

MODERATING EFFECT OF CREDITABILITY ON THE RELATIONSHIP BETWEEN ONLINE MARKETING COMMUNICATION, WEB QUALITY AND CULTURE EXPERIENCE

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Abstract: The current study addresses the issue of online marketing communication to enhance the business activity through online users and netizens in Thailand. The purpose of study entails the understanding of behavior of consumers who actively use web based and internet-based applications to purchase hotel services online at tourist places of Thailand. The study depicted the overlooked variables cultural experience and website quality to determine the intention and call to action of consumer. Primary data analysis like descriptive, reliability of the models and both direct and indirect effects are examined as core methods in the study. Moreover, the study contribute in body of knowledge by explaining the relationship of credibility of online and internet-based applications for hotel booking. The sample was selected from tourists resorts of Thailand from three major spots including Bangkok, Phuket and Pattaya from netizens. The study found that user's experience and website quality influence the decision making of user and credibility of source doesn't have any moderating effect in determining the call to action among netizens of Thailand.

Keywords: online marketing communication, web quality, behavior of consumers, Thailand

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Introduction

The communication considered as central to any business in highly competitive environment as media playing wider role in promotion of products for different companies. The adoption of media has dramatically increased since a decade for online business operations. Online marketing has emerged as one of the best mediums for organizations to operate business in highly competitive environment. Large number of consumers is reachable through online media and applications, therefore firms widely using online access websites and other online media for their marketing purposes. Digital media has enabled general public to communicate and make purchase through online applications including websites, applications, mobile applications, animations, SMS services, audio-visual media, virtual reality and augment reality media (Lister et al., 2008). Internet and online applications has

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enabled firms and businesses to operate their functions without physical binding, as their web presence allows public to buy online without visiting any physical store, effective and internet-based communication is no longer limited by time or space, as easy and any-time access has changed the basis of competition. Literature has depicted that response of consumer for online contents is known as Call-to-Action (CTA) (Semuel et al., 2017). Due to emerging technological advancements, the marketplace has gone digital as it is easy to access from mobile location and web presence enables people to buy products without any physical interaction or travel. Internet is found to be a key role player in the emergence of digital marketplace. Internet-based applications are being used by producers and businesses to access customers and web presences enable them to interact (Berman et al., 2007).

Literature Review

There are various opportunities that have been created by internet-based applications as recommendation, suggestion and referral through positive word of mouth for internet-based business models and operations have become popular (Dellarocas, 2003). Researchers have depicted that positive word of mouth is one of the effective sources of rapid creation of awareness about a product or service (Dhar and Chang, 2009). Popularity of internet for online shopping has become pervasive in routine life among various countries; the online shopping phenomenon is visible everywhere in the world from USA to Japan and other triad nations. The usage of internet-based applications in the South East Asian region such as in Thailand, Vietnam, Indonesia, and Malaysia has increased during recent years. Usage of web-based applications and internet-based applications for purchasing such as social media has increased in recent years; the statistics shows that in Indonesia has 79.7% active social media users, Philippines as 78%; Malaysia 72% and China as 67% active users (Lee et al., 2009). The usage of technologically advanced applications including social media has enabled firms and users to develop new ideas, information sharing and exchange information among each other (Aaker, 2012). Social media usage at large scale among internet users for information communication with similar interest has emerged since a decade (Rahmadini and Halim, 2018). Businesses and industries use social media and internet-based applications for their business operations and to increase their brand awareness among large number of users (Kaplan and Haenlein, 2010). Social media usage around the world by large number of active users has dominated the importance of technology-based applications for digital communication and to conduct business including creating brand awareness (Kaplan and Haenlein, 2010). The researchers have argued that social media applications influence emotions of users towards specific brands and usage of social media can produce favorable results for businesses for example social media can influence positive word of mouth (Mecke et al., 2004). Online buying has increased as it is found to be an easy way to access products, rapid process, lack of social pressure and avoidance for hand-carry products from consumers' perspective (Chen and Zhang, 2015). E-commerce

practitioners needs to understand the buying behavior of consumers towards online shopping and transactions so that nature of online buyers must be explored for effective strategy formulation (Verhagen and van Dolen, 2011). The researcher in present study intends to consider the cultural experience of online consumer and website quality to determine the intention to purchase of specific brand which further leads towards the call to action for final purchase with respect to hotel industry of Thailand.

For purchase or online transaction for online purchases the desire of consumer and intention of consumer plays vital and crucial role as desire and communication stated as an important factor to consider. The intention of consumer plays central role in completion of transaction whether online or offline purchases for call to action. Further, the intention of consumer or encouragement of consumer play role in buying behavior which leads to complete the transaction and purchasing of service of goods (Chen and Zhang, 2015). The purchases of services from hotels of Thailand by tourist may be influenced by the strong intention and need of consumer, as most of the purchases taken place due to the strong willingness of consumer for specific facility at hotel (Badgaiyan and Verma, 2015; Verhagen and van Dolen, 2011). The research scholars have found and stated that most of the purchases triggered due to the strong intentions of consumers and desire for purchasing (Semuel et al., 2017).

The digital business environment based on variety of technologies with different features influence the consumers' attitude towards online purchases. The usage of online channels has quick and rapid response (such as chat, texting), other channels include widely usage and sharing information among groups of users such as social networks and online communities. Few channels allow users to recognize the message source so that easily judging its credibility. The reaction of consumers towards anonymous messages such as online comments boards is not influential due to the credibility evaluation found not to be easy for consumers; on the other hand, firms adopted latest technologies for gaining benefits of digital marketing communication as motivated for maintenance of relationships with sources (Schumann et al., 2014). There are various factors such as word of mouth (WOM) as valuable message for consumers, as utility can take place various forms including emotional or economic. The researchers suggest that informativeness, entertainment irritation has been empirically investigated in previous studies, further, and researchers have examined the role of credibility in determining the value and general attitude of consumers (Gvili and Levy, 2016; Van-Tien Dao et al., 2014). The studies found and stated positive influence of credibility towards the attitudes towards messages (Fan and Miao, 2012; Sinkovics et al., 2012). Literature has defined credibility as key determinant for electronic word of mouth, improvement of responsiveness (Fox and Roberts, 1999) and value and establishing the attitude of certainty (Clarkson et al., 2008; Gvili and Levy, 2016).

Hypothesis of the study:

On the basis of above stated discussion following hypothesis are made:

- H1: Cultural experience has effect on intention of consumers of Thai hotel industry*
H2: Web site quality has effect on intention of consumers of Thai hotel industry
H3: Intention has effect on call to action among consumer of Thai hotel industry
H4: Credibility moderate the relationship between intention and call to action among consumers of Thai hotel industry

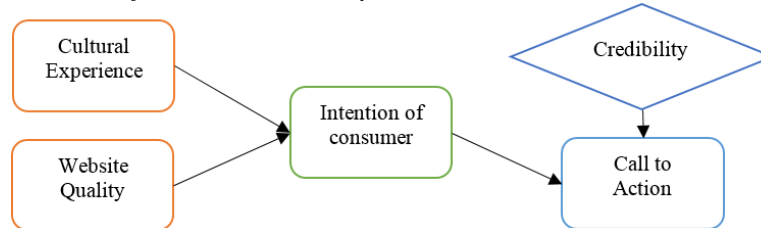


Figure 1. Research Framework

Methodology

The current study is one of pioneer to be conducted on Thai hotel industry in perspective of investigation intention of consumers and call to action and its predictors. The data was collected from Thailand from tourist points and from tourists visiting different places of Thailand and use hotel services. The unit of analysis was individual consumer at hotel industry of Thailand and survey was conducted from major tourist's resorts including Bangkok, Pattaya and Phuket. The hypothesis was tested on the basis of proposed relationships of research framework, the study is related to hotel industry therefore, study was conducted on individual visitors of tourist's places of Thailand. The under-discussion variables have relevance with tourism place hotel industry in terms of cost, quality, awareness and experience in previous studies, the current study entails to examine the relationship between cultural experience, website quality and intention with further leads to call to action.

The sampling technique for investigating the relationship between these constructs; the most relevant sampling technique was convenience sampling technique to target the sample population of the study. For minimizing the biasness in responses, instructions were given to emphasize for study to take opinion about hotel industry. The respondents were chosen randomly used hotels during their visits to above stated tourism resorts. The total 500 questionnaires were distributed and 400 useable were returned for data analysis

Measurement Scale

The independent construct of the study was examined on the basis of 4 indicators, these factors based on proud of own culture, being open for other cultures, proud on Thai national and have affection towards national craft and sense of pride as Thai culture. Second independent variable 'website quality' was measured by eleven items, based on understanding level of website and includes these indicators ease of use, browsing, content, security, guarantee, payment procedure, information provided and layout of website. As the website quality is most

important from the point of view of netizens. Another variable of proposed framework ‘intention of consumer’ and was measured on four items including visit website for avail online booking, will purchase Thai based services, interested in Thai based cultural facilities at hotels and interested to buy online. The dependent variable of proposed framework was ‘call to action’ and it is highly related to netizen’s action after having intention; the variable was measured on the basis of three items including buy online products based on intention developed by website, prefer to do online registration, and third indicator was about re-visit the same website for next purchase. The scale to measure ‘cultural experience’, ‘website quality’, ‘intention’ and ‘call to action’ were adopted from the study (Semuel et al., 2017). The moderating variable was ‘credibility’ and was adopted from (Gvili and Levy, 2016) and was based on three items including credible, trustworthy and believable.

All the items of the constructs were examined on five point Likert scale where 1 present as strongly disagree, and 5 as strongly agree.

Measurement Model

Measurement model phase included convergent validity and reliability; which must be checked and meet the suggested criteria. The criteria includes composite reliability must be higher than 0.7 and AVE must exceed 0.5). In the first phase of analysis researcher demonstrated the convergent validity and reliability. Convergent validity must meet the given criteria for satisfaction of the model, the criteria includes following steps and conditions to be fulfilled, first, loading should exceed 0.5. Second condition includes the composite reliability’s value it must be higher than 0.7. Table 1 shows the values of convergent, composite reliability and AVE and met the given and suggested criteria for model fit.

Table 1. Values of convergent, composite reliability model

S#	Constructs	CR	AVE
1	Call to Action (CTA)	0.934	0.823
2	Intention (INT)	0.891	0.854
3	Cultural Experience (CE)	0.713	0.713
4	Web Quality (WQ)	0.734	0.701
5	Credibility (CRD)	0.701	0.711

Discriminate Validity

Table 2 presents the discriminate validity as part of measurement model for assessing discriminate validity; table 2 shows that AVE shared in diagonal bold values between constructs.

Table 2. Discriminate validity in model

S#	Constructs	CTA	INT	CE	WQ	CRD
1	CTA	0.912				
2	INT	0.813	0.891			
3	CE	0.713	0.851	0.861		
4	WQ	0.843	0.801	0.715	0.734	
5	CRD	0.851	0.761	0.623	0.701	0.711

Structural Model

In second phase of analysis hypothesis were testing under structural model process and results are demonstrated in table 3. Direct and moderating effects were analyzed between constructs of proposed framework. The first hypothesis examined the relationship between intention of consumer to purchase and call to action; results depicted that there is significant positive relations between these constructs, therefore hypothesis H1 was accepted on statistical grounds, the statistical data shows that $\beta = 0.456$, $p < 0.01$; t-value higher than the cutoff point 1.96; and was observed as 4.131. The second hypothesis H2 was relationship testing among cultural experience and intention; the results of the hypothesis test demonstrated that there is significant positive association between these constructs, as based on statistical data $\beta = 0.472$, $p < 0.01$; where t-value is observed as 2.61 and higher than cutoff point 1.96; therefore, H2 accepted on statistical grounds. The results of third direct hypothesis demonstrated that website quality significantly influence the intention of online users to purchase the online services of hotel industry of Thailand. The results shows that $\beta = 0.713$, $p < 0.01$; where t-value 3.212 shows significant relationship. Therefore, H3 is accepted on statistical grounds.

Table 3. Results of structural model process

H#	Relation	β	t-value	Results
H1	INT → CTA	0.456	4.131	Accepted
H2	CE → INT	0.472	2.611	Accepted
H3	WQ → INT	0.713	3.212	Accepted

Moderating effect

The study examined the moderating effect of credibility between the intention and call to action; the moderating variable is associated with credible source of information which is available online and credible source encourage online user to make purchase; the argument of the study says that non-credible source will prevent user to buy online. Hypothesis H4 was examined as moderating role; the results depicted interesting results that credibility doesn't moderate relationship between constructs of hypothesis 4; therefore on the basis of statistical data hypothesis H4 rejected. The statistical values shows that $\beta = 0.101$, $p < 0.01$; t-value found to lower than cut off point and observed as 1.321. Therefore, hypothesis H4 was rejected on statistical grounds as shown in table 4.

Table 4. Statistical values

H#	Relation	β	t-value	Results
H4	INT * CRD → CTA	0.101	1.321	Rejected

Discussion

The collected data was analyzed by using SMART-PLS by measurement model and structural equation model techniques. Researcher have suggested that research in social sciences may use 80% statistical power for size determination and

suggested to use SMART-PLS for analyzing relationship proposed in framework. Hair, Sarstedt, Hopkins, and Kuppelwieser (2014) suggested the researcher to attain 0.05 level of significance and 80% statistical power in order to acceptability of relationships and validity of tool. In current study researcher used PLS for analysis and hypothesis testing and suggested for accuracy of results. Findings under present study significantly defends the argument that there is a relationship between explanatory and outcome factor, even with the presence of moderator. The factors of cultural experience, website quality and impacting the value of intentions of consumers which is leading towards call to action. However, the moderating effect of credibility is found to be positive but insignificant at desired level of significance. The impact of cultural experience on consumer intention is consistent with the outcomes of (Chen and Chen, 2010; Liu and McClure, 2001; Pookulangara and Koesler, 2011). In addition, effect of website quality on consumer intention is symmetrical to the findings of (Hsu et al., 2012; Kim and Niehm, 2009; Muhammad et al., 2014; Nodira and Přemysl, 2017; Sam et al., 2009; Wells et al., 2011). While moderating effect as presented under this research is not consistent with any of the earlier findings.

Conclusion

The study was conducted on tourists of Thailand visiting three major tourist resorts and online users for hotel booking and taking other available facilities. The study contributed in explaining the relationship between proposed constructs of framework; cultural experience was found to be one of strongest factor that positively affect and influence the intention of consumer to purchase online among netizens of Thailand towards usage of internet-based applications for choosing hotels and other facilities. Website quality was also depicted as influential variable for intention of consumer to purchase as features of website play role in purchase among netizens. The research has limitation and weakness as well in revealing online users with their experience in online marketing sense and understanding. The credibility of online source plays role in determining the call to action of online users to purchase. Surprisingly, credibility doesn't moderate the relationship between intention and call to action constructs of the proposed framework.

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**UMIARKOWANY WPŁYW ZDOLNOŚCI KREDYTOWEJ NA ZWIĄZEK MIĘDZY
KOMUNIKACJĄ MARKETINGOWĄ ONLINE, JAKOŚCIĄ INTERNETU I
DOŚWIADCZENIEM KULTUROWYM**

Streszczenie: Obecne badanie dotyczy kwestii komunikacji marketingowej online w celu zwiększenia aktywności biznesowej poprzez użytkowników online i internautów w Tajlandii. Celem badania jest zrozumienie zachowań konsumentów, którzy aktywnie korzystają z aplikacji internetowych i internetowych do zakupu usług hotelowych online w miejscach turystycznych Tajlandii. Badanie przedstawiało przeoczone zmienne doświadczenia kulturowe i jakość strony internetowej w celu określenia intencji i wezwania do działania konsumenta. Analiza danych pierwotnych, takich jak opisowe, wiarygodność modeli oraz zarówno efekty bezpośrednie, jak i pośrednie, są badane jako podstawowe metody w badaniu. Co więcej, badanie stanowi wkład w wiedzę, wyjaśniając związek wiarygodności aplikacji internetowych i internetowych do rezerwacji hoteli. Próba została wybrana spośród ośrodków turystycznych Tajlandii z trzech głównych miejsc, w tym z Bangkoku, Phuket i Pattaya od internautów. Badanie wykazało, że doświadczenie użytkownika i jakość witryny wpływają na podejmowanie decyzji przez użytkownika, a wiarygodność źródła nie ma żadnego wpływu łagodzącego w określaniu wezwania do działania wśród internautów Tajlandii.

Słowa kluczowe: komunikacja marketingowa online, jakość sieci, zachowanie konsumentów, Tajlandia

可信度对网络营销传播，网络质量与文化体验关系的调节作用

摘要: 目前的研究解决了在线营销传播的问题，以通过泰国的在线用户和网民增强商业活动。学习的目的是了解积极使用基于网络和基于互联网的应用程序在泰国旅游地点在线购买酒店服务的消费者的行为。该研究描述了被忽视的变量文化体验和网站质量，以确定消费者的意图和行动呼籲。主要数据分析如描述性，模型的可靠性以及直接和间接影响被视为研究的核心方法。此外，该研究通过解释在线和基于互联网的酒店预订应用程序的可信度关系，为知识体系做出了贡献。样本选自泰国的游客度假村，来自三个主要景点，包括曼谷，普吉岛和芭提雅的网民。研究发现，用户的体验和网站质量会影响用户的决策，而来源的可信度对于确定泰国网民的行动呼籲没有任何调节作用。

关键词: 在线营销传播，网络质量，消费者行为，泰国