

# THE IMPACT OF AI MARKETING EFFORTS ON REPURCHASE INTENTION IN THE HOTEL INDUSTRY: THE MEDIATING ROLES OF BRAND EXPERIENCE AND BRAND IMAGE

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## Abstract

*This study examines the impact of artificial intelligence (AI) marketing efforts on customers' repurchase intention in the hotel industry, drawing on the Stimulus–Organism–Response (SOR) framework. As AI is increasingly integrated into hospitality services to enhance service delivery and customer engagement, understanding how AI-driven marketing efforts shape customer behavioral responses has become increasingly important. Data were collected from 275 customers with prior experience using hotel services in major cities in Vietnam and analyzed using partial least squares structural equation modeling (PLS-SEM). The results indicate that AI marketing efforts have a significant indirect effect on repurchase intention through brand experience and brand image, highlighting the mediating roles of these two constructs in explaining customers' behavioral responses. The findings contribute to a better understanding of the mechanisms through which AI marketing efforts influence repurchase intention in the hotel context and provide practical implications for hotel managers seeking to leverage AI to enhance brand experience, strengthen brand image, and foster long-term customer relationships.*

**Keywords:** AI marketing efforts, repurchase intention, brand experience, brand image, hotels.

## TÁC ĐỘNG CỦA NỖ LỰC TIẾP THỊ DỰA TRÊN TRÍ TUỆ NHÂN TẠO ĐẾN Ý ĐỊNH MUA LẠI TRONG NGÀNH KHÁCH SẠN: VAI TRÒ TRUNG GIAN CỦA TRẢI NGHIỆM THƯƠNG HIỆU VÀ HÌNH ẢNH THƯƠNG HIỆU

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## Tóm tắt

*Nghiên cứu này phân tích tác động của các nỗ lực tiếp thị ứng dụng trí tuệ nhân tạo (AI) đến ý định mua lại của khách hàng trong ngành khách sạn dựa trên khung lý thuyết Kích thích – Chủ thể – Phản ứng (Stimulus–Organism–Response – SOR). Trong bối cảnh AI ngày càng được tích hợp vào các dịch vụ khách sạn nhằm nâng cao hiệu quả cung ứng dịch vụ và tăng cường sự gắn kết với khách hàng, việc làm rõ cách thức các nỗ lực tiếp thị ứng dụng AI định hình phản ứng hành vi của khách hàng ngày càng trở nên cần thiết. Dữ liệu được thu thập từ 275 khách hàng đã từng sử dụng dịch vụ khách sạn tại các thành phố lớn ở Việt Nam và được phân tích bằng mô hình phương trình cấu trúc bình phương tối thiểu riêng phần (PLS-SEM). Kết quả cho thấy các nỗ lực tiếp thị ứng dụng AI có tác động gián tiếp có ý nghĩa đến ý định mua lại thông qua trải nghiệm thương hiệu và hình ảnh thương hiệu, qua đó làm rõ vai trò trung gian của hai yếu tố này trong việc giải thích phản ứng hành vi của khách hàng. Kết quả nghiên cứu góp phần làm rõ cơ chế mà các nỗ lực tiếp thị ứng dụng AI ảnh hưởng đến ý định mua lại trong bối cảnh ngành khách sạn, đồng thời cung cấp một số hàm ý thực tiễn cho các nhà quản lý khách sạn trong việc ứng dụng AI nhằm nâng cao trải nghiệm thương hiệu, củng cố hình ảnh thương hiệu và phát triển mối quan hệ lâu dài với khách hàng.*

**Từ khoá:** Nỗ lực tiếp thị trí tuệ nhân tạo, ý định mua lại, trải nghiệm thương hiệu, hình ảnh thương hiệu, khách sạn

JEL classification: M31, O33, L83, M30, D91.

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## 1. Introduction

In an increasingly competitive service environment, customer retention and the enhancement of repurchase intention have become key strategic objectives for firms (Reichheld & Sasser, 1990; Oliver, 1999). In the hotel industry, repurchase intention plays a particularly vital role because returning guests are a core driver of long-term performance. Repeat customers typically generate higher lifetime value and involve lower acquisition costs compared to first-time visitors, thereby strengthening profitability and stabilizing demand in highly competitive service markets (Reichheld & Sasser, 1990). Moreover, repurchase intention in hospitality is closely tied to sustained relationship outcomes such as continued bookings and supportive behaviors, which reinforce a hotel's market position over time (Reichheld & Sasser,

1990; Kandampully & Suhartanto, 2000). According to Taylor and Baker (1994), repurchase intention refers to a customer's tendency to repurchase a product or service from the same brand after an initial purchase. However, repurchase intention does not form immediately (Yi & La, 2004); rather, it results from customers' evaluations of their actual experiences relative to prior expectations, which ultimately determine whether they continue their relationship with the brand (Ismail, 2022).

Previous marketing studies emphasize that brand image and brand experience play critical roles in shaping repurchase intention (Brakus et al., 2009; Siregar et al., 2021). Brand image reflects customers' overall perceptions, associations, and evaluations of a brand (Keller, 1993), whereas brand experience captures customers' cumulative emotional, cognitive,

and behavioral responses throughout their interactions with a firm (Khan et al., 2016; Trivedi, 2019). When firms build a positive brand image and deliver consistent, reliable experiences, customers are more likely to develop stronger attachment and engage in repeat purchasing behavior (Izzudin et al., 2018).

In the context of digital transformation, artificial intelligence (AI) has been increasingly adopted in marketing and customer relationships (Nam et al., 2021; Nozawa et al., 2022). AI applications, such as content personalization, automated customer service, consumer behavior analytics, and experience optimization have significantly reshaped how firms interact with customers (Mariani & Borghi, 2023). Prior studies suggest that AI not only improves operational efficiency but also enhances customer experiences and contributes to the development of a modern, professional, and customer-centric brand image (Yuan et al., 2022). By strengthening customer perceptions and engagement, AI can indirectly influence repurchase intention, rather than exerting only a direct effect on purchasing behavior (Ho & Chow, 2023; Bilal et al., 2023).

Recent years have seen many researchers examining artificial intelligence (AI) in hospitality and specifically in the hotel industry (Iranmanesh et al., 2022; Nam et al., 2020; Xie & Ma, 2025). Within the customer-centric stream, there are several studies that AI-related initiatives are associated with key branding and behavioral outcomes, including relationship between AI and brand experience (Tussyadiah, 2020; Chan & Tung, 2019), brand image (Yuan et al., 2022; Laksamana et al., 2024; Ashraful et al., 2025). More specifically, some studies support an experiential mechanism in which AI-enabled interactions improve customers' brand experience, which subsequently strengthens repeat purchasing intentions (Wibowo et al., 2020; Cheung et al., 2021). However, despite evidence that AI can enhance customers' brand perceptions, empirical research has provided limited mechanism-based evidence on whether AI marketing efforts drive repurchase intention through the mediating role of brand image. In other words, while brand image is often examined as an outcome of AI adoption, its role as a *mediating mechanism* linking AI marketing efforts to repeat purchasing remains underexplored, particularly in hotel contexts and emerging markets such as Vietnam.

According to Mordor Intelligence (2024), the Vietnamese hotel market generated approximately USD 2.69 billion in revenue and is projected to grow at a compound annual growth rate (CAGR) of 14% between 2024 and 2029. At the same time, Vietnam's tourism development strategy toward 2025 emphasizes a customer experience-centered approach and the increased adoption of digital

technologies, with AI viewed as a strategic tool to enhance the competitiveness of tourism and hospitality firms. Despite growing international research on AI, empirical evidence from Vietnam remains limited; existing studies mainly focus on general AI applications, such as chatbots enhancing customer trust (Nguyen et al., 2023), facial recognition improving operational efficiency (Le et al., 2025), and AI tools shaping customer experience in tourism (Tran et al., 2025), while lacking specific investigation into AI marketing efforts, particularly the indirect mechanisms through which they influence repurchase intention via brand image and brand experience in the hotel industry. To address this gap, this study empirically examines three key aspects: (1) the effect of AI marketing efforts on repurchase intention; (2) the mediating role of brand image; and (3) the mediating role of brand experience, examined simultaneously in an emerging market context.

By doing so, this study extends brand-based explanations of technology-enabled marketing outcomes and provides actionable guidance for hotel managers on how to prioritize AI-driven strategies, such as personalization, automated communication, and analytics-based engagement to strengthen brand image and customer retention.

## 2. Theory, concepts and hypotheses

### 2.1. The SOR theory

The Stimulus - Organism - Response (SOR) theory, developed by Mehrabian and Russell in 1974, is a psychological framework that explains human behavior by proposing that environmental stimuli (S) influence individuals' internal states (O), such as emotions and cognition, which subsequently lead to specific responses (R), including purchasing behavior and attitudes (Fan et al., 2022; Kim et al., 2018). This theory has been widely applied to explain various phenomena, such as consumer shopping behavior (Jacoby, 2002; Kim et al., 2018) and customer intentions (Zhu et al., 2020). In contemporary marketing research, many scholars employ the S-O-R framework as a mechanism to explain the relationships between technology, such as chatbots and artificial intelligence and users' intentions and behaviors (Vafaei-Zadeh et al., 2024; Zhou & Ma, 2025; Zhou & Li, 2025). In this study, the S-O-R theory is applied to explain how AI influences customer experience and brand image (Organism), which in turn affects repurchase intention (Response).

### 2.2. Concepts

#### 2.2.1. AI Marketing Efforts

In the context of services marketing, AI marketing efforts can be conceptualised as a multidimensional construct encompassing five key dimensions: interaction, information provision,

accessibility, customisation, and entertainment (Cheng & Jiang, 2021; Mohamed & Ünsalan, 2025). Collectively, these dimensions capture how firms strategically deploy artificial intelligence across technology-enabled customer touchpoints to facilitate and personalise customer interactions in pursuit of marketing objectives such as customer experience enhancement and brand value creation (Keller, 1993; Huang & Rust, 2021). Particularly in the hotel and smart accommodation sector, artificial intelligence (AI) and service robots have become important elements of service delivery (Gretzel, 2016; Kichan Nam et al., 2020). Specifically, hotels apply AI to support and perform customer interaction and communication activities.

Specifically, AI can be used by hotels to provide information regarding rooms, services, and brand offerings (Chernyakov et al., 2024). The continuous operation of AI systems enables timely responses and 24/7 customer support. In addition, AI leverages behavioural data and customer preferences to generate personalised recommendations and tailored assistance, thereby enhancing service value through personalised experiences (Nam et al., 2020; Al-Hyari et al., 2023). Furthermore, in the hotel context, AI also contributes to creating engaging and appealing interaction experiences, for instance through user-friendly interfaces, entertaining conversational styles, or immersive digital experiences (Chung et al., 2020).

### 2.2.2. Brand Experience

Brand experience is defined as the internal, subjective responses of consumers, encompassing sensory, affective, intellectual, and behavioral dimensions elicited by brand-related stimuli such as design, identity, communication, and service environment (Brakus et al., 2009). Furthermore, it represents consumers' overall perceptions, emotions, and evaluations arising from continuous interactions with the brand across various stages of the service experience (Wasan, 2018). In the hospitality sector, brand experience refers to customers' perceptions and emotional reactions arising from encounters with a hotel brand across multiple touchpoints, including service quality, physical environment, staff interactions, and digital communication (Teng et al., 2023; Tung & Tse, 2023; Hwang et al., 2021). Prior research highlights that brand experience is essential for enhancing customer satisfaction, reinforcing brand loyalty, and promoting long-term relationships (Zarantonello & Schmitt, 2010). Therefore, it is a strategic element in developing effective brand management practices and maintaining competitive advantage in the hotel industry (Kahn & Rahman, 2017). In summary, brand experience is a holistic and intangible construct that integrates emotional, cognitive, and behavioral engagement

throughout the customer-brand interaction process (Khan et al., 2016; Trivedi, 2019).

### 2.2.3. Brand Image

Early studies viewed brand image as a set of ideas, feelings, and attitudes that consumers hold toward a brand (Gardner & Levy, 1955). Reynolds and Gutman (2001) and Mansoor et al. (2025) added a competitive perspective, arguing that brand image consists of brand attributes that enable differentiation from competitors. Keller (1993) emphasized that brand image is not merely a momentary emotional response, but rather a reflection of brand associations stored in consumers' memory, which form overall impressions and evaluations of the brand. More recently, Foroudi et al. (2021) expanded the concept by suggesting that brand image is shaped by multiple factors such as brand reputation, brand identity, and perceived quality, which collectively create a holistic brand image in the minds of customers.

### 2.2.4. Repurchase Intention

Repurchase intention is generally defined as a customer's conscious willingness and tendency to repurchase products or services from the same company after prior consumption (Chiang, 2016; Erkan & Evans, 2016). It reflects a psychological commitment to continue a business relationship and indicates both customer satisfaction and loyalty (Ismail, 2022). According to Kuo et al. (2009), repurchase intention arises from positive emotional and behavioral responses toward previous experiences with a product or service, suggesting that satisfaction and perceived quality are key antecedents. In the hospitality industry, repurchase intention captures guests' intention to revisit or continue patronizing a hotel based on their prior positive experiences, representing an important measure of customer retention and brand success (Jani & Han, 2011; Huang et al., 2019).

## 2.3. Hypotheses

### 2.2.1. AI Marketing Efforts and Brand Experience

Artificial intelligence (AI) marketing efforts have been recognized as a key driver in shaping customer-brand relationships and enhancing experiential value (Nguyen et al., 2021; Ho & Chow, 2023). When customers interact with AI-enabled systems that provide accurate, personalized, and engaging information, they tend to perceive higher satisfaction and emotional connection toward the brand (Trivedi, 2019; Ameen et al., 2023). AI technologies also enable greater customization and accessibility, which create more immersive and enjoyable brand experiences (Cheng & Jiang, 2021). In the hospitality context, AI-driven and robotic services enhance the sensory and affective dimensions of brand experience by delivering innovative, efficient, and personalized interactions (Chan & Tung, 2019; Tussyadiah, 2020). Therefore,

the integration of AI in hotel marketing and service encounters is expected to influence customers' overall brand experience.

**H1: AI marketing efforts have a positive effect on brand experience.**

#### 2.2.2. AI Marketing Efforts and Brand Image

Previous studies have shown that the application of artificial intelligence (AI) in marketing activities and customer interactions plays an important role in shaping brand image (Yuan et al., 2022; Laksamana et al., 2024; Ashraful et al., 2025). Specifically, Yuan et al. (2022) empirically tested their model using SEM and confirmed that AI service attributes, such as problem-solving ability, accuracy, and the level of personalization have a positive and statistically significant impact on brand image. In addition, Laksamana et al. (2024) argued that AI integration enables customers to form more favorable evaluations of a firm's technological competence and customer understanding, thereby strengthening brand image. More specifically, Ashraful et al. (2025) using the PLS-SEM approach, indicated that the application of AI in social media interactions enhances interaction quality and personalizes customer experiences, which in turn increases customers' perceptions of brand friendliness, competence, and innovativeness.

**H2: AI marketing efforts have a positive impact on brand image**

#### 2.2.3. Brand Experience and Repurchase Intention

Brand experience is a critical determinant of consumers' post-purchase behaviors, as it establishes emotional and cognitive connections that shape future purchasing decisions (Brakus et al., 2009). When consumers have positive and memorable experiences with a brand, they tend to develop stronger satisfaction and attachment, which subsequently increases repurchase intentions (Safeer et al., 2021; Amoroso et al., 2021). Empirical studies indicate that favorable brand experiences enhance affective and sensory engagement, increasing the likelihood of repeat patronage (Supradita et al., 2020; Xue et al., 2020). Furthermore, Ong et al. (2018) demonstrate that the sensory, affective, and intellectual dimensions of brand experience are significant predictors of repurchase behavior. Therefore, when customers perceive high-quality brand experiences, they are more inclined to maintain long-term relationships and repurchase for the same brand.

**H3: Brand experience positively influences repurchase intention.**

#### 2.2.4. Brand Image and Repurchase Intention

In services, brand image serves as a signal of credibility, which encourages customers' repurchase intentions (Siregar et al., 2021). Conceptually, brand image reflects consumers' perceptions and associations toward a brand (Gardner & Levy, 1955), while

repurchase intention refers to customers' likelihood of continuing to purchase a brand's products or services in the future. Prior research suggests that brand image directly influences repurchase intention by fostering trust and psychological comfort among customers (Chaudhuri & Holbrook, 2001; Liu et al., 2023). Specifically, when customers hold positive perceptions of a brand, they believe that the product or service will meet their expectations based on accumulated past experiences. This desire to maintain positive experiences subsequently increases customers' repurchase intentions (Chaudhuri & Holbrook, 2001; Brakus et al., 2009; Huang & Rust, 2020). Empirical evidence supports this relationship. Studies in ecotourism and online retail contexts demonstrate that brand image has a positive and statistically significant effect on repurchase intention, indicating that stronger brand images are associated with greater customer willingness to repurchase (Huang et al., 2019; Wijayajaya & Astuti; 2018).

**H4: Brand image has a positive impact on repurchase intention.**

#### 2.2.5. AI Marketing Efforts, Brand Experience and Repurchase Intention

In the hospitality industry, the mediating role of brand experience in the relationship between AI-driven marketing efforts and brand preference remains underexplored. Evidence from adjacent contexts, however, suggests that brand experience plays a critical intermediary role in translating technology-enabled marketing activities into favorable brand outcomes. In a study of the U.S. retail sector, Cheng and Jiang (2021) demonstrate that chatbot communication quality enhances customer experience, which in turn mediates the relationship between AI marketing efforts and customer brand preference. Similarly, examining luxury brands, Zollo et al. (2020) find that brand experience mediates the relationship between digital marketing activities - including interaction, trendiness, customization, and entertainment - and brand preference among millennials. Chen and Qasim (2020) further validate the mediating role of e-brand experience in the relationship between digital marketing efforts and brand preference. Collectively, these findings indicate that the positive effects of digital and AI-enabled marketing initiatives on brand preference are largely realized through enhanced brand experiences.

Despite these insights, empirical research investigating the mediating role of brand experience in the relationship between AI marketing efforts and repurchase intention remains limited, particularly in the hospitality context. Cheng and Jiang (2021) suggest that chatbot-based marketing initiatives improve customer experience, which subsequently mediates the relationship between AI marketing efforts and purchase

intention. In an empirical study conducted in China and Hong Kong, Cheung et al. (2020) report that customer experience mediates the association between digital marketing efforts and repurchase intention. Likewise, Wibowo et al. (2020) confirm that brand experience serves as a mediator in the relationship between social media marketing activities and purchase intention. Given that brand experience consistently functions as a key explanatory mechanism linking marketing efforts to consumer behavioral outcomes, this study proposes the following hypothesis:

**H5: Brand experience mediates the relationship between AI marketing efforts and customers' repurchase intention.**

#### 2.2.6. AI Marketing Efforts, Brand Image and Repurchase Intention

The adoption of AI in marketing has redefined how consumers perceive and engage with brands. Through intelligent agents, personalized recommendations, and predictive analytics, AI enables firms to offer more customized, efficient, and responsive services. Such technologically advanced interactions enhance customers' perceptions of the brand's innovativeness, competence, and reliability, which collectively strengthen the overall brand image (Yuan et al., 2022; Mohamed & Ünsalan, 2025; Bilgihan et al., 2025). When customers recognize that a company effectively integrates AI into its marketing strategies, they tend to attribute higher levels of technological capability, credibility, and customer

orientation to the brand, resulting in a more favorable image (Laksamana et al., 2024; Ali et al., 2025).

A positive brand image has been consistently identified as a crucial factor influencing consumers' behavioral intentions. It enhances customers' trust, satisfaction, and emotional attachment, all of which contribute to stronger repurchase intention (García-Y-García et al., 2025; Li et al., 2025). When customers develop a favorable perception of a brand as trustworthy, innovative, and value-driven, they are more inclined to maintain long-term relationships and continue purchasing its products or services (Le et al., 2021; Dash et al., 2023). This relationship suggests that brand image serves as an important psychological mechanism linking marketing stimuli to consumers' behavioral outcomes. Based on the SOR framework, AI-driven marketing acts as the external stimulus that influences consumers' internal evaluations through Brand Image, which in turn shapes their behavioral responses (Repurchase Intention). In this sense, Brand Image functions as the key mediating mechanism translating AI driven experiences into customer loyalty behaviors. This study proposes the following hypothesis:

**H6: AI marketing efforts positively influence on repurchase intention through the mediating role of brand image.**

The proposed research model is as follows, as illustrated in Figure 1.

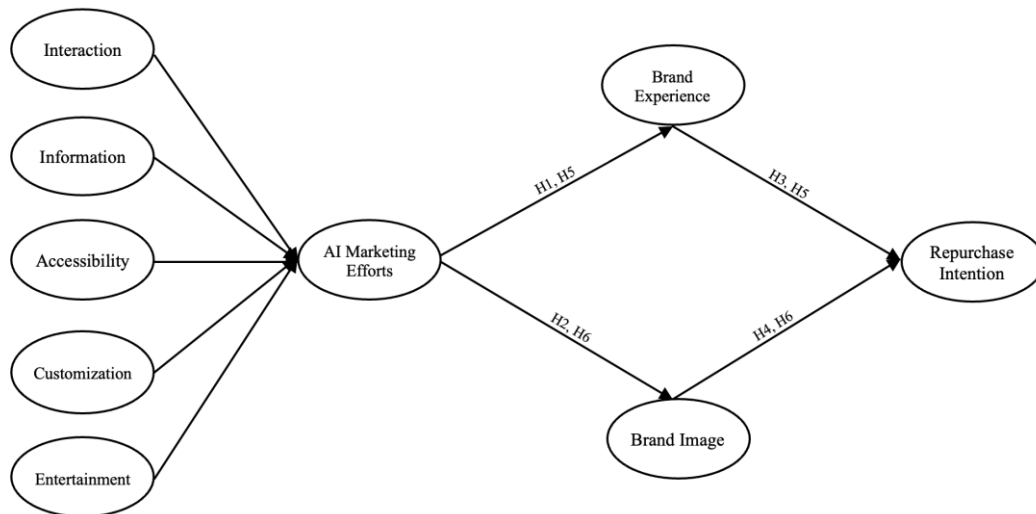


Figure 1. Proposed model

### 3. Research methodology

This study adopted a two-stage mixed-method design, integrating qualitative and quantitative approaches. In the first stage, focus group discussions with individuals experienced in using hospitality services in Vietnam were conducted to refine and contextualize the measurement scales, enhancing their clarity and suitability for the Vietnamese hospitality

context. In the second stage, quantitative data were collected via an anonymous online survey, targeting hotel customers who had booked hotels through online platforms within the previous 12 months and were currently living, studying, or working in Ho Chi Minh City. A total of 297 questionnaires were distributed via Google Forms through online channels, including Facebook, Zalo, and Gmail. After screening, 22

questionnaires were removed due to invalid or incomplete responses, leaving 275 valid questionnaires for analysis, equivalent to 92.6% of the total distributed questionnaires. This sample size satisfied the minimum requirement for PLS-SEM analysis (Hair et al., 2014). A convenience sampling method was employed because the target respondents were geographically dispersed across Ho Chi Minh City, making this approach the most feasible for data collection. The data were analyzed using SmartPLS 4.

The constructs measured in this study included AI Marketing Efforts, Brand Experience, Brand Image, and Repurchase Intention. All measurement items were adapted from previously validated scales in the literature. Measurement items for AI Marketing Efforts was adapted from Cheng and Jiang (2021) focusing on the use of AI in enhancing customer interaction, information provision, accessibility, customization, and entertainment. The Brand Experience construct was assessed using a scale derived from Kim et al. (2018), capturing customers' positive emotional responses such as pleasure, enjoyment, and fun when experiencing the hotel brand. For Brand Image, items reflecting customers' overall impressions and perceived superiority of the hotel brand compared to its competitors were adopted from Mansoor et al. (2025). The construct of Repurchase Intention was measured using items adapted from Acar et al. (2024), indicating

customers' intention and willingness to repurchase and continue choosing the same brand in the future. All constructs were measured using seven-point Likert scales, ranging from 1 (strongly disagree) to 7 (strongly agree). The measurement items were modified to align with the research context.

#### 4. Results and discussion

##### 4.1. Descriptive statistics of survey sample

Data were collected from 275 respondents, and the sample size was considered adequate for multivariate analysis according to the recommendations of Hair et al. (2021). Table 1 presents the demographic characteristics of the respondents, illustrating diversity in gender, age, education, income and accommodation preferences. The sample comprised 48% male and 52% female participants. The largest age group belonged to Generation Z (1997-2012), accounting for 50.9% of respondents, followed by Generation Y (1981-1996) with 33.5% and Generation X (1965-1980) with 15.6%. In terms of accommodation preferences, 25.5% of respondents preferred four-star hotels, followed by homestay (20.3%), three-star hotels (19.6%), five-star hotels (19.3%), and resorts (15.3%). These distributions highlight the diverse demographic backgrounds and travel behaviours among the surveyed participants.

**Table 1:** Demographic profile of respondents (n=275)

| Criteria                         | Frequency  | Percentage (%) |
|----------------------------------|------------|----------------|
| <b>Gender</b>                    |            |                |
| Male                             | 132        | 48.0           |
| Female                           | 143        | 52.0           |
| <b>Age Group</b>                 |            |                |
| 1965-1980 (Generation X)         | 43         | 15.6           |
| 1981-1996 (Generation Y)         | 92         | 33.5           |
| 1997-2012 (Generation Z)         | 140        | 50.9           |
| <b>Accommodation preferences</b> |            |                |
| Homestay                         | 56         | 20.3           |
| Three-star hotel                 | 54         | 19.6           |
| Four-star hotel                  | 70         | 25.5           |
| Five-star hotel                  | 53         | 19.3           |
| Resort                           | 42         | 15.3           |
| <b>Total</b>                     | <b>275</b> | <b>100</b>     |

Source: Author's own work, 2026.

##### 4.2. Harman's single-factor test for common method bias

To assess the potential presence of common method bias (CMB), this study employed Harman's single-factor test using exploratory factor analysis (EFA) with principal component analysis (PCA). According to Podsakoff et al. (2003), common method bias may be a concern when a single factor accounts

for a substantial proportion of the total variance, typically exceeding the threshold 50%.

The results, as presented in Appendix, indicate that the first factor has an eigenvalue of 12.230 and explains 43.679% of the total variance. This value is below the 50% threshold, and no single factor emerges as dominant. Therefore, it can be concluded that common method bias is not a serious concern in this study.

**Table 2: Assessment of Reliability and Convergent Validity**

| Measurement scales                                                                                                    | Outer loadings | AVE   |
|-----------------------------------------------------------------------------------------------------------------------|----------------|-------|
| <b>Interaction (A); Cronbach's Alpha = 0.776; CR. = 0.778</b>                                                         |                |       |
| A1: AI is sensitive to customers' needs at the moment.                                                                | 0.815          | 0.691 |
| A2: AI has the knowledge to answer customers' questions.                                                              | 0.826          |       |
| A3: AI gives customers individual attention.                                                                          | 0.851          |       |
| <b>Information (B); Cronbach's Alpha = 0.822; CR. = 0.824</b>                                                         |                |       |
| B1: AI helps to understand events happening in the hotel.                                                             | 0.833          | 0.738 |
| B2: AI provides recommendations on the hotels' products/services.                                                     | 0.868          |       |
| B3: AI provides information that helps my purchasing decision.                                                        | 0.876          |       |
| <b>Accessibility (C); Cronbach's Alpha = 0.803; CR. = 0.807</b>                                                       |                |       |
| C1: AI gives a more timely response.                                                                                  | 0.726          | 0.630 |
| C2: AI is convenient and efficient.                                                                                   | 0.798          |       |
| C3: AI can deliver efficient digital assistance or information.                                                       | 0.809          |       |
| C4: AI can offer immediate answers anytime and anywhere.                                                              | 0.836          |       |
| <b>Customization (D); Cronbach's Alpha = 0.789; CR. = 0.797</b>                                                       |                |       |
| D1: I feel that using AI meets my personal needs.                                                                     | 0.703          | 0.613 |
| D2: When I have a problem, AI shows a sincere interest in solving it.                                                 | 0.779          |       |
| D3: AI can handle customer complaints directly and immediately.                                                       | 0.830          |       |
| D4: I have confidence that AI has the ability to get the job done.                                                    | 0.813          |       |
| <b>Entertainment (E); Cronbach's Alpha = 0.881; CR. = 0.882</b>                                                       |                |       |
| E1: It is fun and enjoyable to share a conversation with the chatbot service agent.                                   | 0.835          | 0.738 |
| E2: I was absorbed in the conversation with the chatbot service agent.                                                | 0.839          |       |
| E3: The conversation with the chatbot service agent was exciting.                                                     | 0.894          |       |
| E4: I enjoy choosing products more if they are recommended by the chatbot service agent than if I choose them myself. | 0.868          |       |

Source: Author's own work, 2026.

#### 4.3. Assessment of the measurement model for first-order latent variables

##### 4.3.1. Reliability assessment of the measurement scales

According to Hair et al. (2017), indicator reliability is established when outer loadings exceed the threshold of 0.7. As presented in table 2, all observed variables exhibit outer loadings ranging from 0.703 to 0.894. Therefore, all indicators meet the required criterion and are retained for subsequent analysis.

Furthermore, regarding internal consistency reliability, the results indicate that Cronbach's Alpha values range from 0.776 to 0.881, while Composite Reliability (CR) values vary between 0.778 and 0.882, both exceeding the recommended threshold of 0.7. Thus, all constructs demonstrate satisfactory internal consistency.

In addition, convergent validity is assessed using the Average variance extracted (AVE). The AVE values of all constructs range from 0.613 to 0.738,

which are above the minimum threshold of 0.5. This implies that each latent construct explains more than 50% of the variance of its corresponding indicators. These findings confirm that the measurement scales employed in this study meet the requirement for convergent validity and are appropriate for further analysis (Hair et al., 2017).

##### 4.3.3 Discriminant validity assessment

Discriminant validity was further evaluated using Heterotrait - Monotrait (HTMT) ratio, which examines the distinctiveness between latent constructs in the model. According to Henseler et al. (2014), an HTMT value below 0.90 indicates satisfactory discriminant validity. The results in Table 3 show that all HTMT values ranged from 0.551 to 0.884, well below the critical threshold of 0.90. These findings confirm that the constructs meet the criteria for discriminant validity and are sufficiently distinct from one another, allowing subsequent structural model analysis to be conducted.

**Table 3: Discriminant Validity (HTMT Criterion)**

|               | Interaction | Information | Accessibility | Customization | Entertainment |
|---------------|-------------|-------------|---------------|---------------|---------------|
| Interaction   |             |             |               |               |               |
| Information   | 0.760       |             |               |               |               |
| Accessibility | 0.780       | 0.692       |               |               |               |
| Customization | 0.679       | 0.694       | 0.852         |               |               |
| Entertainment | 0.646       | 0.682       | 0.551         | 0.666         |               |

Source: Author's own work, 2026.

#### 4.4. Assessment of the measurement model for second-order latent variables and other latent constructs

##### 4.4.1. Assessment of the formative measurement model

Methodologically, the assessment of second-order latent constructs requires the application of residual-based analytical logic, whereby the higher-order construct is inferred from the unexplained variance of its lower-order dimensions (Chin, 1998). Seminal methodological studies on hierarchical component models in PLS-SEM have proposed several estimation strategies, including repeated indicators approach, the two-stage approach, and the single-indicator approach (Becker et al., 2012; Hair et al., 2021). However, the existing literature does not provide explicit guidance on how to construct a valid composite indicator that adequately represents a second-order latent variable. As a result, researchers face substantial limitations in empirically assessing the

convergent validity of higher-order constructs. Henseler et al. (2018) identify this issue as a critical methodological gap, noting that the majority of applied PLS-SEM studies involving hierarchical models restrict their evaluation to multicollinearity checks or overall model fit indices, while largely neglecting formal convergence assessment at the higher-order level. Due to these methodological constraints, this study does not test the convergent validity of the second-order construct but instead focuses on evaluating multicollinearity and the statistical significance of the formative weights.

Table 4 shows that all VIF values range from 1.785 to 2.298, remaining below the recommended threshold of 3. This confirms the absence of multicollinearity and supports the use of the constructs in subsequent analysis.

**Table 4: Multicollinearity Assessment of Formative Indicators (VIF)**

| Construct     | VIF   |
|---------------|-------|
| Interaction   | 2.013 |
| Information   | 2.070 |
| Accessibility | 2.270 |
| Customization | 2.298 |
| Entertainment | 1.785 |

Source: Author's own work, 2026

To assess the statistical significance of indicators in the formative measurement model, this study evaluates outer weights and their p-values using bootstrapping in PLS-SEM. As shown in Table 5, and following Hair et al. (2017), indicators with significant outer weights (p-value < 0.05) are considered to contribute meaningfully and are retained. Information (outer weight = 0.106; p-value = 0.042) and Entertainment (outer weight = 0.825; p-value = 0.000) exhibit significant outer weights.

In contrast, Interaction (outer weight = 0.078; p-value = 0.135), Accessibility (outer weight = 0.094; p-value = 0.135) and Customization (outer weight = 0.016; p-value = 0.772) are not statistically significant. However, their outer loadings (0.650, 0.599 and 0.641 respectively) exceed the threshold of 0.50, indicating sufficient absolute contribution (Hair et al., 2017). Therefore, all indicators are retained, as they satisfy either the significance or loading criteria, consistent with established guidelines.

**Table 5: Significance and Relevance of Formative Indicator Weights**

|               | Outer loadings | Outer weights | P values |
|---------------|----------------|---------------|----------|
| Interaction   | 0.650          | 0.078         | 0.135    |
| Information   | 0.694          | 0.106         | 0.042    |
| Accessibility | 0.599          | 0.094         | 0.135    |
| Customization | 0.641          | 0.016         | 0.772    |
| Entertainment | 0.981          | 0.825         | 0.000    |

Source: Author's own work, 2026

**Table 6: Assessment of Reliability and Convergent Validity of Reflective Constructs**

| Measurement scales                                                          | Outer loadings | AVE   |
|-----------------------------------------------------------------------------|----------------|-------|
| <b>Brand Experience (BE); Cronbach's Alpha = 0.859; CR. = 0.861</b>         |                |       |
| BE1: I feel good when I experience the hotel.                               | 0.813          | 0.703 |
| BE2: The hotel gives me pleasure.                                           | 0.857          |       |
| BE3: It is fun to experience the hotel.                                     | 0.861          |       |
| BE4: Experiencing the hotel is enjoyable.                                   | 0.821          |       |
| <b>Brand Image (BI); Cronbach's Alpha = 0.826; CR. = 0.828</b>              |                |       |
| BI1: I have always had a good impression of the hotel.                      | 0.860          | 0.743 |
| BI2: In my opinion, the hotel has a good image in the minds of consumers.   | 0.836          |       |
| BI3: I believe that the hotel has a better image than its competitors.      | 0.889          |       |
| <b>Repurchase Intention (RPI); Cronbach's Alpha = 0.819; CR. = 0.819</b>    |                |       |
| RPI1: I intend to use this hotel's service again.                           | 0.868          | 0.734 |
| RPI2: I would consider using another product from the hotel.                | 0.855          |       |
| RPI3: When using hotel services again, I will continue to choose the hotel. | 0.847          |       |

#### 4.4.2. Assessment of the reflective measurement model

As presented in Table 6, all outer loadings range from 0.813 to 0.889, indicating satisfactory indicator reliability. Cronbach's Alpha values are reported from 0.819 to 0.859, while Composite Reliability values vary between 0.819 and 0.861, demonstrating strong internal

consistency across constructs. In addition, the AVE values are all above 0.5, with figures spanning 0.703 to 0.743, confirming adequate convergent validity. These findings support the reliability and validity of the reflective measurement model (Hair et al., 2017).

**Table 7: Fornell - Lacker Criterion**

|                      | <b>Brand Experience</b> | <b>Brand Image</b> | <b>Repurchase Intention</b> |
|----------------------|-------------------------|--------------------|-----------------------------|
| Brand Experience     | 0.838                   |                    |                             |
| Brand Image          | 0.691                   | 0.862              |                             |
| Repurchase Intention | 0.625                   | 0.545              | 0.857                       |

Source: Author's own work, 2026.

As reported in Table 7, the square roots of AVE for all constructs, including Brand Experience (0.838), Brand Image (0.862) and Repurchase Intention (0.857), exceed their corresponding inter-construct correlations. This indicates that each construct empirically distinct from the others, thereby confirming adequate discriminant validity (Fornell & Lacker, 1981).

#### 4.4.3. Assessment of the structural model

As shown in Table 8, collinearity diagnostics using variance inflation factors (VIF) showed values between 1 and 1.915, and all values were found to be below the threshold of 3. This suggests that multicollinearity is not a concern among the latent variables, confirming that the structural model is appropriate for further analysis (Hair et al., 2021).

**Table 8: Multicollinearity Assessment of the Structural model**

|                      | <b>AI marketing efforts</b> | <b>Brand Experience</b> | <b>Brand Image</b> | <b>Repurchase Intention</b> |
|----------------------|-----------------------------|-------------------------|--------------------|-----------------------------|
| AI marketing efforts |                             | 1.000                   | 1.000              |                             |
| Brand Experience     |                             |                         |                    | 1.915                       |
| Brand Image          |                             |                         |                    | 1.915                       |
| Repurchase Intention |                             |                         |                    |                             |

Source: Author's own work, 2026.

The R-squared values presented in Table 9 indicate the proportion of variance in each endogenous construct explained by its predictors. Specifically, AI Marketing Efforts constructs account for 49.4% of the variance in Brand Experience, 58.3% in Brand Image

and 41.5% in Repurchase Intention. According to Cohen's (1988) guidelines, the model demonstrates substantial explanatory power for Brand Experience, Brand Image and Repurchase Intention.

**Table 9: Coefficient of determination ( $R^2$ )**

|                      | <b>R-square</b> | <b>R-square adjusted</b> |
|----------------------|-----------------|--------------------------|
| Brand Experience     | 0.494           | 0.493                    |
| Brand Image          | 0.583           | 0.582                    |
| Repurchase Intention | 0.415           | 0.411                    |

Source: Author's own work, 2026.

As shown in Table 10, AI Marketing Efforts exhibits a large effect on Brand Experience ( $f^2 = 0.978$ ) and Brand Image ( $f^2 = 1.400$ ). This indicates that AI marketing efforts significantly shape brand experience

and brand image. Furthermore, Brand Experience has a medium effect on Repurchase Intention ( $f^2 = 0.202$ ) and Brand Image has a small effect on Repurchase Intention ( $f^2 = 0.042$ ), supporting its mediating role.

**Table 10: Effect size values ( $f^2$ )**

|                      | <b>AI marketing efforts</b> | <b>Brand Experience</b> | <b>Brand Image</b> | <b>Repurchase Intention</b> |
|----------------------|-----------------------------|-------------------------|--------------------|-----------------------------|
| AI marketing efforts |                             | 0.978                   | 1.400              |                             |
| Brand Experience     |                             |                         |                    | 0.202                       |
| Brand Image          |                             |                         |                    | 0.042                       |
| Repurchase Intention |                             |                         |                    |                             |

Source: Author's own work, 2026.

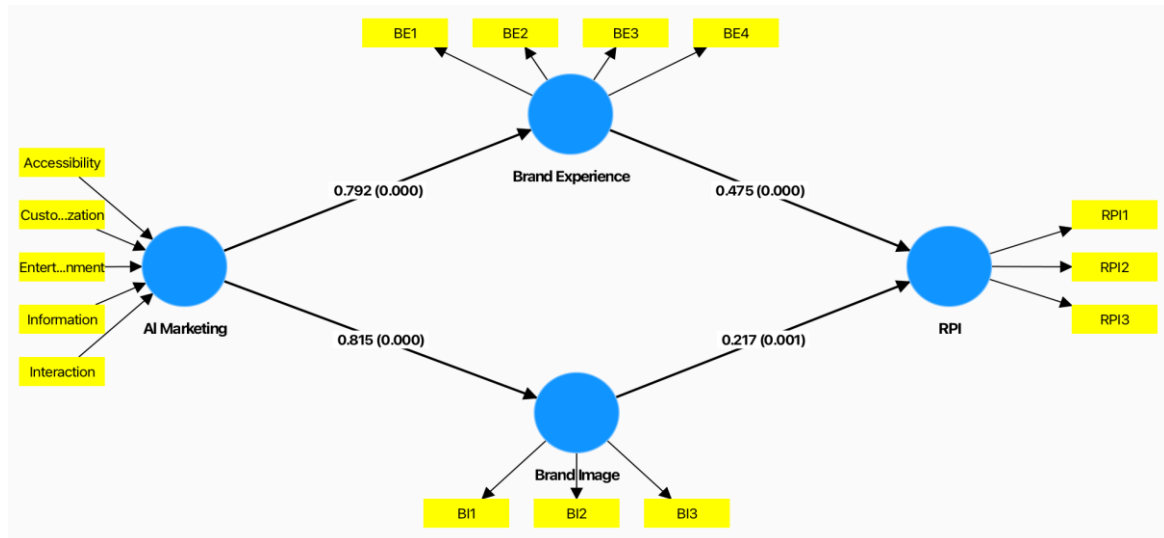


Figure 2. PLS-SEM structural model results

Source: Author's own work, 2026

To evaluate the structural model, a non-parametric bootstrapping procedure with 10000 resamples was conducted. The analysis confirmed support for all direct proposed hypotheses, as detailed in Table 11. Specifically, hypothesis H1, which posited that AI marketing efforts positively influences brand experience, received strong support with a high coefficient of 0.703 ( $p\_value = 0.000 < 0.05$ ). Hypothesis H2, which proposed that AI marketing

efforts influences brand image, was supported with a path coefficient of 0.764 ( $p\_value = 0.000 < 0.05$ ). Additionally, hypothesis H3, which tested the effect of brand experience on repurchase intention, was supported, with a path coefficient of 0.475 ( $p\_value = 0.000 < 0.05$ ). The results revealed a strong and significant relationship between brand image and repurchase intention, as proposed in hypothesis H4 ( $\beta = 0.218$ ,  $p\_value = 0.001 < 0.05$ ).

Table 11: Direct hypothesis testing results

|                                  | Path Coefficient ( $\beta$ ) | P values | Note             |
|----------------------------------|------------------------------|----------|------------------|
| <b>H1:</b> AIME $\rightarrow$ BE | 0.703                        | 0.000    | <b>Supported</b> |
| <b>H2:</b> AIME $\rightarrow$ BI | 0.764                        | 0.000    | <b>Supported</b> |
| <b>H3:</b> BE $\rightarrow$ RPI  | 0.475                        | 0.000    | <b>Supported</b> |
| <b>H4:</b> BI $\rightarrow$ RPI  | 0.218                        | 0.001    | <b>Supported</b> |

Note(s): AIME: AI marketing efforts; BE: Brand experience; BI: Brand image; RPI: Repurchase intention

Source: Author's own work, 2026.

We performed an additional test to measure the indirect effects. Table 12 presents the results. The indirect effect of AI marketing efforts on repurchase intention through brand experience was significant,

with a coefficient of 0.334 ( $p\_value = 0.000 < 0.05$ ). Moreover, the indirect influence of AI marketing efforts on repurchase intention via brand image was supported, with  $p\_value = 0.002 < 0.05$ .

Table 12: Indirect hypothesis testing results

|                                                    | Path Coefficient ( $\beta$ ) | P values | Note             |
|----------------------------------------------------|------------------------------|----------|------------------|
| <b>H5:</b> AIME $\rightarrow$ BE $\rightarrow$ RPI | 0.334                        | 0.000    | <b>Supported</b> |
| <b>H6:</b> AIME $\rightarrow$ BI $\rightarrow$ RPI | 0.166                        | 0.002    | <b>Supported</b> |

Note(s): AIME: AI marketing efforts; BE: Brand experience; BI: Brand image; RPI: Repurchase intention

Source: Author's own work, 2026.

#### 4.5. Discussion

First, the findings demonstrate the significant impact of artificial intelligence (AI) on brand-related dimensions within the Vietnamese hospitality industry. Specifically, AI marketing efforts exert a significant and positive influence on both brand experience and brand image. This indicates that when hotels actively integrate AI into their branding and marketing activities - such as through intelligent customer service systems,

personalized recommendations, and data-driven communication - consumers are more likely to perceive superior service quality and enjoy enhanced experiential interactions with the hotel. Meanwhile, it is indicated that AI has emerged as a powerful marketing tool due to its capacity to deliver accurate and consistent services, which enhances customer service quality and in turn, strengthens brand image (Manhas & Tukamushaba,

2014). These results are consistent with Yuan et al. (2022) and Mohamed and Ünsalan (2025).

Subsequently, the results indicate that brand-related factors, including brand experience and consumers' perceptions of brand image, exert significant positive effects on customers' intentions to revisit and continue using the firm's services. This suggests that favorable experiential encounters and a strong, positive brand image not only enhance consumers' emotional attachment to the brand but also translate into long-term behavioral outcomes in the hospitality context. Such findings are consistent with prior studies, which emphasize that positive brand experiences and well-established brand images play a critical role in fostering customer satisfaction, emotional bonds, and repurchase intentions (Dharmawan et al., 2023; Chen-Yu et al., 2016; Hsu, 2023).

Notably, AI-driven marketing efforts influence consumers' repurchase intention indirectly through two key brand-related mechanisms: brand experience and brand image. This finding suggests that when firms implement AI-based marketing strategies, such initiatives enhance consumers' experiential interactions with the brand and strengthen favorable brand perceptions, which in turn lead to higher repurchase intention. In other words, brand experience and brand image function as critical mediating variables that translate AI marketing investments into concrete behavioral outcomes. This result is consistent with prior research demonstrating that technology-enabled personalization and service automation enhance brand-related evaluations and subsequently drive customers' repurchase and loyalty intentions (Brakus et al., 2009; Armutcu et al., 2026).

## 5. Implication and future direction

### 5.1. Implication

#### 5.1.1. Theoretical Implications

This study contributes to the existing literature by extending the Stimulus - Organism - Response (S-O-R) framework to the context of AI-driven marketing in the hospitality industry. The findings confirm that AI marketing efforts function as a critical technological stimulus that influences consumers' internal evaluations through brand experience and brand image, which subsequently drive repurchase intention. By empirically demonstrating the simultaneous mediating roles of brand experience and brand image, this study advances prior research that often treats these constructs as direct outcomes of AI adoption. Furthermore, by providing empirical evidence from

Vietnam - an emerging market that remains underrepresented in AI and hospitality research - this study enhances the generalizability of brand-based and technology-enabled marketing theories beyond developed economies.

#### 5.1.2. Practical Implications

From a managerial perspective, the results suggest that hotel managers should regard AI marketing efforts as strategic branding tools rather than purely operational solutions. Investments in AI technologies such as personalized recommendation systems, intelligent customer service, and data-driven communication can significantly enhance customers' brand experience and strengthen brand image, which in turn foster repurchase intention. Managers are encouraged to focus on designing AI-enabled touchpoints that deliver personalized, engaging, and seamless customer experiences across the service journey. Additionally, effectively communicating a hotel's AI capabilities can reinforce perceptions of innovativeness and customer orientation, helping hotels build long-term customer relationships and sustain competitive advantage in increasingly digitalized hospitality markets.

### 5.2. Future direction

Despite its theoretical and practical contributions, this study has several limitations that suggest directions for future research. First, this study is limited to the hotel industry; therefore, the findings may not be fully applicable to other industries, where the effects of AI marketing efforts on consumer behavior may differ. Future research could investigate other industries to further examine the relationship between AI marketing efforts and repurchase intention. Secondly, the data were collected from residents of Ho Chi Minh City who had hotel experience across Vietnam within the past 12 months. This sampling approach may limit the generalizability of the findings to other geographic populations. Future research should consider expanding the sample to include respondents from different regions of Vietnam to capture more diverse customer perspectives. Moreover, in this study, AI marketing efforts influence brand image and brand experience, and subsequently affect repurchase intention. However, other brand-related factors that may have positive relationships with repurchase intention should be investigated to provide a more comprehensive understanding of consumer repurchasing behavior.

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