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Investigating the role of DCM to consumer behavioral intention: a study on the Vietnamese tourism industry

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Abstract
Purpose *- According to this research, tourism businesses need to adopt modern marketing tactics to stay competitive in today's rapidly changing environment. Digital content marketing (DCM) has emerged as a powerful promotional strategy that can have a significant impact on tourist behavior.*
Design/method *– The study analyzes an extended technology acceptance model (TAM) in the city of Da Nang, Vietnam, to understand the effect of DCM on consumer behavior. The research involved surveying 248 residents in the city, and the data was analyzed using various statistical methods.*
Findings *- According to the results, the key components of TAM do a decent job of explaining how people feel and act when they engage in DCM-related tourism activities. It is also shown that consumers' attitudes are precursors to their intentions and behaviors about the use of DCM to acquire or pick a specific tourism service.*
Practical implications: *The findings indicate that consumers' attitudes towards DCM have a significant influence on their intentions and behaviors to use it to acquire or select a specific tourism service. This research has practical implications for tourist authorities and marketers, as it can help them create and refine tourism strategies and campaigns.*
Originality/value *- The study also contributes to the literature on TAM and digital technology by expanding on two essential concepts related to vacationers' actions and motivations.*
Keywords: *digital content marketing, tourism service, consumer behavioral intention, attitudes, experience.*

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I. Introduction

The way people communicate has been transformed by technological advancements, particularly with the advent of the Internet and social media platforms. Consumers increasingly favor online channels over traditional ones, as noted by Aspasia in 2014. Over the past two decades, businesses have shifted towards digital communication for marketing, leading to a significant surge in e-marketing, as observed by El-Gohary in 2012. Werthner (2004) and Naidoo and Hollebeek (2016) found that information technology is extensively used for business-related content, communication, and product promotion.

In this digital landscape, online content plays a pivotal role in shaping perceptions, attitudes, and behaviors, particularly in the context of tourism, as highlighted by Albayrak in 2019. Digital Content Marketing (DCM) emerges as a vital tool for fostering enduring, mutually beneficial relationships with consumers, as outlined by Jefferson (2015). Defined by scholars like Pulizzi (2013) and Holliman (2014), DCM involves creating and distributing relevant and meaningful brand material through digital platforms to establish positive brand connections and trust.

The growing significance of DCM is evident in both research and industry, as emphasized by Hollebeek and Brodie (2016). DCM is intricately linked to a company's overarching goal of providing value to consumers, as articulated by Danciu (2016) and Kumar (2016). The digitization of content marketing, consumer value (Hollebeek and Macky, 2019), and the content marketing concept itself (Jiao et al., 2017) all contribute to value creation through content utilization (Dvir, 2018).

Consumer experiences, a focal point for early scholars like Schmitt (1999), are evolving into more social encounters, influencing the decisions of other consumers. This shift reduces total control over the client experience, leading to phenomena like showrooming (Ngo 2019; Ngo et al., 2021; and Rapp et al., 2015).

To understand consumer behavior in the digital realm, including mobile apps, Stocchi et al. (2019) affirm the continued relevance of the TAM model. Various studies explore digital content across sectors such as online financial services (Al-Hawari 2006), online commerce (Özoglu 2020; and Ngo et al., 2020), and online service and consumer support (Heinonen 2008). However, little attention has been given to the impact of essential features of digital content on digital content marketplaces, as noted by Rowley (2008).

In the context of travel and tourism, previous research emphasizes the influence of online marketing content, particularly through social media (Kim and Chae, 2018; Sotiriadis 2017). Nevertheless, there is a gap in understanding the impact of digital content essential features on digital content marketplaces (Rowley 2008). Additionally, factors like pleasure and simplicity of use have been overlooked in tourism studies, despite their significance in consumer decision-making about travel destinations.

This study aims to address these gaps by extending the TAM model to examine the influence of DCM on travel and tourism consumer behavior in Danang, Vietnam. Given Southeast Asia's prominence in global tourism, especially in Danang, Vietnam, this study draws on the TAM model to delve into the intersection of content marketing and tourism in the region. As of January 2020, Southeast Asia witnessed a substantial increase in global tourist arrivals, with Vietnam, and specifically Danang, being a popular destination. The study aims to shed light on the impact of independent variables, such as perceived usefulness, perceived ease-of-use, and consumer experience, on tourism consumers' perspectives regarding DCM utilization. It further explores the direct links between these predictor constructs and investigates the role of consumers' attitudes in influencing their intentions to consume DCM. Ultimately, the study delves into the mediating role of attitude in shaping the relationship between predictor variables and consumers' intentions to use Digital Content Marketing.

II. Literature Review

2.1 Digital Content Marketing and Tourism

An evolving facet of the contemporary commercial landscape is digital content marketing (DCM), characterized by Koiso-Kanttila (2004) as marketing where both the product and its delivery exist in a digital format. According to Rowley (2006), DCM involves the management process of identifying, anticipating, and effectively meeting consumer expectations in the financial context of digital content disseminated over internet channels. The essence of DCM lies in the creation and distribution of compelling content that outshines competitors, as highlighted by Lieb (2011) and Rancati Elisa (2014).

Various channels facilitate the delivery of content to the intended audience, such as virtual communities (Ivanov 2009), social media rankings in search engines (Qian 2015), and social media adoption in national marketplaces (Gretzel 2008). These discussions involve consumers as active partners, engaging in resource and information exchange with marketers to create value (Vargo 2004). The "blogosphere" encompasses the activities of blogs and bloggers, with consumers in certain countries placing more trust in blogs on official tourism websites than in expert guides and travel firms (Schmollgruber 2007). DCM's advantages include improving consumer service, raising brand awareness and authority, building consumer trust and loyalty, and fostering sustainable relationships with the target demographic (Lang 2019).

DCM proves to be the most effective strategy for generating leads and income streams, according to Ascend2's "Digital Marketing Plan Survey," highlighting its continued significance in the tourism industry. Berger and Milkman (Berger 2011) posit that the widespread use of internet content in daily life can be seen as a modern way of living.

In the realm of travel and tourism, DCM extends to peer-to-peer applications, allowing users to share experiences, knowledge, and rankings of destinations with the virtual community, influencing consumer decisions and purchasing intentions (Schwabe 2005). The scope of DCM encompasses various digital platforms, including company websites, blogs, social networks, virtual groups, and mobile apps (Breidbach 2014; Brodie 2013).

The tourism industry's embrace of digitization has led to numerous online transactions, with both developed and developing countries, including Africa, leveraging digital media, content, and mobile advertising to showcase their attractions to tourists (Mkwizu 2019). Consumers now have access to information and reviews from diverse sources via social media, transforming the traditional reliance on tourism organizations. The impact of the digital economy on tourism is evident, as demonstrated by Hojeghan and Esfangareh (2011). Castro (2017) analyzed a European city's digital marketing strategy, highlighting the use of digital marketing technologies to promote tourist attractions. Advances in digital technologies have revolutionized the travel and tourism industry, allowing travelers to personalize their experiences, communicate with intermediaries and service providers, and share travel experiences with the community (Alaei 2017). Matloka and Buhalis (2010) emphasize the benefits of personalized content and technological widgets in conveying information tailored to travelers' specific requirements and interests. Social media posts on tourism significantly impact the industry's reputation and performance (Alaei 2017), and online comments and recommendations play a crucial role in aiding travelers in their decision-making processes (Neidhardt 2017).

Consumer Experience

Consumer experience (CE) is an important concept in marketing field. Meyer and Schwager (2007) define "consumer experience is the internal and subjective response consumers have to any direct or indirect contact with a company". Accordingly, consumers have direct contact with enterprise when purchasing, using products or services. Contrary to direct contact, indirect contact accidentally occurs in the form of word-of-mouth, product's representative, advertising on news or social media, blogger's reviews, and so on. Researchers consider consumer experience as a multiple dimensions that represent for the consumers' cognition, emotion and behavior during the purchasing journey (Lemon and Verhoef, 2016). Therefore, content marketing has a connection to a company's ultimate purpose of providing value to its consumers (Danciu 2016; and Kumar 2016). As an example, the digitalization of content marketing and the notion of consumer value (Hollebeek 2019) is based on valuable content (Jiao 2017), therefore content can be utilized to create value (Dvir 2018). Research suggests that consumer experience mediates between technology acceptability variables and behavioral intention (Castañeda 2007; and Morgan-Thomas, 2013).

When an enterprise desires to apply digital content on marketing, they should provide consumers a favor to experience good information online, to perceive the benefits that products bring to such as the usefulness or ease-of-use (Rose et al., 2011). Hsu and Tsou (2011) stated that the reliability of information (that are provided online) is crucial in enhancing consumer experience, so, is potential aspect to enhance consumer's intention to use. Moreover, enterprise involve consumers experiencing online content may improve the effect of CE on the purchase intention. Consumers driven by utilitarian goals online may want the comfort of saving time (Childers 2001) or the ease of getting information. When it comes to hedonic values, the experience is key (Babin 1994). Although they don't intend to buy anything, these consumers benefit from the experience by making a purchase later on. Both of these incentives have a beneficial effect on consumers' sentiments toward the Purchase Intention (Jiyeon 2007). Therefore, in this paper, we propose the relationship between CE with intention to use through the attitude of consumers.

H1: Consumer Experience positively affects consumers' attitudes toward using DCM.

2.3 Technology Acceptance Model

The Technology Acceptance Model (TAM) is a useful tool for researchers to understand how individuals perceive and use technology. There is a growing trend of consumers adopting information technologies rapidly due to the effectiveness of TAM, which has become the most commonly utilized model by researchers (Venkatesh 2000). Recent studies have utilized TAM to examine how faculty and students at various academic levels perceive the digital environment as improving learning and teaching (Ofori 2019), learning attitude (Tan 2009) and grocery shopping via mobile applications (Shukla 2018). Moreover, the utilization of technological services, such as mobile service, has shown to improve consumer happiness by increasing mediators between service accessibility and motivating beliefs in both business and leisure consumers (Tojib and Tsarenko 2012).

Perceived usefulness (PU) has been found to positively influence the perception of online application use (Legris 2003). Researchers Chang et al. (2012) and Elkaseh (2006) found that consumers' attitudes toward technology use improved when PU was implemented. Moreover, digital marketing content that included PU has been found to change people's attitudes towards technology use (Cho and Son 2019). Based on these findings, it can be hypothesized that:

H2: Perceived usefulness positively affects consumers' attitudes toward using DCM.

Previous studies have shown that a person's perceived ease-of-use (PEU) has a significant impact on their outlook (Jahangir 2018; and Pai 2011). Renny (2013) showed that PEU has a significant impact on consumers' attitudes towards online buying. PEU has also been found to have a beneficial effect on attitudes towards certain DCM patterns (Ryu and Murdock 2013; Cho and Son 2019). Therefore, it can be hypothesized that:

H3: Perceived ease-of-use positively affects individuals' attitudes toward using DCM.

According to the TAM, attitude is a result of the perceived usefulness and the perceived ease of use of a certain product (Davis 1989). Attitudes, on the other hand, have a direct impact on one's conduct (Mathieson 1991). The current study's findings corroborate those of other studies, such as Ryu and Murdock (2013) and Elkaseh et al. (2016), which showed a favorable impact of attitude on intention through the use of online content. Additionally, the study of Matthew (2020) also showed that attitude affects the intention in the use of DCM. Therefore, it can be hypothesized that:

H4: Tourism consumers' attitude positively affects their intention to use DCM

III. Research method

The hypothesized model of the study

Based on theoretical foundations and previous studies, it seems that the author is proposing a research model for a topic related to consumer engagement. The proposed model includes several factors that are thought to affect consumer engagement such as consumer experiences, perceived usefulness, perceived ease-of-use, attitude toward using DCM, and intention to use DCM. It seems that these factors are represented by a set of hypotheses and models.:

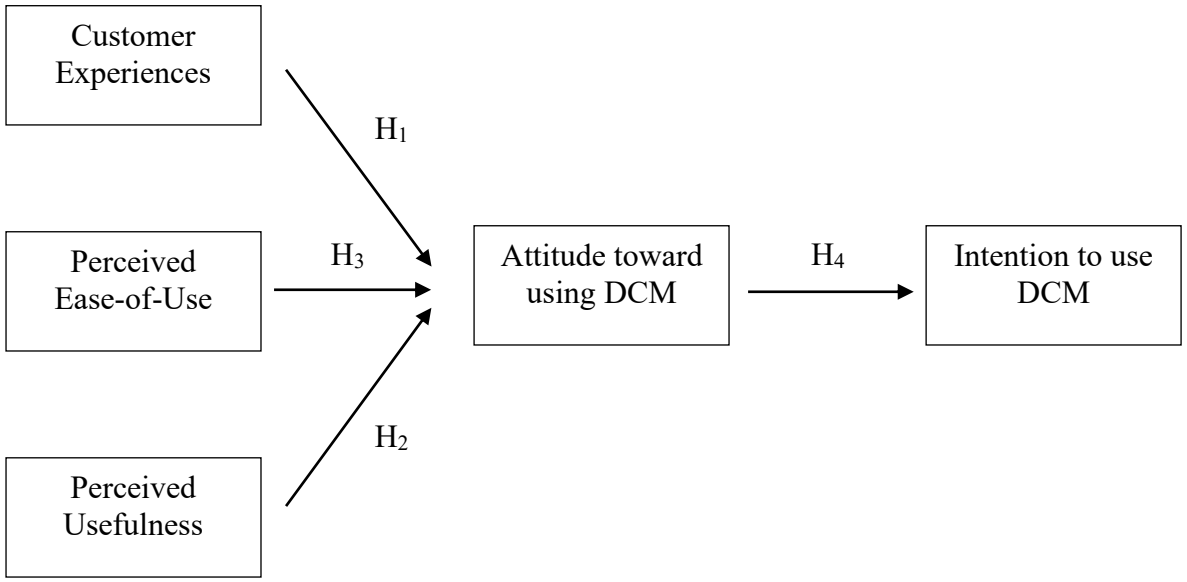

Figure 1. The hypothesized model of the study.

Research Methodology

According to the text, the current study relied on empirical data obtained from a self-administered survey conducted among locals and visitors who had already purchased travel or tourism-related goods or services in Danang, Vietnam. The choice of Danang was made due to its status as a prominent tourist destination and the high standard of living of its residents. To increase the response rate, a convenience sample and random selection of participants were used. The survey was translated into Vietnamese, the native language of the city's population, using a blind back-translation method. A response rate of 83% was achieved, with 248 valid survey responses collected between April 2022 and August 2022.

The study employed exploratory factor analysis (EFA) to analyze the data. To ensure trustworthy results in factor analysis, the minimum required sample size should be equal to or larger than five times the number of variables evaluated, but at least equal to 100. In this study, a sample size of N = 110 (5*22) was required to conduct the EFA. Therefore, the 248 valid survey responses collected can be used in this analysis.

According to the text, the article was completed based on the quantitative method and relied on established measures from previous studies to assess the constructs of perceived usefulness (PU), perceived ease-of-use (PEU), attitude (ATT), behavioral intention (INT), and consumer experiences (CE) related to DCM. The scales used to measure these constructs were modified to match the needs of the current investigation.

The questionnaire used in the study included academic sources on Technology Acceptance Model (TAM) and the new constructs for the DCM subject. The theoretical framework's seven latent variables were measured using a final set of 20 indicators. The reflective constructs were measured on a 5-point Likert scale (1 = "strongly disagree" – 5 = "strongly agree"). The questionnaire also included questions about DCM tools and the demographic profiles of the interviewees.

To collect and analyze the data, the article used SPSS 20 software to come up with models and regression models for the research. The study relied on subjective metrics based on the viewpoint of each participant to measure the behavioral intention construct. Overall, it seems that the study employed well-established methods and tools to measure the constructs and collect and analyze the data.

Table 1. The measurement models

Variables	Items	Sources
Perceived usefulness (PU)	Using DCM enhances my travels. With DCM, I'm able to make faster decisions about where I want to go. With the support of DCM, I've been able to begin a dialogue with tourist locations. DCM meets all of my travel requirements. In general, I find that the DCM is helpful in making my trip plans.	Perceived usefulness (PU) (adapted from Davis, 1989, 1993; Venkatesh et al., 2003)
Perceived ease-of-use (PEU)	When it comes to making travel arrangements, I feel less perplexed after relying on DCM. When I used tourist information, I didn't have to exert much mental effort. As a tourist, I'm confident that my dealings with DCM will be straightforward. Choosing a vacation spot is made easier with the help of the Tourism DCM. Overall, I find DCM to be quite user-friendly.	Perceived ease-of- use (PEU) (adapted from Davis 1989, 1993; Venkatesh et al., 2003).
Consumer Experiences	I believe that I get superior experience on using DCM in tourism I am completely satisfied with DCM's ability to meet my requirements Using DCM at traveler has exceeded my expectations in every way My decision to go on the trip that DCM had suggested was a good one.	Consumer Experience (CE) (adapted from Gopalan and Narayan 2010)
Attitude	I believe it is a good idea to use DCM for travel and tourism To me, DCM is critical in making travel decisions. Using DCM to make travel/tourism decisions is a good concept. Use of DCM when on the road is a good idea. DCM is my preferred method of transportation when I'm traveling or seeing new places.	(ATT; adapted from Ajzen and Fishbein, 1980; and Ngai et al,, 2007)
Behavioural Intention	For my next vacation, I plan to use DCM to help me decide where to go. DCM will play a large role in my future trip plans, and I aim to use it extensively. I plan to promote DCM to my friends when it comes choosing a vacation spot.	(INT; adapted from Ajzen and Fishbein, 1980; and Ngai et al., 2007)

IV. Results

4.1 Descriptive statistics

the author conducted a survey and received a total of 248 responses from Danang residents familiar with DCM. The survey respondents comprised 137 female consumers (representing 52.5% of respondents) and 111 male consumers (representing 42.5% of respondents).

Regarding age, the survey participants were divided into four categories. The youngest age group consisted of individuals under the age of 18, with 44 individuals (15.3%) from this sample participating in the survey. The second age group included individuals aged 18 to 25, with 80 people (30.7% of the total) falling into this category. The third age group comprised individuals between the ages of 26 and 35, with 81 people (31% of the total) participating in the survey. The remaining 47 respondents (18%) were above the age of 35.

The survey also collected data on the respondents' incomes, which were divided into four categories. About 39.1% (102 people) of the sample size of 248 had annual incomes of less than 5 million VND, while 48 workers had incomes ranging from 5 to 10 million VND. The range from 11 million VND to 15 million VND was represented by 46 people (17.6% of the total), and 52 individuals (19.9%) had annual incomes exceeding 15 million VND. Overall, the survey seems to have collected data from a diverse group of respondents in terms of gender, age, and income.

4.2 Reliability analysis

Cronbach's alpha was used to determine the internal consistency of the scales used to measure the independence, mediation, and dependency of the four variables. The Cronbach's alpha for all scales was more than 0.6, and the variable-sum correlation coefficient was greater than 0.3, indicating the validity and reliability of the scales used.

4.3. PEU, PU, and CE variables' results

It seems like the analysis conducted on the 14 observables has yielded some interesting results. The KMO value of ≥ 0.841 suggests that factor analysis is valid. The null hypothesis that the observed variables are uncorrelated

in the population was also rejected, indicating that there is a correlation between the variables. The findings suggest using principal components analysis with a varimax rotation to determine underlying factors.

The analysis resulted in the 14 observables being initially divided into three categories. The results of the analysis also demonstrate that Bartlett's test has Sig. = 0.000 < 0.05 since the observed variables have an overall correlation with one another. The above three factors accounted for 60.464% of the variance in the data, as shown by the results of an EFA analysis where three components were extracted and the cumulative coefficient = 60.464%.

To qualify, the Eigenvalues of each factor must be more than 1, with the lowest Eigenvalues occurring in factor 3, at 1,461 > 1. The loading coefficient of an observed variable must be more than 0.5 to be used. After rearranging the factors, we can see clearly how much of the observed variables are concentrated in each element. According to the findings, more investigation can be conducted on 14 observable variables stemming from 3 factors.

4.4 ATT and INT variable's result

Based on the results provided, it appears that the variables analyzed in the dependent variable are correlated in the population, with the KMO coefficient being greater than 0.5 and the Sig coefficient being less than 0.05. The total variance extracted and Eigenvalues level suggest that there is one analyzed factor representing a significant portion of the data. Additionally, the original research hypothesis was maintained based on the results of Cronbach's Alpha reliability coefficient and EFA exploratory factor analysis.

The multiple regression analysis of variables PEU, PU, and CE with ATT yielded an adjusted R-squared value of 0.657, indicating that the independent factors included in the regression analysis account for 65.7% of the variance in the dependent variable. The remaining variance is attributable to out variables and random errors. The multiple regression analysis of PEU, PU, CE, and mediator ATT → INT yielded an adjusted R-squared value of 0.415, indicating that the independent variables included in the regression analysis affect 41.5% of the variation of the dependent variable.

The ANOVA table shows that the F-test sig value is less than 0.05, suggesting that the regression model is suitable. The association between PEU, PU, and CE with INT is positive and significant, with the Standardized Coefficients beta being all positive numbers (> 0) and the Sig t-test being lower than 0.05. However, the Standardized Coefficients of ATT to INT show that ATT has a significantly negative effect on INT. Nonetheless, the Sig t-test is still less than 0.05, making the association significantly meaningful.

Hypotheses testing of PEU, PU, CE, ATT with INT

Hypothesis	Path	Standardized Coefficients	ρ	Result
H1	CE -> ATT	,259	0.000	Supported
H2	PU -> ATT	,122	0.000	Supported
H3	PEU -> ATT	,087	0.000	Supported
H4	ATT -> INT	-,242	0.000	Supported

It appears that in the regression analysis, all independent variables have positive effects on the dependent variable INT. Specifically, the regression coefficients for PEU, PU, and CE are greater than 0. However, the ATT Standardized Coefficients are negative, indicating that the mediator variable has a negative impact on the dependent variable.

The normalized regression coefficient Beta can be used to determine the strength of the independent variables' effect on the dependent variable INT. In this case, the size of the normalized regression coefficient Beta is as follows: CE (0.259) > PU (0.122) > PEU (0.087) > ATT (-0.242) > 0. This suggests that CE has the strongest effect on INT, followed by PU and PEU. In contrast, ATT has a negative effect on INT, which means that an increase in ATT will lead to a decrease in INT.

H1: Consumer Experience positively affects consumers' attitudes toward using DCM.
H2: Perceived usefulness positively affects consumers' attitudes toward using DCM.
H3: Perceived ease-of-use positively affects individuals' attitudes toward using DCM.
H4: Tourism consumers' attitude negatively affects their intention to use DCM

V. Conclusion and suggestion

5.1 Conclusion

The study found that tourists in Da Nang city are using DCM instruments when making decisions about vacation packages or activities, and various forms of content such as videos, animations, social media postings, photos, infographics, e-books, shorter consumer guides, text, and blog texts fall under this category.

The study also revealed that consumer perceptions of the usefulness of DCM for tourism are significantly affected by PEU. This finding is consistent with previous research that has found a positive and significant relationship between PEU and ATT toward adopting technology. Additionally, PEU influences ATT in the direction of embracing E-marketing and buying plane tickets online. The study also supports the research conducted by Cho and Son (2019) which found that PEU greatly influenced consumers' opinions towards utilizing digital marketing content. However, the study found that PU does not have a significant effect on consumer sentiments towards the use of DCM in tourism, which contradicts prior studies that have found a positive relationship between PU and ATT towards IT use.

Moreover, the study found that CE of DCM in Da Nang city affects the sentiments of tourists. This finding is consistent with previous studies that have shown CE changes consumers' perspectives about utilizing IT in various contexts. Consumers tend to use DCM to purchase travel-related goods and services because of the pleasurable experience that they have with it. However, the study also revealed inconsistencies when using the CE coefficient because of the relatively weak association between them.

Overall, the study highlights the importance of PEU and CE in shaping consumer perceptions of the usefulness of DCM in tourism, and companies should focus on providing a pleasurable experience to encourage users to utilize DCM in their travel-related purchases.

The study found that ATT has a favorable effect on INT when using digital content, which is consistent with previous studies by Ryu and Murdock (2013), Elkaseh et al. (2016), and Cho and Son (2019). The study also reveals that people's goals have a significant impact on how they interact with digital media. However, the study did not match the findings of previous studies by Venkatesh et al. (2003) and Akar and Mardikyan (2014), which found that INT influences how people use social media and other online systems. The study suggests that ATT has a significant impact on INT, but it is a negative impact, which indirectly reduces user intention to use DCM for travel.

In the author's viewpoint, the study implies that although there has been an uptick in positive user sentiment regarding DCM, it has not translated into increased product adoption. Users still need additional reasons to trust the products they use, especially in a market where most travel applications and websites disperse a flood of adverts, most of which are implausible. Therefore, companies should focus on building trust with their users by providing them with relevant and reliable content that meets their needs and expectations. By doing so, they can increase the adoption of DCM in the tourism industry and improve the overall user experience.

5.3 Implication for practice

This study has several theoretical and managerial ramifications. From a theoretical perspective, this study contributes to the existing literature on DCM, particularly in the tourism sector. This study is unique in that it demonstrates the significance of DCM and investigates its impact on the buying habits of tourists. While previous studies have extended the TAM model in various contexts, including tourism, hospitality, and events fields, this study is the first to extend the TAM model by incorporating a crucial variable (CE) to empirically investigate the impact of DCM on the behavior of tourists. Additionally, no previous research has examined the link between DCM and consumer behavior in Da Nang. As Järvinen and Taiminen (2016) suggest, this research adds to the body of knowledge by elucidating DCM as an instrumental tool in identifying and converting prospects into paying consumers via digital content.

From a managerial perspective, this study has significant implications for tourism companies. Firstly, companies should focus on providing a pleasurable experience to encourage users to utilize DCM in their travel-related purchases. Secondly, companies should provide relevant and reliable content that meets their users' needs and expectations to increase the adoption of DCM in the tourism industry. Thirdly, companies should build trust with their users to improve the overall user experience and increase the adoption of DCM. By employing these strategies, tourism companies can leverage DCM to attract more customers and generate more revenue.

The study also generates important managerial implications for tourism businesses by emphasizing the significance of adopting DCM as a beneficial and effective instrument of marketing. Based on the findings of this study, travel companies that still rely on conventional means of marketing and information distribution need to shift their focus to digital channels, which offer consumers far more options when it comes to locating, analyzing, and selecting content that is most likely to influence their purchasing decisions.

Additionally, the findings of this study will enable the tourism industry to build DCM-reliant marketing strategies and activities that guide tourists toward the most relevant and useful information during their travels. By providing relevant and reliable content, tourism companies can attract more customers and generate more revenue. Moreover, this study will help business leaders and policymakers in the tourism industry better understand the characteristics of DCM and how they relate to consumers' attitudes and intentions so that they may improve their service to their clientele.

In summary, this study provides important insights into the significance of DCM in the tourism industry and highlights the need for tourism companies to adopt DCM as a critical instrument of marketing. By doing so, they can attract more customers, generate more revenue, and improve the overall user experience.

5.4 Limitations and future research

This study used a quantitative method to investigate the connections between the variables. However, further research is needed to understand how DCM factors into tourists' decisions. This study's findings suggest that qualitative or mixed-method studies could be useful. Additionally, this study only investigated tourism intention in Danang without evaluating its dependence on attitude and external variables in the entire nation. Hence, future research can be done to compare the attitudes, intentions, and behaviors of people in different large urban areas or even different countries to achieve a more comprehensive result.

Longitudinal studies could also be done in the future to better understand the interrelationships of the many factors that influence tourists' perspectives and practices about DCM. Future research can expand to include additional factors such as trust, innovation, image, etc., which may influence the uptake of DCM in the tourism industry. Moreover, moderators or other control variables that may influence the uptake of DCM in the tourism industry include social influence and gender.

Finally, it's important to explore expanding to new audiences in order to fully grasp differences from the viewpoint of actual end-users. Future research can focus on understanding how DCM can be leveraged to reach new audiences and how their attitudes and behaviors differ from existing audiences. By addressing these research gaps, we can gain a more comprehensive understanding of the impact of DCM on the tourism industry and develop effective strategies to enhance its adoption and utilization.

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