

PSYCHOLOGICAL ALIGNMENT IN CELEBRITY ENDORSEMENTS: EVALUATING INFLUENCER MARKETING IMPACT IN THE LUXURY HOSPITALITY SECTOR

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ABSTRACT

In the highly competitive luxury hospitality sector, it is essential to understand the factors that influence consumers' intentions to visit. This study purposes to examine the psychological internal relationships among celebrity, consumer, and hotel brand. The study also explores the effectiveness of social media influencers in determining consumers' intentions to visit luxury hotel brands. Brand personality theory is employed to support personality congruency constructs. This study utilizes the Stimulus-Organism-Response (SOR) model and social media influencers (SMIs) to theorize for the conceptual framework. Using a quantitative research design, this research collects several 389 social media users who actively engage with celebrity influencers endorsing luxury hotels. The partial least squares structural equation modeling (PLS-SEM) method is applied to evaluate the relationships among latent variables with second-, and third-order constructs measurement models. Psychological congruency demonstrates an essential role in forming a robust construction between consumers, celebrities, and endorsed luxury hotel brands. Consumers, who have an emotional attachment to a hotel brand, tend to positively develop relations on social media platforms, hence increasing the intentions to visit endorsed hotel brands. This research advances the knowledge of psychological congruency in the context of luxury branding and social media marketing, creating an innovative strategy for the interaction between consumer psychology and influencer endorsements. Practically, the explorations deliver criminal recommendations for luxury hotel managers to optimize their influencer marketing strategies.

Keywords: brand attachment, brand personality, celebrity endorsement, luxury hotel, social media influencers

1. INTRODUCTION

In the context of economic development, luxury customer service is gradually becoming necessary and focused, especially in the luxury hotel industry (Holmqvist, Diaz Ruiz, & Peñaloza, 2020). Research has shown that today, luxury hotel services are gradually becoming an indispensable part of consumers' experience needs (Chalke, Cheng, & Dent, 2024; Shahid & Paul,

2022). Luxury services provide distinctiveness through lavish physical environments, attentive staff service, luxurious appearances, and personalized services (Heo & Hyun, 2015). It can be said that luxury services are an indispensable part of every field in the future. Today, the concept of luxury is widely used in many fields such as hospitality, hotels, tourism, and (Amatulli, De Angelis, & Stoppani, 2021). Globally, although research on services has been focused on for a long time, in Vietnam this field has only been focused on recently. Previous scholars mostly focused on the impacts of sustainable competitive advantages of innovation in the manufacturing industry (Dabrowski, Brzozowska-Woś, Gołąb-Andrzejak, & Firgolska, 2019).

This rapid development has had a great impact on researchers in the luxury hotel field and luxury areas. Some of the topics of great interest are emotional attachment (Hyun & Kim, 2014), brand position (Yang & Mattila, 2016), and loyalty of customer (Yang & Lau, 2016). The concept of consumer-based branding has received increasing attention from researchers. Researchers believe that developing long-term relationships between brands and consumers is the future trend, instead of just one-time transactions as before (Stahl, Heitmann, Lehmann, & Neslin, 2012). This becomes more attractive with the presence of networking platforms (Pavlović, 2024). The competitive battle of marketers on social media becomes fiercer.

In the tourism and hospitality industry, the use of SMIs becomes a challenge when the testimonial product is an intangible service (Nguyen & Le, 2025). Finding influencers to endorse products and services becomes more difficult when the products are not visible in advance. First, influencers are those with a prominent social footprint. Then, marketers use influencers to connect with existing communities and attract them to specific services and brands. The content is also focused on creating an advantage over similar content on social media. Marketers in the luxury hospitality industry can use influencers who have the ability to connect with a large audience. However, finding the right audience is more important because luxury hotels are inherently expensive and luxurious (Bazi, Filieri, & Gorton, 2023). Therefore, the influencers that hotel marketers should target are celebrities.

Digital marketing has changed the battle for brands, including service brands (Archer & Harrigan, 2016). The emergence of social media has created more opportunities for communication for both brands and customers. Suitable endorsed influencers for products and services become more difficult to find when the products are not visible as service products. Marketers in the luxury hospitality industry can use influencers who can connect with a large audience. However, finding the right audience is more important because luxury hotels are inherently expensive and luxurious. Therefore, the influencers that hotel marketers should target are celebrities. With their attractive appearance, high expertise, and trustworthiness, celebrities have had positive impacts on followers' behavior, promoting loyalty and purchasing behavior to the brands they endorse (Wang & Li, 2017).

Previous studies have empirically investigated the congruence between the three personality factors, including brand, celebrity, and customer (Albert, Ambroise, & Valette-Florence, 2017 and Arora, Prashar, Tata, & Parsad, 2021). However, this type of study has not been empirically studied in the luxury hotel brand environment. Accordingly, the impact of each pair in this trio has not been studied much before. The psychological fit between them in the service environment is still lacking in empirical studies. Moreover, previous studies mainly focused on analyzing female celebrities, which may only partially reflect the applications when studying the influence of celebrities (Knoll & Matthes, 2017). The internal relationships between personality brands were still tentative in the past, not deeply reflected in theory (Arora et al., 2021). Celebrity endorsement of hotel brands has been convincingly demonstrated (Chen, Lin, & Shan, 2021; Gilal, Gilal, & Gilal, 2023; and Yang, 2018). However, celebrity endorsement of luxury hotel brands is still lacking in research.

This thesis proposes to discover the level of psychological congruencies among the triad fac-

tors of consumer, hotel brand, and celebrity. The next objective is to examine the degree to which congruencies of celebrity-hotel brand, celebrity-consumer, and hotel brand-consumer impact on the attachment of the consumer to the hotel brand and celebrity. The following study is to measure the source credibility and content quality dimensions for celebrity endorsement in terms of the hotel industry combining social media networking. This research also has the determination to reconfirm the usefulness of the celebrity endorsement approach for the hospitality industry in the background of the social media influencer development. Moreover, this study has the potential to explore the innovative concept of using social media influencer tactics in luxury hotel brands.

- Do psychological congruencies among triad personal dimensions exist in the luxury hotel branding?
- Do psychological congruencies among triad personal dimensions have a positive impact on the attachment of a hotel brand and celebrity?
- Does the attachment of consumers toward a hotel brand and celebrity have a positive impact on the effectiveness social media influencers?
- Does the effectiveness of social media influencers have a positive impact on the visit intention of consumers toward a hotel brand?

2. LITERATURE REVIEW

2. 1. THEORETICAL BACKGROUND

2. 1. 1. CELEBRITY ENDORSEMENT IN HOSPITALITY

The use of celebrity endorsements is becoming more and more popular in the hospitality industry (Lee et al., 2024), especially in the context of increasingly fierce market competition (Yang, 2018). Many celebrities in many fields have been invited to endorse hotel services such as Katy Perry for Denny's Restaurant, Bon Jovi for Soul Kitchen, or Elizabeth Taylor for the Dorchester Collection hotel. Although this strategy is becoming more and more popular in the hospitality industry, not many scientists have studied it in depth (Johns, Weir, & Weir, 2015; Yen & Teng, 2015). Many studies have shown that the difference between tangible products and intangible hospitality services makes it difficult to approach the principles of celebrity endorsement (Yang, 2018). Therefore, this paper will partly focus on the role of celebrity endorsement in the intangible product environment, especially in the hospitality service.

2. 1. 2. BRAND PERSONALITY

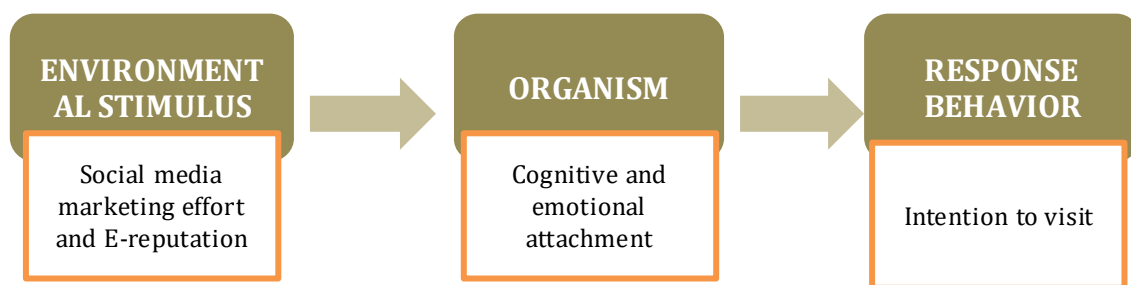
Brand Personality (Aaker, 1997) in the hotel brand is advantageous because it provides a framework to humanize brands, making them relatable and emotionally appealing to consumers. Unlike other theories that may focus solely on functional attributes or rational decision-making, brand personality emphasizes the representative and emotive networks customers form with brands by associating them with human traits such as sincerity, excitement, competence, sophistication, and ruggedness. Li, Yen, and Liu (2019) conducted a study on the brand personality of Aaker (1997) through two famous hotel brands, Marriott and Holiday Inn. Many other works have been conducted to examine the applicability of brand personality in the luxury hotel sector. Earlier research has raised many controversial opinions about the characteristics of each personality on hotel branding (Li et al., 2019). The personality of sophistication is described as appropriate when talking about luxury hotels (Lee & Back, 2010), but it is not appropriate in some other studies such as Unurlu and Uca (2017) or Sop and Kozak (2019). The trait of competence is popular in studies although it does not have the same personality traits. Research

also shows that the items of charm, smoothness, and grace are considered in the trait of sincerity (Unurlu & Uca, 2017); whereas the items handsome, charming, and smooth were classified as competence (Sop & Kozak, 2019). Su and Reynolds (2017) showed that the ruggedness trait was evident in an assorted group of hotel products, including brands in the all-inclusive services and limited-service categories. Given these inconsistencies, hotel brand personality needs to be further studied to accommodate its development in multiple contexts (Su & Reynolds, 2017).

2. 1. 3. VISIT INTENTION SOR MODEL

The SOR model (Stimulus-Organism-Response) is often preferred over the Theory of Planned Behavior (TPB) and Theory of Reasoned Action (TRA) in the research of consumer behavior for services because it captures the emotional and cognitive processes that influence behavior. Unlike TPB and TRA, which focus on rational decision-making and intention, the SOR model (Figure 1) integrates the impact of external stimuli (service quality and environment) on consumers' internal states (e.g., emotions, perceptions), leading to responses like satisfaction or loyalty (Abbasi, Tsiotsou, Hussain, Rather, & Ting, 2023). This is crucial in service contexts, where intangible elements and experiential factors significantly shape consumer behavior beyond purely rational considerations.

Figure 1. SOR model diagram



Source: Baber and Baber, 2022

The SOR model has been popular in tourism research that utilizes the theory of ecological psychology as the fundamental key to explore how the surroundings and media affect the response of destination tourists. Following that, SOR proves that the traveller's behavior would be influenced by things outside of the trip. Tourists are motivated to engage in social behaviors by specific attributes of the external environment and internally evoked stimuli (Zhu, Li, Wang, He, & Tian, 2020). The SOR theory is a process from S (stimulus) leading to an R (response) through an intermediary O (organism) mediating the association between the two parties. Although it has been developed for a long time, the SOR model is widely used today in measuring customer behavior, especially in the service environment (Baber & Baber, 2022; Bigne, Chatzipanagiotou, & Ruiz, 2020; and Li et al., 2019; Muyambiri, 2025). The tourism industry tends to utilize the SOR model to clarify in what way numerous stimuli, including social interactions, surrounding environments, and Internet reviews, influence the behavior of travellers (Hsiao & Tang, 2021; Kim, Lee, & Jung, 2020; and Wu & Lai, 2022; Liu, 2025).

2. 1. 4. SOCIAL MEDIA INFLUENCERS (SMIS)

The emergence of social media is a revolution that opens up many new opportunities and directions for traditional industries and digital marketing (Shareef, Kapoor, Mukerji, Dwivedi, & Dwivedi, 2020). User-generated content is spread and consumed quickly and widely thanks to the development of social media (Ho & Ito, 2019). This has created a driving force for the media industry to develop remarkably (Melumad, Inman, & Pham, 2019; Peng, Agarwal, Hosanagar,

& Iyengar, 2018). Social media contributes to creating a favorable environment for users to create interactions naturally, thereby promoting the sharing of knowledge and general information (Vrontis, Makrides, Christofi, & Thrassou, 2021). In fact, consumers have gradually put their trust in the shared content on online social networking communities (Shareef et al., 2020).

The concept of source credibility has been developed in many different fields, so there is still some confusion in advertising versions (Ohanian, 1990). Three components of source credibility have been studied and developed by many scholars: Source expertise, source trustworthiness, and source homophily (Hovland, Janis, & Kelley, 1953 and Ohanian, 1990). Later, another source was discovered and added to source credibility to suit the new context, source attractiveness (Ismagilova, Slade, Rana, & Dwivedi, 2019).

Another important factor in social media influencer marketing is content quality. Content quality is understood as the online customer's awareness of the accurateness, appropriateness, integrity, and significance of brand-related material in the online space (Carlson, Rahman, Voola, & De Vries, 2018). Taking advantage of users' enthusiasm for creating digital content, many brands have created incentives for customers to generate their own content through social media. However, capturing the components of content quality is a topic that has not been well studied, especially in the social media influencers' context. Vrontis et al. (2021) in their theory review study provided a set of antecedents related to content quality. Therefore, four antecedents were selected to represent content quality: visual congruence, visually attractive, informative content, and interactive content. Social interaction is a relationship or interaction, established as a link through the communication behaviors between two people. The frequency of social interaction of an individual is considered as the amount of communications of that person in a convinced period of time (Dai, Wang, Kong, Dong, & Tian, 2021). When it comes to celebrity social interactions, two-way interactions between celebrities and their fans are rare. However, in the online space, this happens with a higher frequency because celebrities can create representative accounts without directly acting on them. Sponsorship disclosure is seen as an act of empowerment for consumers, including adults and children. This represents a breakthrough in the advertising technology industry where brands are more respectful of their customers (Jung & Heo, 2019). Sponsorship disclosure helps customers distinguish between sponsored content and other types of media, thereby recognizing the marketable fauna of the media content (Campbell & Evans, 2018).

2. 2. HYPOTHESES DEVELOPMENT AND PROPOSAL RESEARCH MODEL

Emotional attachment to brands and destinations is often studied from the perspective of positive personal connections with destinations (Ramkissoon, 2015). In the perspective of digital tourism, attachment and visit intention are related based on tourists' perceptions (Kim, Lee, & Prideaux, 2015). Research has demonstrated that high congruency between the product/brand and the influencer leads to increased customer belief in the product (Martínez-López, Anaya-Sánchez, Fernández Giordano, & Lopez-Lopez, 2020), which in turn can grow brand attachment (Reinikainen, Munnukka, Maity, & Luoma-aho, 2020). Subsequently, the impact of celebrity-brand-consumer congruence may have implications for hotel brand attachment on topics promoted on social media platforms. Therefore, the following hypotheses were proposed:

H1a: Celebrity – consumer congruence has positive impact on hotel brand attachment

H2a: Hotel brand – consumer congruence has positive impact on hotel brand attachment

H3a: Hotel brand – celebrity congruence has positive impact on hotel brand attachment

Celebrity endorsements and emotional attachment on the internet on the intention to visit luxury hotels have been studied in recent years (Ladhari, Massa, & Skandrani, 2020). According to Ilicic and Webster (2011), consumers' attitudes toward advertisements with celebrity endorsements are stimulated based on the attachment between them, thereby increasing advertising effectiveness and promoting purchase behavior. Similar to brand attachment, congruence between the individual, the brand, and the celebrity is a prerequisite for celebrities to increase their attachment to their followers. Therefore three hypotheses have been proposed:

H1b: Celebrity – consumer congruence has positive impact on celebrity emotional attachment

H2b: Hotel brand – consumer congruence has positive impact on celebrity emotional attachment

H3b: Hotel brand – celebrity congruence has positive impact on celebrity emotional attachment

Credibility is related to the entity that is considered a source of information, products, and other services. Source credibility is especially important in sensitive situations that are difficult to perceive, such as service environments, or when there are many brands claiming to have the best product/service (Maathuis, Rodenburg, & Sikkels, 2004). Based on McCracken's (1989) meaning transfer model, the celebrity's distinctive attributes are transported to the hotel brands they approve and from the celebrity to the consumer through the selection of brands that match their identities. Therefore, this study proposes the hypotheses below:

H4: Hotel brand attachment impacts positively on source credibility

H5: Celebrity emotional attachment impacts positively on source credibility

Consumers, who have an emotional attachment to a brand, lead to positive emotions and positive sharing about the brand (Belaid & Behi, 2011). When customers are satisfied with a brand, they can communicate eWOM on social media about the attributes of the brand they trust. By creating their own favorite content on social media, customers have conveyed positive messages to the community and increased brand trust (Dedeoğlu, Okumus, Yi, & Jin, 2019). Celebrities are influential people who can stimulate positive emotions in others about need satisfaction, rich imagination, and brand attachment (Wang, Hsu, Huang, & Chen, 2015). According to Lou and Kim (2019), the value of the gratified shared by celebrities has a optimistic effect on the perception of the celebrity's satisfaction and value, which in turn has a significant impact on consumers' behavioral intentions. It is therefore hypothesized that:

H6: Hotel brand attachment has positive impact on Content quality

H7: Celebrity emotional attachment has positive impact on content quality

In the context of social media development, consumers have the ability to rely on the expertise and knowledge of the message to make purchase decisions. Previous research has focused on exploring the motivations that influence brand loyalty and attachment (Hwang & Lee, 2018). This is also determined to be relevant for the intention to visit a hotel brand. Affective attachment to the brand influences consumers' favorable intentions. Creating highly interactive content between celebrities and consumers enhances the persuasiveness of the advertising image. In the service sector, the quality of content created by stakeholders can increase tourists' intention to visit a destination (Casaló et al., 2018). From this discussion, the following hypothesis can be proposed:

H8: Source credibility has positive impact on visit intention

H9: Content quality has positive impact on visit intention

According to Ho and Ito (2019), based on the fast expansion of networking platforms, digital content creators have emerged as a phenomenon, spreading and consuming, creating a

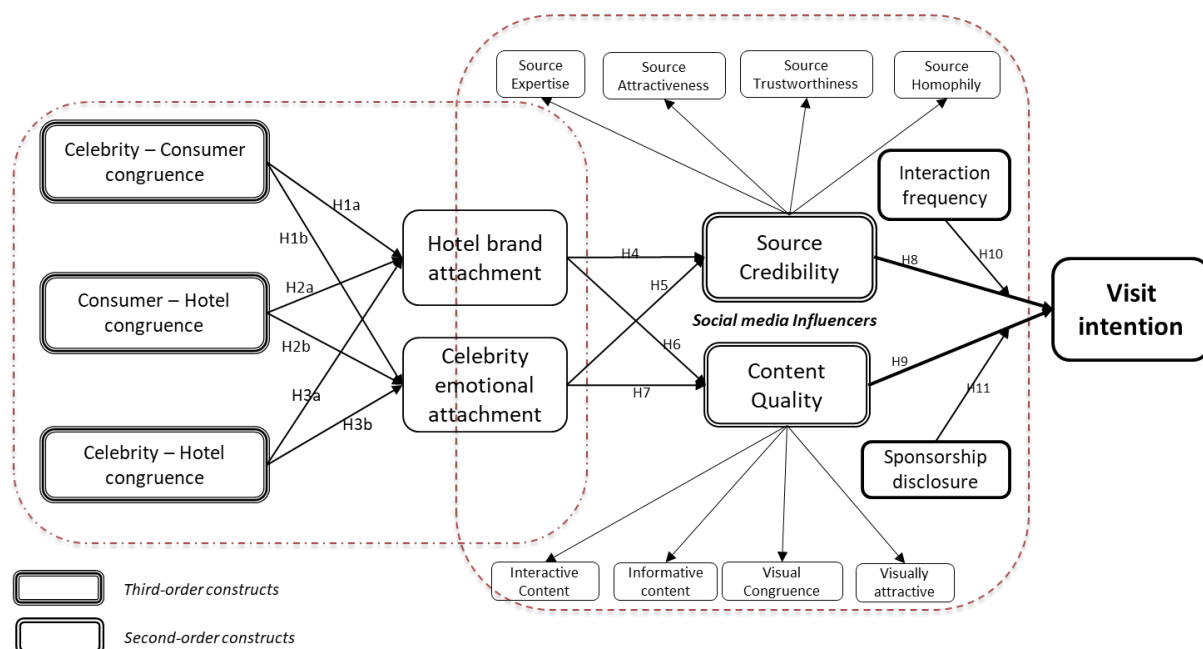
communicative motivation for users on social media (Melumad et al., 2019). Social media has enhanced the communication among celebrity and fans, narrowing the social distance to create more engagement (Brown, 2015). However, some other opinions argue that sponsorship disclosure has a negative impact on brand attitudes by losing the naturalness of a post, which causes skepticism about the original nature of the communication message, thereby reducing the influencer's credibility (De Veirman, Cauberghe, & Hudders, 2020). Therefore, we have the following hypotheses:

H10: Interaction frequency moderates positively the path of source credibility toward visit intention

H11: Sponsorship disclosure moderates positively the path of content quality toward visit intention

After literature reviewing, a conceptual framework is created with 14 hypotheses that represent the regression correlation among ten latent variables (Figure 2). The literature review integrates key theoretical frameworks that explain how brand personality, source credibility, and meaning transfer shape consumer-brand relationships.

Figure 2. Conceptual framework



Source: authors

3. METHODOLOGY

3. 1. SAMPLING CHARACTERISTIC

This study focuses on the application of quantitative research methods through the use of snow-ball survey method. Research sampling is the selection of a small number of representatives from a large identified population and the expectation that the information collected from that small group will reflect the characteristics of the large group (Hair, Sarstedt, Ringle, & Mena, 2012). Snowball sampling method was implemented by focusing on an initial small group of users that met the criteria for representativeness. This group was selected to serve as a strategic and informative subgroup, representative of digitally engaged consumers in the most urbanized and connected environments.

The sample must be selective in scope and time, given the fluid and emotionally charged na-

ture of the service environment. This study focuses on social media users aged 18–35 in Ho Chi Minh City (HCMC), Vietnam, who actively engage with influencer branded content on platforms such as Facebook, Instagram, TikTok, and YouTube. HCMC is Vietnam’s largest and most digitally connected urban center, making it an ideal setting to examine how brand personality, source credibility, and meaning transfer shape consumer behavior. The reason for choosing this target group is because this group represents the most digitally active and socially connected group in Vietnam. In addition, young consumers are more likely to follow and interact with social media influencers. The platforms chosen are Facebook, Instagram, TikTok, and YouTube, due to their popularity in the digital and influencer marketing landscape in Vietnam. The target audience includes young, tech-savvy consumers who follow influencers or brands, as they represent key demographic driving trends in digital marketing and brand engagement. By focusing on HCM, a hub of commerce, culture and digital adoption, the study aims to provide insights that can be applied to urban consumers in rapidly growing Southeast Asian markets where influencer marketing plays a key role in brand strategies.

Online surveys have become an effective and popular tool for data collection in many research fields. This study employs the online questionnaire design application Google forms. This tool is a product of Google Inc. with the main function of designing questionnaires. After collecting data, the tool integrates with another online spreadsheet tool - Google Sheets, which allows users to easily summarize data. Accordingly, the study will use the Google forms tool to design the questionnaire, and then save it as a specific URL. Within three months, the URL will be forwarded through social networking applications such as: Facebook, Instagram and LinkedIn. Before sending the survey link, all potential respondents were contacted in advance to verify their status as knowledgeable informants and their suitability for the survey. The study ensures that respondents are related to Celebrities and luxury hotel brands on social media platforms.

3. 2. MEASUREMENT MODEL ANALYSIS

This study conducts a deep quantitative research to handle several relationships among latent variables and indicators. PLS-SEM method is utilized as a major approach to measure the hypotheses (Hair, Risher, Sarstedt, & Ringle, 2019 and Hair et al., 2021). Phase One is a part of the literature review and constructs a definition, which builds up the theoretical background for the study. Phase Two focuses on developing the measurement scales and questionnaire completion. Phase three applies the quantitative method with the support of PLS-SEM to evaluate the reliability and validity of the measurement model, and then examines the relationship among latent variables, before coming up with the implications.

3. 2. 1. PERSONALITY CONGRUENCIES

The first section is considered an experiment while respondents are approached with three types of photos (see Appendix). Four celebrity pictures are provided with four luxury hotel pictures, followed by four pictures of these celebrities checking in at those luxury hotels and posting on social media platforms. After the photo observation part, 15 facets for each personality of celebrity, hotel brand, and consumer are allocated. To measure the congruencies among celebrity, consumer, and hotel brand (see table 1), this study utilizes the measure of the congruence between each pair of triad elements (Albert et al., 2017). According to brand personality theory proposed by Aaker (1997), three dyadic relationships apply a principal component analysis approach to carry out the measurement model with first-order, second-order, and third-order constructs. Following that, the initial level represents the big-five model of personality dimensions recommended by Aaker (1997) including sincerity, competence, excitement, sophistication, and ruggedness (See figure 3). These five dimensions are measured from 15 facets (Aaker, 1997).

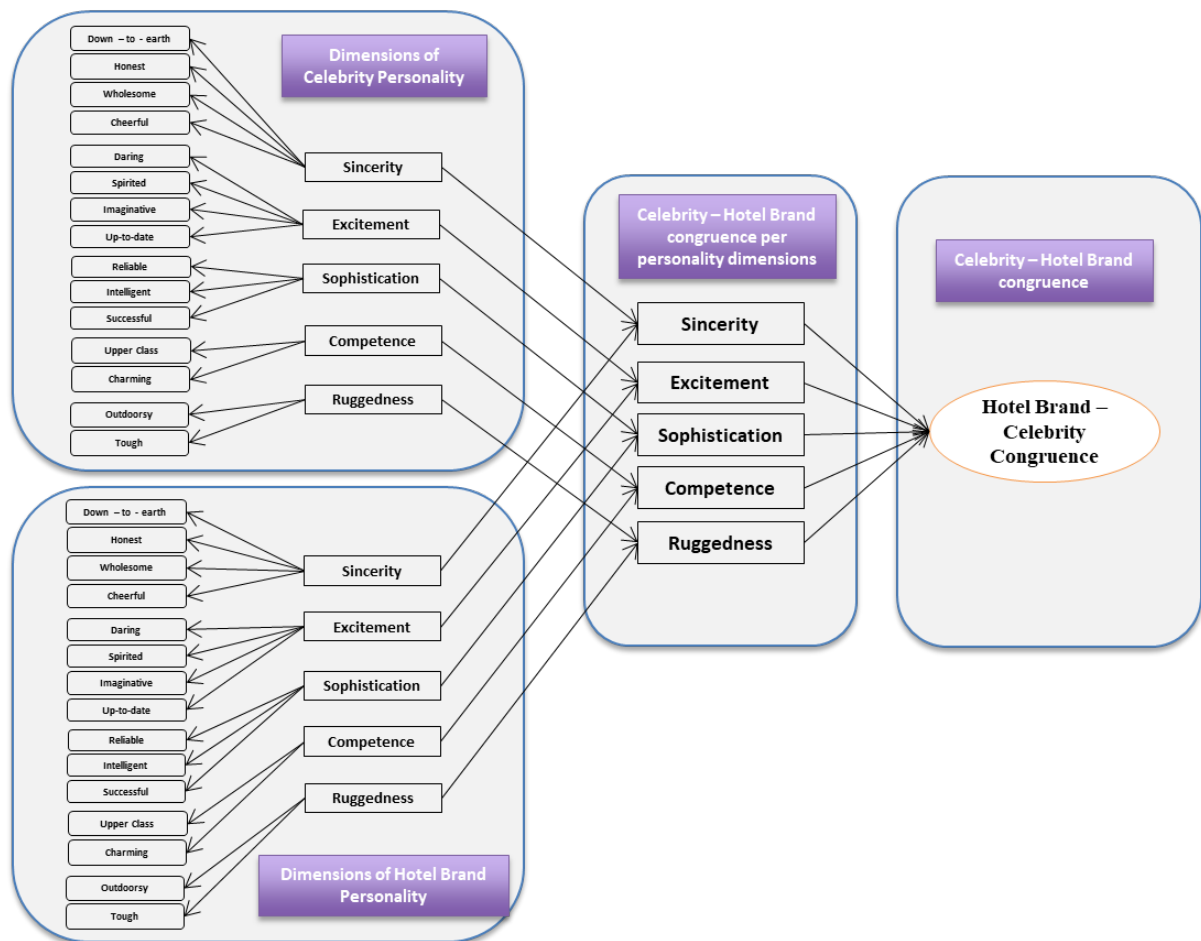
The second level of the measurement model signifies the congruency per personality dimension, and the third level for global personality based on congruency evaluation that represents each dyadic relationship. All analyses would be estimated by SmartPLS software (version 3.0).

Table 1. Constructs, definitions, and sources of brand personalities

Constructs	Definition	Items	Source
Hotel Brand personality	The outstanding characteristics that represent for a hotel brand	15	Aaker,1997
Celebrity personality	The outstanding characteristics that represent for a celebrity	15	Aaker,1997
Consumer personality	The outstanding characteristics that represent for a consumer	15	Aaker,1997
Total		45	

Source: Aaker (1997)

Figure 3. Celebrity – hotel brand congruence factor model



Source: Aaker (1997)

Table 2 describes the construct of latent variables that were built based on the literature review and hypotheses development. Following that, source credibility dimensions were formed by Kim, Wang, and Ahn (2013); Pan and Chiou (2011), Erdogan (1999), and Ohanian (1990). Content quality dimensions were built from the study of Ki and Kim (2019), Ki, Cuevas, Chong, & Lim (2020), and Argyris, Wang, Kim, and Yin (2020). Kang, Manthiou, Sumarjan, and Tang (2017) support the measurement scale for hotel brand attachment while celebrity emotional attachment was built based on Ladhari et al. (2020). Interaction frequency and sponsorship disclosure were designed from the researchers' findings of Ledbetter and Redd (2016) and Jung and Heo (2019), respectively. Visit intention was formed following the study of Setiawan et al. (2022). Almost

all questionnaires were also created to adapt Likert scales. The main survey subjects are young people who tend to use social networks and interact a lot on mobile. Therefore, this study applied the 5-point Likert scale to measure the survey items with each level as follows:

- (a) 1 = Strongly disagree, to 5 = Strongly agree
- (b) 1 = Not at all descriptive, to 5 = Extremely descriptive

Table 2. Construct, definition, and source of latent variables

Constructs	Coding	Definition	Number of items	Sources
Source credibility	SCR	the positive characteristics of the communicator impact the perception of the recipients and the level of message acceptance	Second-order	Hovland et al. (1953)
Source Trustworthiness	STR	Is a factor that reflects the feelings of integrity, honesty, and trustworthiness that viewers feel through celebrity advertisements	4	Kim et al. (2013)
Source Homophily	SHO	The identity in social relationships affects the credibility of eWOM media sources	4	Pan and Chiou (2011)
Source Attractiveness	SAT	Attractiveness Is the level of beauty, luxury, and sexiness that the endorser creates in the public	3	Erdogan (1999)
Source Expertise	SEP	Consider as complete and accurate information beyond common understanding	3	Ohanian (1990)
CONTENT QUALITY	COQ	consumer's perception of the accuracy, completeness, relevance and timeliness of brand-related information on the brands' social media page	Second-order	Carlson et al. (2018)
Interactive Content	ITC	communicate effectively with consumers to create a sense of trust and help them identify the brand better, improve consumer awareness	4	Ki and Kim (2019)
Informative content	IFC	valuable information that attracts public attention	4	Ki and Kim (2019); Ki et al. (2020)
Visual Congruence	VIC	Image congruence between followers and brand advertising image	4	Argyris et al. (2020)
Visually attractive	VIA	refers to the look and feel of a website, images, and feel	3	Ki and Kim (2019)
Hotel brand attachment	HBA	emotional connection between travelers and hotel brands reflects different levels of strength	4	Kang et al, (2017)
Celebrity emotional attachment	CEA	emotional connection between celebrities and followers, which can also be influential in persuading followers	5	Ladhari et al., (2020)
Interaction frequency	INF	Frequency of interaction on celebrity social media posts such as reading, liking, sharing, commenting, and reacting	1	Ledbetter and Redd (2016)
Sponsorship disclosure	SPO	helps viewers distinguish sponsored content from regular, non-sponsored content, raising viewers' awareness of the commercial nature of sponsored media content	4	Jung and Heo (2019)
Visit intension	VIS	traveler preferences and likelihood of visiting visit their destination	3	Setiawan et al. (2022)
Total			46	

Source: authors

4. DATA ANALYSIS

4. 1. COMMON METHOD BIAS

This study evaluates the common method bias by adapting the full collinearity test by Smart PLS for comprehensive concurrent calculation (Kock & Lynn, 2012). The study uses one nominal variable (age) to test the collinearity of all latent variables with Age. After that, the study utilized the results from the PLS Algorithm to collect the variance inflation factors (VIF) (Table 3). Kock (2015) stated that the model would be reflected with zero common method bias with all VIFs after the test of full collinearity is lower than the threshold of 3.3. In detail, Table 3 shows that the highest VIF value is 2.881, which is lower than 3.3. This result proves that all VIFs are lower than 3.3. Thus, no existing common method bias was recorded in this model.

Table 3. VIF value of all latent variables with Age

Latent Constructs	Age
Celebrity emotional attachment	1.825
Hotel brand attachment	1.491
Informative content	2.881
Interaction frequency	1.093
Interactive Content	1.714
Source Attractiveness	1.105
Source Expertise	2.514
Source Homophily	1.893
Source Trustworthiness	2.316
Sponsorship disclosure	1.152
Visit Intention	2.434
Visual Congruence	1.892
Visually attractive	1.108

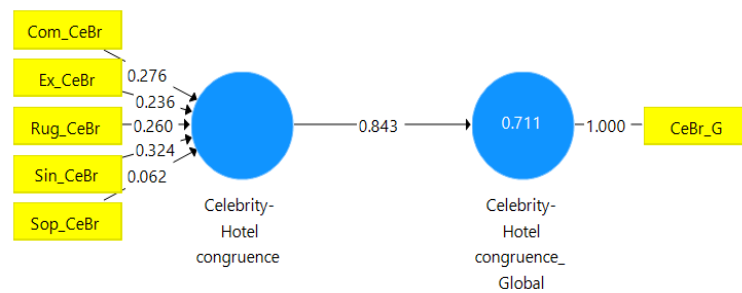
Source: Statistics using Smart-PLS 3.0 software

4. 2. HOTEL BRAND, CELEBRITY, AND CONSUMER CONGRUENCE

4. 2. 1. REDUNDANCY ANALYSIS

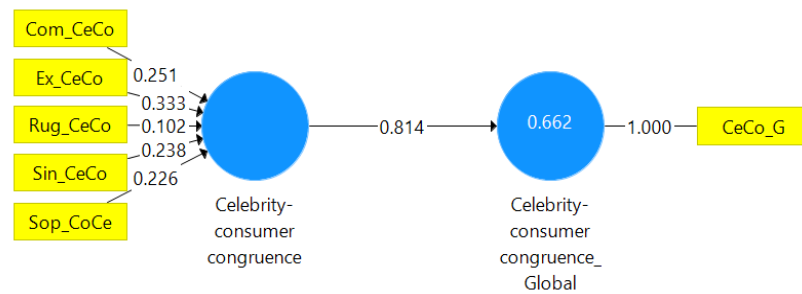
As a formative measurement model evaluation, this study attempts to assess convergent validity by the redundancy analysis method. On this stage, we have three measurements for three global personality congruencies. According to the formatively measured construct CeBr_F, the measurement model for the redundancy analysis consists of two constructs (Figure 4): (1) CeBr_F, which is examined by five formative indicators Com_CeBr, Ex_CeBr, Rug_CeBr, Sin_CeBr, and Sop_CeBr; (2) CeBr_G, which is examined by single item CeBr_G. This study implemented a similar measurement method to convergent validity for CeCo_F, and CoBr_F (Figures 5 and 6).

Figure 4. The redundancy analysis of global celebrity-hotel brand congruence



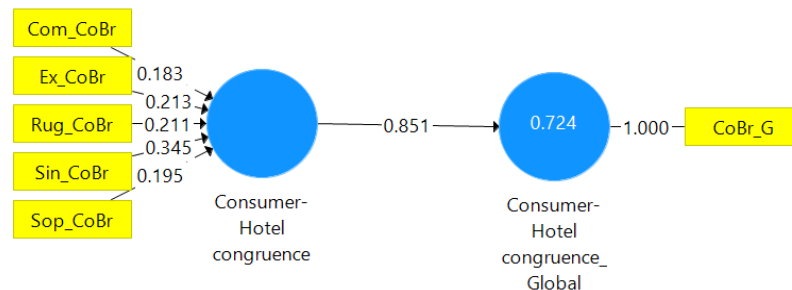
Source: Statistics using Smart-PLS 3.0 software

Figure 5. The redundancy analysis of global celebrity-consumer congruence



Source: Statistics using Smart-PLS 3.0 software

Figure 6. The redundancy analysis of global hotel brand-consumer congruence



Source: Statistics using Smart-PLS 3.0 software

Table 4 shows the results of the convergent validity of three formatively measured constructs. For the CeBr construct, the analysis result shows a path coefficient of 0.843, which is above the recommended threshold of 0.708 (Hair et al., 2021), therefore convergent validity of the CeBr construct is supported. Similarly, the redundancy analysis of CeCo and CoBr produces path coefficients of 0.814 and 0.851, thus all the measured formative constructs are guaranteed to have convergent validity.

Next, we utilize variance inflation factor values (VIF) to diagnose the collinearity that might occur in the formative measurement models. According to the results were shown in the table 4, the highest VIF value is 4.473 (3-5), which belongs to the range from 3 to 5. Thus, we conclude that collinearity issues are usually uncritical in any of the formative measurement models (Hair et al., 2021).

The following stage is to measure the significance and relevance of the formative indicators. First, we assess the outer weight indicators which rely on the bootstrapping procedure. In detail,

only five indicators are significant with P-values lower than the threshold of 0.05. The study continuously measures the outer loading values of non-significant indicators. Table 4 shows that all indicator loading values are higher than 0.5 and the 95% percentile confidence interval (CIBC) does not include zero, thus all indicators are kept for further analyses (Hair et al., 2021). The results confirmed significant congruency effects among all pairs of the triad (consumer-celebrity, consumer-brand, and celebrity-hotel brand), demonstrating that personality similarity enhances attractiveness, trust, and endorsement effectiveness.

Table 4. Reliability and validity of personality congruence measured constructs

Measured construct	Formative indicators	Redundancy analysis – Path coefficient	Outer weight	P values	Outer loading	CIBC		VIF
						2.5%	97.5%	
CeBr	Com_CeBr	0.843	0.208 ^{NS}	0.118	0.712***	0.722	0.917	2.374
	Ex_CeBr		-0.018 ^{NS}	0.911	0.909***	0.742	0.930	3.539
	Ru_CeBr		0.381**	0.007	0.902***	0.791	0.959	2.508
	Si_CeBr		0.202 ^{NS}	0.287	0.800***	0.673	0.924	3.148
	So_CeBr		0.368 ^{NS}	0.058	0.840***	0.862	0.985	4.261
CeCo	Com_CeCo	0.814	0.494***	0.000	0.900***	0.869	0.979	2.532
	Ex_CeCo		0.140 ^{NS}	0.392	0.885***	0.754	0.927	3.432
	Rug_CeCo		0.315*	0.017	0.830***	0.771	0.935	2.392
	Sin_CeCo		-0.049 ^{NS}	0.769	0.682***	0.528	0.806	2.548
	Sop_CoCe		0.205 ^{NS}	0.220	0.783***	0.755	0.928	3.900
CoBr	Com_CoBr	0.851	0.538***	0.000	0.930***	0.874	0.984	2.826
	Ex_CoBr		0.028 ^{NS}	0.845	0.872***	0.804	0.939	4.473
	Rug_CoBr		0.307*	0.018	0.886***	0.806	0.948	2.437
	SIn_CoBr		0.001 ^{NS}	0.993	0.695***	0.546	0.824	2.814
	Sop_CoBr		0.249 ^{NS}	0.092	0.797***	0.743	0.923	3.929

Notes: ^{NS} p > 0.05, * p < 0.05, ** p < 0.01, *** p < 0.001

Source: Statistics using Smart-PLS 3.0 software

4. 3. MEASUREMENT MODEL EVALUATION

Next, the study evaluates the measurement model by reliability and validity testing. Initially, loading values of all indicators are measured to adapt to the requirement, before evaluating the model. Table 5 shows that all the loading values of measurement items range in the interval of [0.710; 0.930], which satisfies the standard of exceeding 0.708. To test the reliability, Cronbach's alpha and composite reliability (CR) values are expected to demonstrate satisfactory. Table 5 also shows that all alpha values range from 0.807 to 0.916, which meets the required threshold (Hair et al., 2021). Moreover, all CR values exceed the standard point of 0.7, thus all measurement items reach the reliability test. Next, the study tends to test convergent and discriminant validity. Average variance extracted (AVE) is employed to evaluate the convergent validity. Following that, all AVE values of measurement items are greater than the threshold of 0.5 (Hair et al., 2021), hence all latent constructs reach the convergent validity. For discriminant validity, the study utilizes the Heterotrait-Monotrait ratio to prove the appropriate analysis.

Table 5. Reliability and convergent validity

Measurement items	Coding	Loading	Alpha	CR	AVE
I found the information is useful for me	IFC1	0.877	0.891	0.924	0.754
I could learn new thing from celebrity's post	IFC2	0.878			
I found that the information are presented as benefit	IFC3	0.896			
I found that hotel brands are desirable	IFC4	0.820			
Celebrity would chat back to me if I send a private message	ITC1	0.911	0.916	0.941	0.799
Celebrity would talk back to me if I post a comment	ITC2	0.903			
Celebrity would respond to me quickly and efficiently if I send a private message	ITC3	0.921			
Celebrity would allow me to communicate directly with him/her	ITC4	0.839			
Celebrity I follow are very classy	SAT1	0.904	0.807	0.886	0.723
Celebrity I follow are very sexy	SAT2	0.819			
Celebrity I follow are very beautiful	SAT3	0.825			
Information that celebrity share is Helpful	SEP1	0.859	0.817	0.891	0.732
Information that celebrity share help me to reduce the perceived risk	SEP2	0.860			
Information that celebrity share is greater detail	SEP3	0.846			
The favorite celebrity has the same my age	SHO1	0.824	0.830	0.887	0.664
The favorite celebrity has the same my gender	SHO2	0.757			
The favorite celebrity has the same my education	SHO3	0.833			
The favorite celebrity has the same my social status	SHO4	0.841			
I prefer the posts that contain "sponsored"	SPO1	0.858	0.880	0.916	0.733
I like the post that show the word "suggested by"	SPO2	0.869			
I tend to engage the posts that contain "brand voice"	SPO3	0.879			
I trust the posts that contain "Advertisement"	SPO4	0.817			
I feel that my favorite celebrity is trustworthy	STR1	0.872	0.897	0.928	0.764
I feel that my favorite celebrity is reliable	STR2	0.884			
I feel that my favorite celebrity is honest	STR3	0.887			
I feel that my favorite celebrity is dependable	STR4	0.852			
I found celebrity's SM contents good-looking	VIA1	0.902	0.898	0.937	0.831
I find celebrity's SM contents attractive	VIA2	0.921			
I find celebrity's SM contents visually appealing	VIA3	0.912			
Celebrities' post creates substantial social influence	VIC1	0.710	0.847	0.898	0.690
The post of celebrity tends to appear similar my opinion	VIC2	0.873			
I feel familiarity and authenticity of celebrities' post	VIC3	0.891			
I feel intimacy and affiliation perceived of celebrities' post	VIC4	0.847			
I will visit the hotel that celebrity sharing in the near future	VIS1	0.930	0.911	0.944	0.849
If I plan a trip for tourism, I will visit suggested hotel by celebrity	VIS2	0.923			
I think the celebrity 'choice is a good place deserving visit	VIS3	0.911			
Celebrity affects positively my association with the hotel brand preference	CEA1	0.866	0.914	0.936	0.744
I feel connected to hotel brand of preference by celebrity's sharing	CEA2	0.862			
Content of celebrity helps me connect with my hotel brand of preference	CEA3	0.884			
Using information of celebrity influences my intentions to hotel brand of preference	CEA4	0.856			
My hotel brand of preference is positively enhanced through using celebrity sources	CEA5	0.842			
I'm passionate about staying at those hotels	HBA1	0.735	0.846	0.897	0.687
I will mention the above hotels when introducing myself	HBA2	0.871			
If someone praises a luxury hotel, I also feel somewhat praised	HBA3	0.855			
People who know me will say that such hotels are the ones I choose	HBA4	0.846			

Source: Statistics using Smart-PLS 3.0 software

4. 3. 1. DISCRIMINANT VALIDITY

Although a large number of scholars have tended to utilize the Fornell-Larcker criterion to prove the discriminant validity, these values frequently reach the failure to reliably recognize discriminant validity problems (Radomir & Moisesescu, 2019). Therefore, to increase the validity, the analysis utilizes the HTMT ratio with the standard that is lower than the threshold of 0.9 (Henseler, Ringle, & Sarstedt, 2015). Table 6 indicates that almost all HTMT ratios meet the standard requirement, thus this measurement model achieves the discriminant validity.

Table 6. Heterotrait-Monotrait ratio

	CEA	HBA	IFC	INF	ITC	SAT	SEP	SHO	STR	SPO	VIS	VIC	VIA
CEA													
HBA	0.867												
IFC	0.799	0.78											
INF	0.271	0.269	0.281										
ITC	0.565	0.613	0.584	0.161									
SAT	0.477	0.445	0.649	0.267	0.33								
SEP	0.707	0.683	0.862	0.258	0.616	0.661							
SHO	0.625	0.613	0.575	0.135	0.774	0.366	0.621						
STR	0.587	0.601	0.737	0.249	0.511	0.711	0.88	0.485					
SPO	0.535	0.587	0.561	0.114	0.63	0.338	0.567	0.626	0.554				
VIS	0.823	0.762	0.787	0.332	0.486	0.679	0.711	0.542	0.678	0.515			
VIC	0.801	0.782	0.884	0.309	0.568	0.664	0.809	0.625	0.728	0.618	0.79		
VIA	0.54	0.48	0.657	0.178	0.287	0.7	0.608	0.328	0.602	0.358	0.691	0.74	

Source: Statistics using Smart-PLS 3.0 software

4. 4. STRUCTURAL MODEL EVALUATION

Before testing the hypotheses, the variance inflation factor (VIF) is applied to ensure no collinearity occurs when multiple indicators in a measurement model are extremely interrelated. Table 7 indicates that almost all VIF values range in the interval of [1.0; 3.0], except COQ->VIS and SCR->VIS (3.694 and 3.446). However, COQ and SCR are considered to reduce the collinearity level by establishing the higher-order constructs (Hair et al., 2021). Thus, Collinearity is not a problematic issue.

Table 7. Inner VIF

	COQ	IFR*SCR	SCR	SPO	VIS
CEA	2.387		2.387		
COQ					3.694
HBA	2.387		2.387		
IFR*SCR					1.089
IFR					1.097
SPO*COQ					1.089
SCR					3.446
SPO					1.648

Source: Statistics using Smart-PLS 3.0 software

To test the hypothesis, a bootstrapping analysis with 10000 subsamples is conducted. This study evaluates the P-values and 95% confidence intervals bias corrected to explore whether the hypothesis is supported or not (Hair et al., 2021). Table 8 indicates that H1b, H2a, H4, H5, H6, H7, H8, H9, and H10 are significant because of P-values are lower than 0.05 (Hair et al.,

2019) and there is no zero value falling in the 95% CIBC (Streukens & Leroi-Werelds, 2016). Likewise, H1a, H2b, H3a, H3b, and H11 are rejected due to P-values greater than 0.05 and the existence of zero in the 95% CIBC.

Table 8. Hypothesis testing

Path	Original Sample	Standard Deviation	T Statistics	P Values	CIBC		Remark
					2.5%	97.5%	
H1a:CeCo -> HBA	0.087	0.131	0.659	0.510	-0.191	0.329	Unsupported
H1b:CeCo -> CEA	0.413	0.137	3.013	0.003	0.192	0.732	Supported
H2a:CoBr -> HBA	0.406	0.125	3.237	0.001	0.181	0.68	Supported
H2b:CoBr -> CEA	0.166	0.123	1.357	0.175	-0.105	0.382	Unsupported
H3a:CeBr -> HBA	0.053	0.081	0.66	0.510	-0.120	0.190	Unsupported
H3b:CeBr -> CEA	-0.014	0.078	0.183	0.855	-0.189	0.105	Unsupported
H4:HBA -> SCR	0.289	0.075	3.845	0.000	0.138	0.432	Supported
H5:HBA -> COQ	0.334	0.059	5.671	0.000	0.209	0.443	Supported
H6:CEA -> SCR	0.434	0.073	5.982	0.000	0.291	0.57	Supported
H7:CEA -> COQ	0.505	0.055	9.241	0.000	0.398	0.61	Supported
H8:COQ -> VIS	0.515	0.062	8.26	0.000	0.394	0.636	Supported
H9:SCR -> VIS	0.217	0.061	3.539	0.000	0.095	0.339	Supported
H10:INF*SCR -> VIS	-0.105	0.034	3.072	0.002	-0.171	-0.037	Supported
INF -> VIS	0.117	0.034	3.437	0.001	0.051	0.185	Supported
H11: SPO*COQ -> VIS	-0.031	0.026	1.226	0.220	-0.082	0.018	Unsupported
SPO -> VIS	0.03	0.046	0.641	0.521	-0.064	0.118	Unsupported

Source: Statistics using Smart-PLS 3.0 software

Next, the study moves on to test the quality of the structural model by assessment of the cross-validated redundancy (Q^2), coefficient of determination (R^2), and effect size f^2 (Hair et al., 2014). Table 9 illustrates that all constructs have explanatory power. In detail, the R^2 value of COQ and VIS is higher than 0.5 (0.624 and 0.620) which indicates strong explanatory power of content quality and visit intention in the model. Contrastingly, the HBA construct shows the weak explanatory power with an R^2 value of 0.286. In terms of predicting power, Q^2 results expose the highly appropriate in predicting the model with VIS ($Q^2 = 0.517$) and COQ ($Q^2 = 0.314$) (Hair, Sarstedt, Hopkins, & Kuppelwieser, 2019). CEA, SCR, and HBA show the low predictive accuracy with Q^2 values are 0.228, 0.212, and 0.187, respectively. The effect size f^2 measures the substantial influence of an exogenous variable. In detail, CEA has the highest influence on COQ with the $f^2 = 0.284$ (Hair et al., 2012), followed by the influencing level of COQ -> VIS, CEA-> SCR, HBA-> COQ, HBA-> SCR, and SCR-> VIS in that order.

Table 9. Quality of structural scale

Endogenous constructs	SSO	SSE	$Q^2 (=1-SSE/SSO)$	R^2	Exogenous constructs	f^2
CEA	1945	1501.738	0.228	0.314		
COQ	5835	4002.964	0.314	0.624	CEA	0.284
					HBA	0.125
HBA	1556	1264.851	0.187	0.286		
SCR	5446	4290.051	0.212	0.463	CEA	0.147
					HBA	0.065
VIS	1167	563.186	0.517	0.620	COQ	0.190
					SCR	0.036

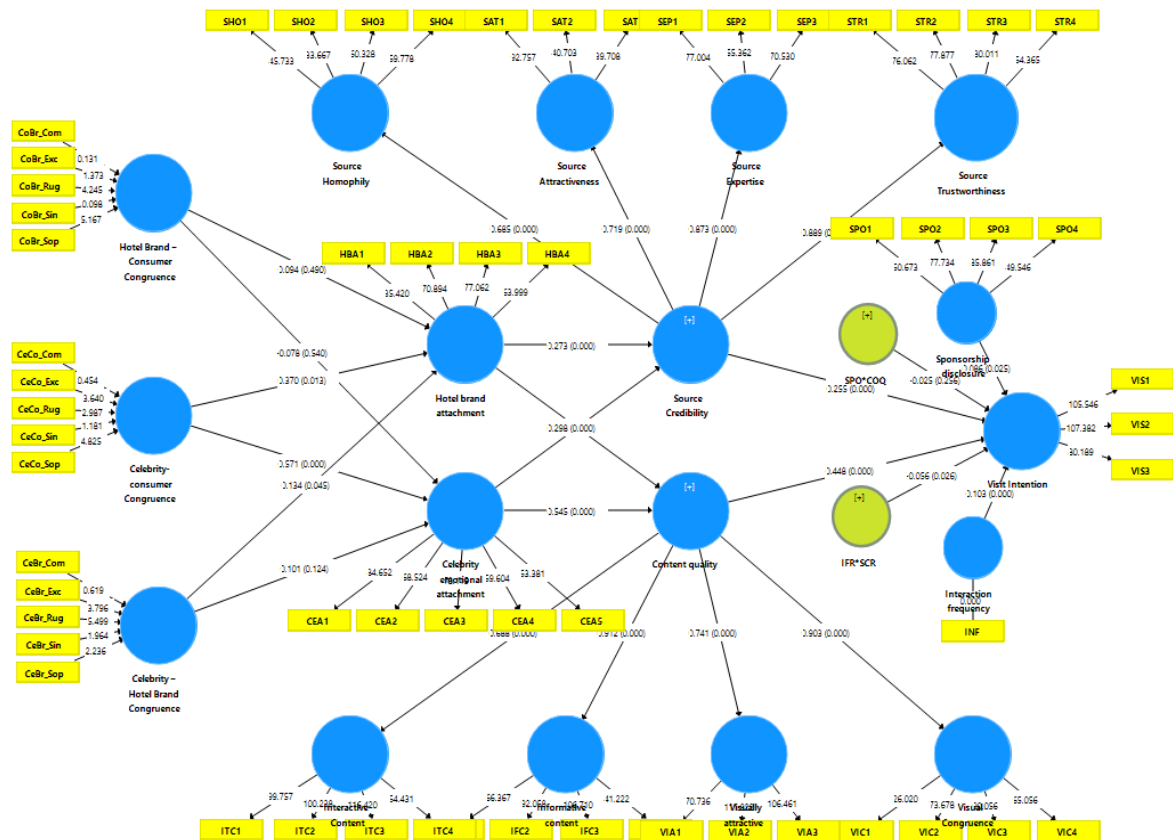
Source: Statistics using Smart-PLS 3.0 software

5. DISCUSSIONS

First, the psychological fit between the hotel brand, the celebrity, and the individual customer has been demonstrated (Figure 7). This shows the similarity in personality between the celebrity and the hotel brand that was demonstrated in other brand by previous researchers (Rather & Camilleri, 2019; Moraes, Gountas, Gountas, & Sharma, 2019; and Vrontis et al., 2021). Thus, the marketing research opens a new direction that luxury hotel brands can represent celebrity endorsements. Instead, only celebrities endorse hotels as in the past (Kim et al., 2013). The customer's personality matches the personality of the hotel brand and the celebrity. This finding also matches the previous results of Han and Hyun (2017) and Rauch et al. (2015), while mentioning the celebrity endorsement for brands. However, this consequence is innovative for the up-to-date research on social media influencers, which adapts the research of Abbasi et al. (2023), Baber and Baber (2022), and Vrontis et al. (2021). This shows that the gap between customers and luxury has been narrowed in the social media space. This discovery opens a solid foundation for creating powerful marketing campaigns for luxury brands on social media.

Although the calculated indices based on the PLS-SEM method are at a relative level, the study has successfully found the congruencies between hotel brand personality, celebrity, and customer. The third-order structure scale was applied to find this relationship thanks to the method of Hair et al. (2021). This is a relatively relative finding because there have not been many previous studies that have found consensus among the three factors when applying the third-order structure, except for Albert et al. (2017) and Arora et al. (2021). This study is considered a bold step in applying the processing of this third-order structure entirely using the PLS-SEM method. This will be a contribution to the application of PLS-SEM in solving higher-order structures in the future.

Figure 7. Bootstrapping result



Source: Statistics using Smart-PLS 3.0 software

6. IMPLICATIONS AND RECOMMENDATIONS

6. 1. CONCLUSIONS

This study has systematically investigated the impact of celebrity endorsements on hotel brand perception among young social media users in Ho Chi Minh City, Vietnam, through a robust theoretical and methodological framework. By integrating key concepts such as brand personality, source credibility, and the meaning transfer model, the research has provided empirical evidence on how celebrity endorsements shape consumer attitudes and behaviors in the hospitality industry. The findings highlight that celebrity endorsements significantly enhance brand trust and emotional attachment, particularly when the celebrity's image aligns with the hotel brand's identity. The study's use of PLS-SEM for analysis ensured a rigorous examination of both measurement and structural models, confirming the reliability and validity of the constructs while offering nuanced insights into the relationships between variables.

This study demonstrates that celebrity endorsements significantly enhance visit intentions for luxury hotel brands by leveraging aspirational appeal, trust, and emotional engagement. When high-status celebrities align with a hotel's prestige, such as actors or athletes embodying exclusivity their endorsement transfers elite associations to the brand, motivating status-conscious consumers to book. Credibility plays a pivotal role, as trustworthy figures, like renowned chefs promoting gourmet hotels, reduce booking hesitancy by validating quality. 6.2 Theoretical implications This study contributes several significant theoretical consequences to the literature on celebrity endorsement, particularly within the luxury hospitality sector. It extends the Meaning Transfer Model (McCracken, 1989) by demonstrating how the symbolic value of celebrities, particularly their prestige and lifestyle associations, transfers not just to products but to experiential services like luxury hotels, influencing consumers' visit intentions. This research advances the attachment theory by demonstrating that consumers' desire to align themselves with aspirational figures drives their emotional attachment to endorsed brands and celebrities. Hence, this finding reinforces the role of positive behavior in hospitality consumption. The study enlarges the source credibility theory by examining the role of emotional attachment on the source credibility dimension. The finding identifies that dimensions of trustworthiness and expertise are specific to luxury hotel endorsements.

Additionally, the findings contribute to Emotional Attachment Theory by revealing how celebrity-driven narratives foster emotional connections with hotel brands, bridging the gap between esteem and visit intention. The study has shown that the customer attachment to the hotel brand and celebrity has a positive influence and becomes a factor in the general research on tourist visit behavior. From there, the study further strengthens the theory of tourist visit behavior when combined with celebrities, in addition to the research conducted on proactivity (Wu & Parker, 2017). This study also indicates key theoretical contributions to the brand personality literature in the hospitality context. It extends Aaker's (1997) Brand Personality Framework by empirically validating its applicability to luxury hotel brands, demonstrating how specific personality dimensions differentially influence consumer behavior in luxury service industries. The research advances Source credibility theory revealing how congruency between brand personality and celebrity endorser personality creates synergistic effects that enhance source credibility and visit intentions.

6. 2. MANAGERIAL IMPLICATIONS

The research findings offer luxury hotel marketers actionable strategies to enhance influencer marketing effectiveness. First, prioritize social media celebrities (10K-100K followers) with highly engaged niche audiences, as they drive higher conversion rates than mega-celebrities

for luxury properties. Second, Hotel brands should adopt a three-phase content framework: (1) aspirational teasers (2) authentic experience storytelling, and (3) tactical call-to-actions to increase the interaction frequency of consumers on social media platforms. Luxury hotel brands can increase guest visit intention by improving the quality of content on social media platforms. In the trend of users' self-created content, brands only need to provide users with good materials such as beautiful background images, many famous people checking in, or impressive architectural designs. Marketers should create the conditions for users to freely generate and spread messages naturally on social media.

Third, Hotel marketers should implement cross-platform repurposing to reformat Instagram Reels into TikTok to maximize reach by followers. Crucially, track behavioral metrics, particularly direct website clicks and post-engagement booking spikes. These strategies, validated in emerging Asian markets, can reduce customer acquisition costs while increasing average booking values through perceived exclusivity. Luxury hotels should particularly focus on localized luxury narratives and showcasing how global standards intersect with regional cultural nuances.

6. 3. RECOMMENDATIONS

The study also refines the personality brand framework by establishing that the ideal configuration must consider three-way compatibility between celebrity endorsement, hotel brand, and consumer, not just celebrity-brand congruence. By integrating these theoretical perspectives, this research provides a more holistic understanding of how celebrity endorsements function in high-involvement service contexts, offering a foundation for future studies on digital influencer marketing, cross-cultural comparisons, and the evolving role of micro-celebrities in luxury branding.

In terms of the impact of personality congruence on emotional attachment, the hotel brand congruence did not influence the customer's or the celebrity's attachment. This is considered a research gap, especially in the context of social media influencer marketing. Although this relationship has been proven positive connection (Ladhari, 2020; Martínez-López et al., 2020), it does not translate to attachment when it comes to the hotel brand. This suggests that in the hotel brand context, personality congruence between the brand and the customer does not have an impact on outcome constructs such as attachment or purchase behavior. This congruence may have a positive effect on other dimensions, which scientists need to demonstrate further. In this paper, we propose to study the relationship between customer-hotel brand personality congruence and social norms, communication behavior, or fashion shopping behavior.

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Appendix

Please observe carefully the images below and then answer the question about the similarities between celebrities, luxury hotels, and individual customers:

1A - Pay attention to the celebrities below:

DAN TRUONG -Singer



TRAN THANH
MC, Film Producer



NGUYEN THUC THUY TIEN
Miss Grand International



HO NGOC HA
Singer, Fashionista



1B - Pay attention to the hotels and resorts below:

AN
LÂM
RETREATS
NINH VAN BAY



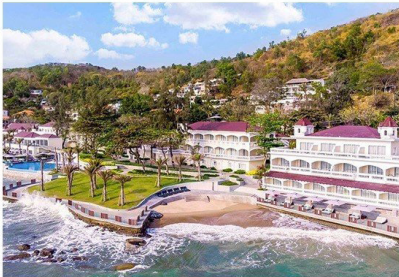
An Lâm Retreat Ninh Vân Bay

MELIÃ
HO TRAM
VIETNAM



Melia Hồ Tràm Beach Resort

Mercure
HOTELS
VUNG TAU



Khách sạn Mercure Vũng Tàu

NEW WORLD
HOTELS & RESORTS

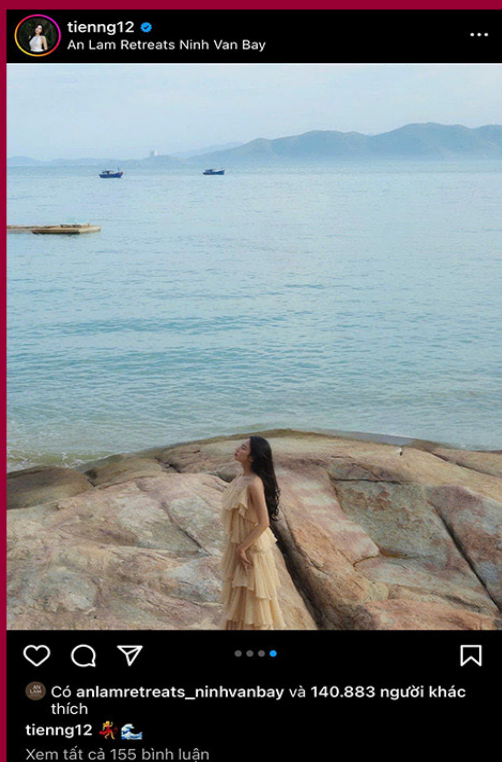


New World Phú Quốc Resort

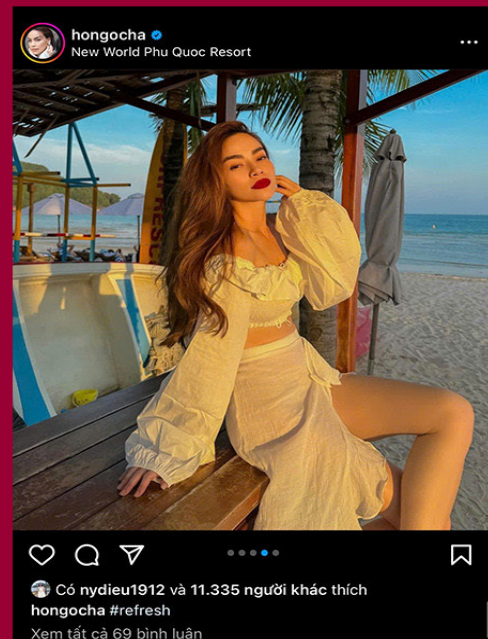
1C - Check out these photos of celebrities checking in at hotels on social media:



Tran Thanh and his wife checked-in at Melia Ho Tram Resort on Instagram



Miss Thuy Tien checked-in at An Lam Retreat Ninh Van Bay on Instagram



Ho Ngoc Ha checked-in at New World Phu Quoc Resort on Instagram



Dan Truong Singer checked-in at Mecure Vung Tau Hotel on Facebook