expected to continue growing in 2017.

Yet, Vietnam's marketing strategies have mainly focused on the traditional methods such as commercial TV ads and participating in international tourism fairs. Also, the tourism packages offered to international markets remains as "tour" form. These drawbacks need to be addressed as soon as possible due to the shift in customer's demands and technology innovation.

Firstly, customers worldwide are no longer interested in travelling in neatly organized tours. They prefer "localizing experiences" from city life. Secondly, the current research by Mintel (2015a, b) has revealed that the consumers are now more demanding in creative marketing. It is estimated that one person might receive more than 3,000 marketing messages each day (Mintel, 2015a, b). As a consequence, they are getting bored with the obsolete styles and concepts of traditional advertising on television. Furthermore, the overwhelming growth of social media has brought about new air in creating matrix relationships and ways of communication among brands and users (Edosomwan et al., 2011). Buyers prefer the brand to tell creative and interactive stories to attract their attention (Mintel, 2015a, b). Therefore, it is of certain significance to examine the role of destination trailer in social media as a creative and interactive tactic to tell inspiring stories and apply it in the case of Vietnam's marketing.

The aim of this research is to examine the influence of destination trailer on customers in Vietnam using survey data collected from 198 respondents.

**Literature review**
**Social media platform:** Social media is defined as the electronic communication platform where users interconnect and share ideas, interests, knowledge or reviews freely and actively (Edosomwan et al., 2011). It also consists of a wide range of applications which allows people to generate the power of sharing information (Chua and Banerjee, 2013). In the study by Heinonen (2011), three variables information adoption, social interaction and entertainment were found as main activities on social media. By exchanging and interacting

**Corresponding Author:** Do Ngoc Bich, International School Vietnam National University, Hanoi, Vietnam

with other participants, the media users are also able to educate the rest of the community about products, services and brand knowledge (Mangold and Faulds, 2009) which benefit both consumers as well as the brand. Therefore, social media platform received substantial highlight in the marketing strategy regarding customers relation (Heinonen, 2011) in the 21st century.

**Destination trailer:** Trailers are familiar with the film and game industry; however, destination trailers are likely to receive little attention in the hospitality literatures. Trailers of the destination are similar to the film/movie trailers with regard to transformation of all boring texts into motion clips (Moore, 2008). In order to understand destination trailers, the movie trailer definition will be examined, since these forms are alike. It is a crucial tool used by the media and film advertisers to deliver the pre-released information and communicate with the mass audience (Hixson, 2006) of the launched film. Generally, it provides a "seeing" and "listening" sample for the films or games as a trial version of the products (Moore, 2008). The promotional trailers will last between 30 sec to 3 min (Mou and Peng, 2008) so that all the interesting and exciting parts would generate the expectation and favourable attitude of viewers (Tan *et al.*, 2013). With the remarkable significance of the Internet and social media organizations have shifted their communication from passive to interactive ways. On the other hand, the advertising/Ads on social media allows viewers to engage in social interaction such as liking or sharing (IAB, 2009) among the community and social connections. The brands might measure the engagement of viewers with the digital campaign by useful index provided by the platform. Therefore, destination trailers are expected as anew form of Internet advertising for the national hospitality.

**Antecedents of consumer's attitude towards destination trailers:** Previous studies show that there are several variables which determine the influence on the consumer's attitude (Kim *et al.*, 2010). Ducoffe (1996) proved in his study that three variables of advertising, which might generate viewer's attitude were information, entertainment and irritation. However, the later study by Kim *et al.* (2010), Lee and Lee (2011) did not consider the online advertising as irritation. The discrepancy of two studies might be from the different contexts: the former studied on Website and SMS platform while the later emphasized on social networking sites. Furthermore, Kapoor *et al.* (2013) suggested an additional element of the e-advertising that influenced audience's attitude was trustworthiness. Therefore when publishing this research on social media sites, the researchers would like to use

three items: useful information, entertainment and trustworthiness as the antecedents of consumer's attitude towards destination trailers on social media platform, so that the influence of destination trailers would be predicted.

**Useful information:** The popularity of the Internet has facilitated the power of consumers in acquiring information and knowledge. In the age of "time poor and information pool" (Neumeier, 2006), the need of seeking new knowledge is increasingly essential (Katz, 1960; Morgan, 2006; Peter and Olson, 2010). Humans prefer not only acquiring new information to form new understanding (Chu and Kim, 2011) but also seeking knowledge to organize the chaotic issues (Katz, 1960). The information regarding products and services in the advertising clips has influenced on the selected brands (Chiu *et al.*, 2007) in the further stage of the cognitive process (Peter and Olson, 2010). In this study, as destination trailers are produced in order to introduce and provide general information about a country or a destination, it is essential to test the $H_1$:

- $H_1$: useful information has a positive impact on the consumer's attitude towards destination trailers on the social media

**Entertainment:** Advertisement is a combination of pleasure and entertainment (Eze and Lee, 2012) as it will be uplifted emotion with the effects of sounds and visual experiences (Schmit, 1999). Trailers might be categorized as integrated types of traditional advertising (Hixon, 2006). There are researchers who emphasize the substantial role of entertainment in generating favourable attitude by watching advertisements such as Pollay and Mittal (1993), Hyun *et al.* (2011) and Saadeghvaziri *et al.* (2013). Sharing the same viewpoint with these researchers, the key paper by Eze and Lee (2012) revealed that the more entertaining the advertisement was the more favor would be generated in the audience. Hence, destination trailers on social media can be seen as a type of Internet advertising. The second hypothesis is conducted to test whether the entertainment in destination trailers might influence the visitor's attitude as mentioned in hypothesis:

- $H_2$: entertainment has significant positive influence on the consumer's attitude towards the destination trailers on social media

**Trustworthiness:** The research by Kapoor *et al.* (2013) shows that trustworthiness is a crucial element in forming

purchase intention and e-WOM. In the social network context, trustworthiness is demonstrated by the fact that participants actively post, review and comment on the platform. The information from trustworthy sources is more likely to persuade customers than the mass information from the unreliable platform (Chu and Kim, 2011). Yet, Tsang *et al.* (2004) finds out that trustworthiness has a strong connection with persuading users, while the research by Willemsem *et al.* (2011) suggests that there is a weak relation between these two variables. Therefore, in this study, the researchers would like to test and construct the hypothesis in the hospitality context as follow:

- $H_3$: trustworthiness has a significant positive impact on consumer's attitude towards destination trailer on social media

**Consequences of consumer's attitude towards destination trailers on social media**
**Purchase intention:** In order to understand consumer behavior, recent researchers have been focusing on cognitive system to predict the journey of customer behavior. In this system, buying intention is the consequence of favorable attitude towards product or service (Peter and Olson, 2010). In the similar, Vein with Peter and Olson (2010), several researchers have presented evidences of the direct influences of attitude towards purchase intention (Mehta, 2000; Saadeghvaziri *et al.*, 2013). In the context of travel destination, purchase intention might be understood as the visit intention. Hence, the following hypothesis is constructed:

- $H_4$: positive attitude towards destination trailers has a positive impact on the purchase/visit intention

**Sharing intention:** The integration of Web 3.0 as a means of social media facilitates electronic Word-of-Mouth (e-WOM) exchange. It has been defined as either positive or negative response/statement of users in terms of products, services and brands on the Internet (Hennig-Thurau *et al.*, 2014). In the research by Chan and Ngai (2011), e-WOM was confirmed to play a significant role as a consequence of user's attitude online, since the social media allowed the individuals to seek, transmit and share their views and ideas (Chu and Kim, 2011). Participants shared their thought and interest regarding objectives as the form of expressing the responsibility to the rest of community (Ayeh *et al.*, 2013). Since, this research strives to examine the destination trailers on social media; it is worth to propose the following hypothesis:
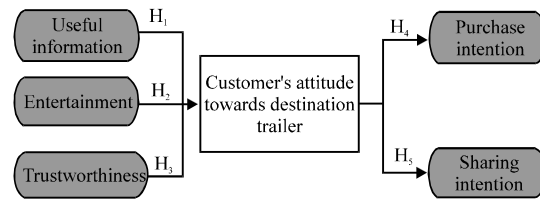


Fig. 1: Conceptual model (researcher)

- $H_5$: positive attitude towards destination trailer has positive impact on sharing intention

Figure 1 illustrates the conceptual model.

## MATERIALS AND METHODS

The quantitative research and deductive approach are adopted in this research. The researcher aims to test the influence of destination trailers on customer's attitude and intention on social media. This led to the construction of the conceptual model to run a test on the relationships between variables. According to Johnson and Christensen (2012), it is acceptable and appropriate to adopt the quantitative research for this kind of research.

To construct the questions in the survey, the variables are collected from prior studies in different contexts. Table 1 presents the items used in this study.

To avoid problems such as respondents skipping a series of questions due to misunderstanding or misinterpreting the instructions when filling out the questionnaire, a pilot test was carried out prior to distributing the official survey in a large scale. Samples of the questionnaire were piloted face-to-face with a small group of 20 students to find out their reactions towards the contents of the survey. After being piloted, it was noted that it took approximately 3 min to read and complete all questions. Some English grammatical errors were found and the researcher had modified accordingly. All participants were fully informed and asked for willingness to answer and complete the questions. The information regarding demographic part will be kept confidentially and used solely for the purpose of this study. After the results are fully analyzed, all collected data will be discarded according to ethical rules.

The combination of judgment and non-profitability sampling will be adopted in the data collection process. Precisely, the questionnaire was published in Google form for the convenience of respondents among whom the targeted participants are those who have watched the destination trailers on social media. The researchers also

Table 1: Research design questions

| Scale/Items | Sources |
|---|---|
| **Useful information** | |
| IF1: I learn a lot about destination/place from watching destination trailers | Lee and Lee (2011) |
| IF2: Watching destination trailers will make me acquire information about places | |
| IF3: Watching destination trailers will give me quick and easy access to a large volume of information | |
| IF4: Destination trailers provide useful information about the places on the clips | |
| **Entertainment** | |
| EN1: I feel this destination trailer was entertaining | Zernigah and Sohail (2012) |
| EN2: I feel this destination trailer was enjoyable | |
| EN3: I feel this destination trailer was pleasing | |
| EN4: I feel this destination trailer was exciting | |
| **Trustworthiness** | |
| TW1: The destination trailer is (trustworthy/untrustworthy) | Wixom and Todd (2005) |
| TW2: The destination trailer is (reliable/unreliable) | |
| TW3: The destination trailer is (very knowledgeable/unknowledgeable) | |
| **Attitude towards destination trailer** | |
| ATT1: I think the destination trailer I have watched was (interesting/uninteresting) | Ajzen(1991), Moon and Kim (2001) |
| ATT2: I think the destination trailer I have watched was good/bad) | |
| ATT3: I think the destination trailer I have watched was (pleasant/unpleasant) | |
| ATT4: I think the destination trailer I have watched was (attractive/unattractive) | |
| **Purchase Intention** | |
| PI1: After watching the destination trailer, I will visit the destination (unlikely/likely) | Lee and Lee (2011) and Gardiner *et al.* (2013) |
| PI2: After watching the destination trailer, I intend to visit the destination in near future (definitely do not/definitely do) | |
| PI3: After watching the destination trailer, my visit interest is (very low/very high) | |
| **Sharing Intention** | |
| SI1: I would be willing to recommend this destination trailer to my friend | Couture *et al.* (2015) |
| SI2: This destination is worth sharing with others | |

post the survey on travel forums (with the permission of administrators) in order to ensure the quality of received data.

As the study adopts quantitative methodology, the researcher will use SPSS (Statistical Package for the Social Science Version 2) to examine the relationship among variables (Johnson and Chirstensen, 2012) by analyzing several indexes. In the next part, a summary of result analysis will be presented about the relationship of tested hypothesis.

## RESULTS AND DISCUSSION

**Demographic analysis:** In this study, there are 198 respondents and about 60.6 of them belong to the young group (18-25). Since, the study was conducted online on several forums, hence, there was a mix in ethnics. Yet, the number of Asians who responded to this survey was accounted for nearly 60%. Therefore, the result will fairly explain the situation and the influence in Asia and in Vietnam.

**Reliability and validity:** The Cronbach's alpha ($\alpha$) is used to examine the reliability factor of items (Morgan *et al.*, 2013). According to theory, if the $\alpha$ is higher than 0.7, the result is proved as reliable (Slate, 1995) since there is a high correlation between tested instruments. However, in the study by Tavakol and Dennick (2011), the value higher than 0.9 is considered unacceptable because it shows that the survey questions have problems. As a

Table 2: Reliability and validity result

| Constructs/Items | Factors loading | Cronbach's $\alpha$ |
|---|---|---|
| **Useful information** | | |
| UI1 | 0.750 | 0.858 |
| UI2 | 0.834 | - |
| UI3 | 0.788 | - |
| UI4 | 0.542 | - |
| **Entertainment** | | |
| EN1 | 0.745 | 0.869 |
| EN2 | 0.767 | - |
| EN3 | 0.721 | - |
| EN4 | 0.671 | - |
| **Trustworthiness** | | |
| TW1 | 0.625 | 0.745 |
| TW2 | 0.651 | - |
| TW3 | 0.724 | - |
| TW4 | 0.741 | - |
| **Consumer's attitude** | | |
| ATV1 | 0.695 | 0.834 |
| ATV2 | 0.754 | - |
| ATV3 | 0.732 | - |
| ATV4 | 0.603 | - |
| **Purchase intention** | | |
| PI1 | 0.756 | 0.725 |
| PI2 | 0.714 | - |
| PI3 | 0.692 | - |
| **Sharing intention** | | |
| SI1 | 0.699 | 0.762 |
| SI2 | 0.677 | - |

the acceptable validity should be more than 0.5 to confirm result, in this study, the researcher only accepts the $\alpha$ in the range between 0.7 and 0.9. From Table 2, it can be recognized that all the alpha indexes are in the chosen range. Hence, all the items are reliable.

In terms of validity test, Factor Loading (EFA) is applied to measure the items. According to Pallant (2013),

Table 3: Correlation results between variables

| Variables | UI | EN | TW | ATT | PI | SI |
|---|---|---|---|---|---|---|
| UI | 1.000 | - | - | - | - | - |
| EN | 0.361* | 1.000 | - | - | - | - |
| TW | 0.299* | 0.393* | 1.0000 | - | - | - |
| ATT | 0.526* | 0.683* | 0.5740* | 1.000 | - | - |
| PI | 0.288* | 0.486* | 0.0071 | 0.483* | 1.000 | - |
| SI | 0.475* | 0.685* | 0.1210* | 0.674* | 0.119* | 1 |

*Correlation is significant at the 0.01 level (1-tailed)

Table 4: Hypothesis testing results

| Output | ATT as dependent variable | | ATT as independent variable | | |
|---|---|---|---|---|---|
| | Model 1 | Model 2 | Model 3 | Model 4 | Model 5 |
| β | 0.526* | 0.683** | 0.574*** | 0.483*** | 0.674*** |
| t-statistic | 8.766 | 13.266 | 9.944 | 3.167 | 12.935 |
| F-ratio | 76.842 | 175.988 | 98.884 | 47.658 | 167.312 |
| $R^2$ | 0.277 | 0.467 | 0.330 | 0.192 | 0.454 |

(*) if $p<0.05$, (**) if $p<0.01$, (***) if $p<0.001$

the correlation. From the table above, it is noted that all factor loadings are higher than 0.5. Thus, the validity of the results is confirmed and further research can be continued.

**Correlation:** According to Pallant (2013) and Field (2013), the correlation analysis was conducted to examine the intensity and tendency of variable's relationship and the "one-tailed bivariate" correlation was implemented as the direct hypothesis (Table 3).

Regarding to the antecedents of ATT in the conceptual model, UI EN and TW have a strong correlation with ATT, since the correlation numbers were 0.526, 0.683 and 0.574, respectively at the confident level of 99%.

Regarding to the consequences of ATT, PI has a slightly moderate with ATT when the index was 0.483 at the confidence level 99%. Meanwhile, the SI has the strong correlation with ATT coefficient = 0.674 at the confidence level of 99%.

From the Table 3, there are some low correlations between variables such as TW and PI, PI with SI. However, they are not in the hypothesis to test in this study. All examined variables in the hypotheses hold moderate to significant correlation with each other hence, the validity was confirmed.

**Hypothesis testing:** In previous sections, the reliability and validity are confirmed; yet, the correlation test cannot examine the relationship between tested variable (Pallant, 2013). Therefore, the linear regression analysis was conducted to examine the relationship. In this part, the result of linear regression will be presented in the Table 4:

- $H_1$: useful information has a positive impact on the consumer's attitude towards destination trailer on the social media

Firstly, the Model 1 aims to explore the relationship of useful information on the customer's attitude towards destination trailers on social media. From the outcome Table 4, the UF has β = 0.562, t = 8.766 and p<0.001. Furthermore, 27% variation of ATT can be explained by the UF; the F ratio = 76.842 shows that the model is well predicted. As a result, $H_1$ is accepted:

- $H_2$: entertainment has significant positive influence on the consumer's attitude towards the destination trailers on social media

Model 2 is constructed to examine the influence of EN on ATT towards destination trailers. The entertainment has β = 0.683, t-statistic = 13.266 and observes significance p<0.001. This means that the EN has a strong influence on ATT. Additionally, the $R^2$ = 0.467, EN accounted for 46.7% variance in ATT. Hence, $H_2$ is accepted:

- $H_3$: trustworthiness has a significant positive impact on consumer's attitude towards destination trailers on social media

Model 3 is conducted to test the relationship between Trust Worthiness (TW) and consumer's attitude (ATT) towards destination trailers on social media. The results show the positively significant effect of TW on ATT as the coefficient is positive, β = 0.574 with t = 9.944 (p<0.001). The $R^2$ = 0.33 illustrates that the 33% variance

in ATT can be explained by TW. From the table, the F-ration was 99.884 (p< 0.001) will be a better prediction of ATT. Thus, $H_3$ is supported:

- $H_4$: positive attitude towards destination trailers has a positively impact on the purchase/visit intention

In terms of model 4 in the table, this hypothesis tests the relationship of attitude towards destination trailers and purchase/visit intention. To be specific, the coefficient is positive at 0.438 (t = 3.167, p<0.001) that shows the fairly positive impact of ATT. $R^2$ = 0.192 shows that ATT explain 19.2% of the variance in PI. Hence, $H_4$ is supported:

- $H_5$: positive attitude towards destination trailers has positively impact on sharing intention

Regarding to Model 5, it is constructed to test the influence of consumer's attitude towards destination trailers on the sharing intention on social media. The $R^2$ value (0.454) presents that ATT accounted for 45.4% of the variance in sharing intention and the model F-ratio = 167.31 with p<0.001 is a good predictor of SI. Therefore, $H_5$ is accepted.

From the previous sections, the analysis results have confirmed the positive relationship of destination trailer attributes with customer's attitude, visit intention and the sharing intention. In other words, if viewers/visitors recognize the useful and entertaining destination trailers distributed in a trustworthiness platform on social media, they are likely to share the trailers and generate the visit intention afterwards.

Firstly, the $H_1$ was explored to have a positive influence. This outcome is similar to prior studies in internet marketing context such as Schlosser *et al.* (1999), Ling *et al.* (2010), Riberio and Antonio (2011). Thus, the consumer will generate the favorable attitude if they perceive the source of useful information regarding the destination. Additionally, in the research by Chen and Lee (2014), the online clips or videos are required to have the creative information rather than traditional type to encourage the number of views from people on social media. Therefore, this finding has highlighted the role of marketing research especially understanding consumer's problems to tailor the customer's lack of information and create the destination trailers as series of stories to form the awareness of audiences.

The second hypothesis is accepted to be the same line with some previous studies as Heinonen (2011) and Ling *et al.* (2010). It shows that the entertaining, interesting content will generate the "like" and enjoyable

attitude when watching the destination trailers. Furthermore, the outcome presents the strong relationship between EN and ATT. Hence, the marketers need to engage the visual creativity and the combination of sounds, images and suitable ambassadors with national personality to generate the entertainment in the trailers.

The third relationship confirms the factor of trustworthiness in destination trailers which has an effect on the attitude on social media. This result is compatible with the researches by Ayeh *et al.* (2013), Amaro and Duarte (2015) regarding the credibility and the viewer's attitude. Therefore, the marketers might consider about the chosen platform to distribute the trailers because TW is also a key predictor of viewer's attitude.

The two following hypotheses: $H_4$ and $H_5$ prove the consequences of consumer's attitude on social media. In the offline world, purchase intention is confirmed as the only consequence in the cognitive process such as TPB model by Ajzen (1991), West *et al.* (2006), Lee *et al.* (2007) Peter and Olson (2010) and Ayeh *et al.* (2013). However, in the online platform, the sharing intention also proved as the favourable attitude towards things or objects (Chen and Lee, 2014).

All in all, the results of this study are compatible with previous research and provide a new application for hospitality context, especially in Vietnam market.

## CONCLUSION

In general, this study found out that three variables, namely useful information, entertainment and source credibility are proved to have a positive impact on the consumer's attitude, purchase/visit intention and sharing intention as a consequence. This study is hoped to contribute to the literature of consumer behavior and e-Marketing. It also suggests another marketing tactic for online branders and marketers regarding destination branding.

The study draws the conclusion that consumer behavior is influenced by both conscious-rational thinking and unconscious-emotional system (Morgan, 2006; Peter and Olson, 2010). Through this study, it is noted that destination trailers will affect both logical system and emotional system of the viewers, since the video clips consist of necessary information, entertainment and trustworthiness. The conceptual model which points out that favourable attitude towards trailers also generates the sharing attention and visit intention as a consequence. Thus, destination trailers are suggested to be launched between attention and integration phase

in order to raise brand awareness of the customers, providing them with new information and knowledge about brands and destination.

Specifically, the hospitality marketing in Vietnam has concentrated on traditional TV ads and below-the-line activities such as tour package promotion in domestic and international tourism festivals. When the author examines the activities of Vietnam tourism on some social media platforms such as Youtube and Facebook, there is hardly any information and digital promotion campaign. From the results of this study, it is recommended that destination marketers in Vietnam should invest in making series of destination trailers, as a part of a national branding strategy to build a new image of Vietnam as a "trusted tourism service provider" in the view of visitors.

The results of this research might benefit both academic and the marketing practitioners in terms of advertising theory and communication strategy. Firstly, the cognitive process of consumer behavior is confirmed as a substantial model in understanding the buying journey to help marketer approach effectively. Indeed, user's attitude is proved to have a significant role in determining the purchase intention and generating purchase behavior as a result (Peter and Olson 2010; Wahid and Ahmed, 2011; Ayeh *et al.*, 2013). Secondly, the characteristics of destination trailer examined proved to have the positive influence on the viewer's attitude, sharing intention and visit intention. Hence, this study will enrich the consumer's behavior literature in tourism, especially in the Vietnamese context.

In the transition period from Web 2.0-3.0, marketers are looking for effective methods and platforms to effectively deliver messages and stories to end-users as well as to reduce investment cost for brand/organization (Du and Walden, 2008). Trailers are well known in the film industry as they summarize the movie's plots, provoke expectations and emotions and get the audiences a keen interest in the upcoming events and attract them to the theaters. This suggests that consumers prefer hearing stories to reading plain message sentences (Mintel, 2015). Hence, the results of this research will make recommendations for Vietnam's government and tourism agencies in approaching travelers and visitors both in Vietnam and overseas.

However, there are certain limitations to this study. Firstly, most participants are mainly from the chosen online forums of travellers due to the shortage of funding and the constraints of time. A future research is expected to reach a larger number of participants in offline such as hospitality fair and travelers of tourist agencies to ensure higher reliability and generalization of the research. Secondly, the actual buying behavior has not been tested

in the conceptual model; hence, a later study might examine the effects of destination trailers on the actual behavior of visitors. And finally, it is hoped that other researchers may find opportunities to study more interactive tools such as user-generated-video on social media in marketing destination.

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