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*Original Article*

# Does Electronic Word-of-Mouth Drive Generation Z's Decision-Making for Nighttime Tourism Experiences in Hanoi?

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***Abstract:*** *The nighttime economy has become a strategic priority for urban destinations, yet how digital information shapes young travelers' choices of organized nighttime tourism experiences remains underexamined. This study asks whether and through which attributes electronic word-of-mouth (eWOM) drives Generation Z's decision-making regarding nighttime tourism experiences in Hanoi, Vietnam. Integrating the Theory of Reasoned Action, the Information Adoption Model, and the Stimulus-Organism-Response paradigm, it models six eWOM attributes information quality, credibility, quantity, usefulness, timeliness, and vividness as antecedents of intention, which in turn is theorized to determine the decision. To our knowledge, this is among the first studies to operationalize eWOM as a six-dimensional construct, adding information timeliness and review vividness to the four conventional attributes. A survey of 516 valid Gen Z respondents was analyzed using partial least squares structural equation modeling (PLS-SEM). All six attributes significantly and positively affect choice intention, with information usefulness (β = 0.285) and timeliness (β = 0.241) the strongest and vividness (β = 0.091) the weakest; intention, in turn, strongly predicts the decision (β = 0.773). The model explains 63.7% and 59.7% of the variance in intention and decision, respectively. The findings show that Generation Z privileges the practical value of information over its form, offering clear implications for destination managers and experience operators.*

***Keywords:*** *Electronic word-of-mouth, Generation Z, Nighttime tourism experiences, Decision-Making, Hanoi.*

## I. INTRODUCTION

The global tourism industry has been reshaped by the convergence of digital transformation and the rise of the experience economy, in which travelers increasingly pursue immersive, memorable, and shareable encounters rather than passive sightseeing (Pine & Gilmore, 1998; Neuhofer, Buhalis, & Ladkin, 2014). Within this shift, the nighttime economy has emerged as a strategic lever for urban destinations seeking to extend visitor length of stay, raise per-capita expenditure, and diversify the tourism product beyond conventional daytime activities (Bianchini, 1995; Evans, 2012). As cities worldwide race to build after-dark economies, Vietnam has moved in the same direction at the policy level: the government has formalized nighttime-economy development as a national priority for stimulating growth in tourism and services (Prime Minister of Vietnam, 2020), which also acknowledges the sector's role in job creation and urban vibrancy. Hanoi, endowed with abundant cultural, historical, and heritage resources, has correspondingly introduced a range of nighttime tourism experiences, including guided heritage tours at the Thang Long Imperial Citadel, the Hoa Lo Prison Relic, and the Temple of Literature, as well as culinary, performance, and urban-exploration experiences around the Old Quarter and Hoan Kiem Lake. Nevertheless, despite an increasingly diverse portfolio, the capacity of these experiences to attract visitors, particularly younger, digitally oriented segments, has not kept pace with their potential, underscoring the need to understand the antecedents of travelers' choices regarding nighttime tourism experiences (Doan & Bui, 2026).

At the same time, electronic word-of-mouth (eWOM) has developed into a major source of information for consumers making decisions regarding their purchases in the online environment (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004; Cheung & Thadani, 2012). With the help of social media platforms and review websites (e.g., Facebook, TikTok, Instagram, YouTube, Google Reviews), prospective tourists can quickly view opinions and shared experiences of other people who previously visited a particular destination, thus reducing information asymmetry and helping them form expectations prior to making a purchase (Litvin, Goldsmith, & Pan, 2008; Erkan & Evans, 2016). eWOM is particularly important when it comes to tourism because many of the products/services that make up tourism are intangible, diverse, and difficult to assess before purchasing them; as a result, they carry a greater degree of perceived risk (Litvin et al., 2008; Sparks & Browning, 2011; Filieri, 2015). Many studies have confirmed that eWOM influences destination image, trust, and tourists' booking/choice intentions (Jalilvand & Samiei, 2012; Abubakar, Ilkan, Al-Tal, & Eluwole, 2017; Ismagilova, Slade, Rana, & Dwivedi, 2020;

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Hoang, Pham, & Vu, 2026). Given that some types of tourism products/services, such as nighttime tourism experiences, are more experiential and present a higher level of perceived risk due to concerns about safety, accessibility, and provider reliability, the usefulness of online information is likely to increase (Doan & Bui, 2026; Bui et al., 2026; Widaningsih & Putranto, 2025).

The generation known as Gen Z, which is typically identified as being comprised of people who were born between the years of 1997 and 2012 (Dimock, 2019), is especially relevant in terms of how digital information impacts their travel decision-making process. Due to growing up in a world of constant connectivity, Gen Z typically conducts research, seeks advice from others, and shares information on various social media platforms prior to purchasing goods or services. Furthermore, they tend to believe content created by their peers rather than content provided by companies via advertisements (Priporas, Stylos, & Fotiadis, 2017; Djafarova & Bowes, 2021; Lu et al., 2026). Their travel decision-making process is largely influenced by technology, and they utilize technology to find information throughout the entire process of planning a trip -- from recognizing a need to go somewhere, to deciding where to go, to sharing pictures and stories after returning home (Dimitriou & AbouElgheit, 2019; Popşa, 2024; Perez-Aranda et al., 2026). Recent research conducted within the realm of short video applications has demonstrated that the combination of influencer credibility, the quality of the content produced by influencers, and electronic word-of-mouth (eWOM) influences the emotions, fear of missing out, and self-identification of young travelers, thereby influencing whether or not these young travelers will decide to take a trip (Widaningsih & Putranto, 2025). Additionally, Gen Z is not simply receiving information from others; they are also creating and spreading information themselves through eWOM (Dimitriou & AbouElgheit, 2019; Lu et al., 2026). Recent studies in Vietnam have also revealed that this generation makes decisions about travel on their own, basing their decisions on their own evaluations of potential destinations and their perceptions of how much control they have over taking such trips, rather than based on social pressure (Phi & Duong, 2024; Hoang et al., 2025). Therefore, Gen Z represents a significant opportunity for Hanoi to develop and market night-time tourism products and services to this group of consumers. Additionally, Gen Z offers researchers a unique opportunity to study how digital information influences travel decision-making processes.

In addition to the growing body of literature on the subject, there are also numerous areas where further research needs to be conducted. First, although the relationship between electronic word-of-mouth (eWOM) behaviors and consumers' choices of tourism products/services is well-documented, the findings concerning the extent and nature of how eWOM affects consumer choices of tourism products/services are inconsistent (Cheung & Thadani, 2012; Ismagilova et al., 2020). Second, most of the previous studies have focused primarily on destination selection and hotel/accommodation selection (Sparks & Browning, 2011; Jalilvand & Samiei, 2012; Filieri & McLeay, 2014; Hoang et al., 2025). Organized nighttime tourism experiences, however, have not received as much attention as destinations/hotels/accommodations have, due to differences in their temporal structures, safety perceptions, and emotional intensities (Doan & Bui, 2026; Bui et al., 2026). Third, eWOM has generally been operationalized using only one or two dimensions, usually information quality and/or credibility (Sussman & Siegel, 2003; Filieri, 2015). A broader and more multi-dimensional operationalization of eWOM, including quantity, usefulness, timeliness, and vividness, remains undeveloped (Erkan & Evans, 2016; Ngo et al., 2025). Finally, most of the existing studies have examined consumers' intentions to purchase/use tourism products/services, rather than their actual purchases/uses of tourism products/services. Additionally, very few studies have integrated both intention and purchase/use into a single theoretical model to explain the relationship between digital stimuli (e.g., eWOM) and purchase/use behavior (Fishbein & Ajzen, 1975; Mehrabian & Russell, 1974; Widaningsih & Putranto, 2025).

In addition, the current research will investigate whether and through what characteristics electronic word of mouth has an impact on Generation Z's selection process for night time tourist activities in Hanoi. The research will specifically explore how six characteristics of electronic word-of-mouth (i.e., information quality, credibility, quantity, usefulness, timeliness, and vividness) affect Gen Z travelers' intentions to choose night time tourist activities as well as their actual choices. To support its theoretical framework, the research utilizes the Theory of Reasoned Action (Fishbein & Ajzen, 1975); the Information Adoption Model (Sussman & Siegel, 2003); and the Stimulus-Organism-Response paradigm (Mehrabian & Russell, 1974), which are all incorporated into one theoretical model. The theoretical model is tested empirically using Partial Least Squares Structural Equation Modeling (Hair, Hult, Ringle, & Sarstedt, 2017). Based on the abovementioned information, the research is guided by three research questions:

*RQ1. Which attributes of electronic word-of-mouth influence Generation Z's intention and decision to choose nighttime tourism experiences in Hanoi?*

*RQ2. To what extent does each eWOM attribute affect choice intention, and how strongly does choice intention translate into the actual choice decision?*

*RQ3. What managerial and policy implications can be derived to enhance the promotion and development of nighttime*

*tourism experiences targeting Generation Z?*

By answering these questions, this study has made three contributions. First, the study has developed a multidimensional operationalization of electronic word-of-mouth (eWOM) within the understudied area of night-time tourism. Second, the study has clarified the role of intention-mediated mechanisms in connecting digital cues to actual behavior for Gen Z travelers. Finally, the study has provided evidence-based implications for destination management organizations (DMOs) and experience providers in a developing urban destination (Litvin et al., 2008; Cheung & Thadani, 2012; Dimitriou & AbouElgheit, 2019; Hoang et al., 2025).

## II. LITERATURE REVIEW

### *A) Conceptual Foundations*

*Electronic word-of-mouth.* Word-of-mouth (WOM) refers to informal, interpersonal communication among consumers about products, services, or firms. It has long been regarded as more credible and persuasive than firm-initiated advertising because it is perceived to be independent and experience-based (Litvin, Goldsmith, & Pan, 2008). The diffusion of the Internet, social media, and Web 2.0 platforms transformed this exchange into electronic word-of-mouth (eWOM). In the widely cited definition of Hennig-Thurau, Gwinner, Walsh, and Gremler (2004), eWOM comprises any positive or negative statement made by potential, actual, or former customers about a product or company that is made available to a multitude of people and institutions via the Internet. Relative to traditional WOM, eWOM is distinguished by its speed and breadth of diffusion, its persistence and retrievability over time, and its measurability through observable indicators such as review volume, star ratings, and engagement metrics (Cheung & Thadani, 2012). These properties make eWOM particularly consequential in tourism, where the intangibility and experiential nature of products heighten pre-purchase uncertainty and lead travelers to rely heavily on prior customers' accounts (Litvin et al., 2008; Filieri, 2015). Critically for the present study, eWOM is not a monolithic stimulus but a bundle of distinguishable informational attributes: its quality, credibility, quantity, usefulness, timeliness, and vividness, each of which may exert a different effect on the recipient.

*Nighttime tourism experiences.* The concept of the nighttime economy originated in scholarship on the cultural regeneration of post-industrial cities, where extending economic and social activity into the evening was seen as a means of revitalizing urban centers (Bianchini, 1995; Evans, 2012). In Vietnam, this idea was formally institutionalized through national policy on nighttime economic development, which positions after-dark activity as a lever for tourism growth and longer visitor stays (Prime Minister of Vietnam, 2020). Within this economy, nighttime tourism experiences can be understood as an organized itinerary of sightseeing, cultural, entertainment, culinary, and experiential activities delivered mainly between early evening and early morning, together with the supporting transport, guiding, and safety services that accompany it. Such experiences differ from daytime tourism in four analytically important respects. First, they exhibit heightened experiential intensity because lighting, sound, and live performance create atmospheres that are difficult to replicate during the day. Second, they are more sensitive to security and safety concerns because reduced visibility and late operating hours elevate travelers' perceptions of risk. Third, they operate within relatively narrow timeframes and geographical areas, i.e., at predetermined locations and during specified times. Fourth, they provide a strong complementary or "bundle" experience by combining three elements (sightseeing, dining and performance) into one. All four aspects create more perceived risk and uncertainty than daytime experiences, and therefore, lead to increased dependence upon previous online research before consumers decide if they will engage in the activity (Doan & Bui, 2026; Bui et al., 2026).

Gen Z is a group of people who are part of Generation Theory. Generation Theory defines a generation not just because they were born around the same time, but also based on the similar events and changes that have happened in their lives when growing up. Based on this definition, Dimock (2019) defined Gen Z as people born from 1997 to 2012. Gen Z has lived in a world where technology is everywhere. Therefore, most researchers define them as digital natives (Priporas, Stylos, & Fotiadis, 2017). Compared to previous generations, Gen Z spends a lot of time using digital and social media. They create and evaluate a lot of content online. They are less likely to respond positively to one-way advertising from companies, and they tend to rely more on reviews written by other Gen Zers and on content created by creators (Djafarova & Bowes, 2021; Lu et al., 2026). The way that Gen Z decides whether or not to take a trip is highly social and mediated through technology. Gen Zers use user-generated content throughout the entire decision-making process for taking a trip — from realizing that they want to go on a trip to sharing their experience after returning home (Dimitriou & AbouElgheit, 2019; Popşa, 2024; Perez-Aranda et al., 2026). Studies done in Vietnam show that Gen Zers have a decision-making style that is autonomous and based on information. When making decisions, Gen Zers consider how much they personally evaluate their choices and how much they perceive themselves to have control over their actions, rather than being influenced by social pressures (Phi & Duong, 2024). Because Gen Zers exhibit these types of behaviors, they provide a good sample of consumers to study how different types of online information can affect Gen Zers' decision-making processes regarding travel.

### *B) Theoretical Background*

The present study is anchored in three complementary theories that, together, trace the full pathway from online information to tourism choice: the Theory of Reasoned Action, the Information Adoption Model, and the Stimulus–Organism–Response paradigm.

*Theory of Reasoned Action (TRA).* Proposed by Fishbein and Ajzen (1975), TRA holds that behavioral intention is the most proximal predictor of actual behavior. That intention is jointly determined by an individual's attitude toward the behavior and by subjective norms. Attitude is defined as how a person evaluates the performance of a particular action (either positively or negatively), while social norms reflect what is believed to be the perceived social pressure from others that have some form of influence on the individual. When applying TRA to tourism, this means that most travelers will typically research their options, compare and contrast these options, and consider how they might be viewed by those around them prior to choosing which option to pursue. Therefore, selecting a tourist product is based on logic and intended actions as opposed to being an impulsive decision (Jalilvand & Samiei, 2012). Social media has expanded the number of factors that lead to an attitude; consumers are now influenced by family and friends, in addition to online reviews, comments made within online communities, and creator content. Thus, TRA is applicable to explain how an intention formed will result in an actual choice.

*Information Adoption Model (IAM).* Developed by Sussman and Siegal (2003) on the foundation of the Elaboration Likelihood Model (Petty & Cacioppo, 1986), IAM explains how individuals come to accept and act upon information encountered in computer-mediated environments. The model posits that information adoption is driven by the perceived usefulness of information, which is in turn shaped by two central antecedents: argument (information) quality, corresponding to the central route of persuasion, and source credibility, corresponding to the peripheral route. IAM has become one of the dominant lenses in eWOM research, with information quality and credibility consistently identified as key determinants of online information acceptance and, ultimately, purchase intention (Cheung & Thadani, 2012; Erkan & Evans, 2016). Because tourism products are intangible and cannot be evaluated prior to consumption, the diagnostic value of information is especially salient, making IAM particularly appropriate for explaining how travelers process reviews before making a choice. In the present study, IAM underpins the conceptualization of eWOM attributes as antecedents that operate through their perceived usefulness.

*Stimulus–Organism–Response (SOR).* Originating from environmental psychology, the SOR model developed by Mehrabian and Russell (1974) suggests that an individual's reaction to their environment through environmental stimuli (S) will affect the individual's cognitive and emotional reactions (O), and those reactions will lead to the individual's behavior (R). This model has been used extensively in both traditional and digital retail settings; therefore, environmental cues such as atmosphere and information are considered environmental stimuli, while evaluations made based on the evaluation of the environmental cues, and ultimately behavioral choices, are considered responses. In regard to eWOM research, environmental stimuli include the characteristics of online information; the internal evaluation and intentions formed by travelers are considered the organism; and the decision to select a travel option is considered the response (Erkan & Evans, 2016; Widaningsih & Putranto, 2025). SOR thus provides the overarching architecture of the present model, positioning eWOM attributes as external stimuli, choice intention as the internal organismic state, and the choice decision as the behavioral response.

*The rationale for theoretical integration.* After a comprehensive review, the study found that no single theory fully encompasses the entire process from online reviews to the booking experience. Therefore, this study combines three selected theoretical frameworks that complement one another to address their respective shortcomings. IAM tells us which eWOM attributes travelers accept and use, but stops short of explaining how adopted information turns into action. TRA picks up there, tracing how cognition becomes intention and then behavior, yet it treats the information itself as a given and says nothing about which properties of a review matter. SOR supplies the missing scaffolding: stimulus, internal processing, and response, but is silent on the criteria by which information is judged. Read together, they describe one continuous process: eWOM attributes act as stimuli that are adopted according to their perceived usefulness (IAM); that adoption crystallizes into a choice intention inside the traveler, the organism (TRA); and the intention issues in an observable choice, the response (SOR).

### *C) Hypothesis Development*

*eWOM, Generation Z, and tourism choice*. Empirical research on eWOM in tourism has advanced along three increasingly specific layers. At the highest level of analysis, a body of literature supports the idea that electronic word-of-mouth (eWOM) increases confidence in destination selection, enhances destination image and trust, and affects travelers' intentions regarding travel bookings and selections of various destinations and services (Sparks & Browning, 2011; Jalilvand & Samiei, 2012; Filieri, 2015; Abubakar, Ilkan, Al-Tal, & Eluwole, 2017; Ismagilova, Slade, Rana, & Dwivedi, 2020). At a slightly lower level of analysis, studies of Generation Z indicate that user-generated content (UGC) is integrated throughout their entire decision-making process, and that this generation both consumes and creates UGC (Dimitriou & AbouElgheit,

2019; Popşa, 2024; Perez-Aranda et al., 2026). At the lowest level of analysis — i.e., at the layer closest to the focus of this study — Widaningsih and Putranto (2025) use a SOR–PLS-SEM design to examine Generation Z consumers of short-video content related to travel destinations and conclude that UGC directly impacts consumer behavior, as well as indirectly via consumer psychological states. Additionally, Lu et al. (2026) review the broad impact of short-video platforms on Generation Z consumer behavior. A third stream of research is beginning to localize these findings within Vietnam. For example, Pham & Vu (2026) found that UGC significantly impacts Generation Z travelers' intentions to book, and Ngo et al. (2024) confirmed the role of UGC in Generation Z online purchasing behavior. However, the majority of research on nighttime tourism in Vietnam has focused primarily on infrastructure, policies, and destination management, as opposed to the future direction of UGC to experiential choice (Doan & Bui, 2026). Therefore, there exists a large body of literature that is somewhat disjointed; the three streams UGC, Gen Z behavior, and nighttime tourism do not often come together into one comprehensive model.

*A six-dimensional conceptualization of eWOM*. A further limitation compounds this fragmentation. Prior work has frequently operationalized eWOM using only one or two attributes, most commonly information quality or credibility (Sussman & Siegal, 2003; Filieri, 2015), thereby overlooking the richer structure of contemporary social media content, which is dominated by short-form video and continuously refreshed posts. To capture this structure, the present study conceptualizes eWOM as a six-dimensional construct. Information quality and credibility form the core antecedents specified by IAM; information quantity reflects the social-proof mechanism through which review volume signals popularity and reduces risk (Park, Lee, & Han, 2007); information usefulness represents the central mediating value that information delivers to the decision (Sussman & Siegal, 2003); and information timeliness and vividness are added to accommodate platform realities that earlier studies neglected namely, the currency of content and the persuasive richness of images and video (Nisbett & Ross, 1980; Erkan & Evans, 2016). This disaggregation makes it possible to test not merely whether eWOM matters, but which informational cues actually drive Gen Z's nighttime tourism choices, precisely the question left open by the four research gaps synthesized above: inconsistent findings on eWOM's influence, the neglect of nighttime experiences, the scarcity of multi-dimensional operationalizations, and the frequent conflation of intention with the actual decision (Cheung & Thadani, 2012; Ismagilova et al., 2020; Bui et al., 2026).

*From eWOM attributes to choice intention*. Following IAM and SOR, each of the six eWOM attributes is theorized to serve as a stimulus shaping choice intention. Information quality, defined as the completeness, accuracy, clarity and relevance of information provided to consumers about products that cannot be experienced prior to purchase, lowers both information asymmetry and the consumer's perceived risk associated with the product, thus leading to a positive perception of a consumer's nighttime experience (Kahn, Strong, & Wang, 2002; Litvin, Goldsmith, & Pan, 2008; Erkan & Evans, 2016). Information credibility, or the extent to which information is perceived to be accurate and truthful, has a greater influence on consumer decision making than other factors of persuasion when the source is perceived to be experienced and objective; therefore, information credibility would be of high value in the safety-sensitive night-time environment (Cheung & Thadani, 2012; Jalilvand & Samiei, 2012). Information quantity uses social proof to create a signal that many others have had a similar positive experience with a product, which creates confidence in the consumer's mind and reduces risk (Park et al., 2007). Finally, information usefulness, defined as the consumer's perception that the information received is helpful in making a better decision, is the most important component of the Information Adoption Model (IAM). It creates confidence by providing clear details regarding itinerary, cost, timing and participation (Sussman & Siegal, 2003; Filieri & McLeay, 2014). Information timeliness is especially consequential for nighttime experiences, whose show times, ticket prices, and operating conditions shift frequently and are prone to last-minute changes or cancellations; recent content therefore signals whether an advertised experience still runs as described, and this currency is prized by a cohort accustomed to real-time updates (Ismagilova et al., 2020). Reviewing vivid, rich images and short videos helps travelers picture a night atmosphere they cannot preview in daylight, conveying lighting, sound, and crowd energy in ways plain text cannot, and so strengthens recall and the desire to take part, particularly on platforms such as TikTok and Instagram (Nisbett & Ross, 1980). Accordingly:

***H1:*** *The information quality of eWOM positively affects Gen Z's intention to choose nighttime tourism experiences.*
***H2:*** *The information credibility of eWOM positively affects Gen Z's intention to choose nighttime tourism experiences.*
***H3:*** *The information quantity of eWOM positively affects Gen Z's intention to choose nighttime tourism experiences.*
***H4:*** *The information usefulness of eWOM positively affects Gen Z's intention to choose nighttime tourism experiences.*
***H5:*** *The information timeliness of eWOM positively affects Gen Z's intention to choose nighttime tourism experiences.*
***H6:*** *The review vividness of eWOM positively affects Gen Z's intention to choose nighttime tourism experiences.*

*From intention to decision*. Finally, consistent with TRA, intention is the most proximal antecedent of behavior: once travelers have processed eWOM and formed an intention aligned with their personal circumstances, they proceed to the actual choice (Fishbein & Ajzen, 1975; Jalilvand & Samiei, 2012). This specifies the organism-to-response link that completes the model and addresses the fourth gap by explicitly separating intention from decision. Thus:

***H7:*** *Intention to choose nighttime tourism experiences has a positive effect on Gen Z's decision-making regarding nighttime tourism experiences.*

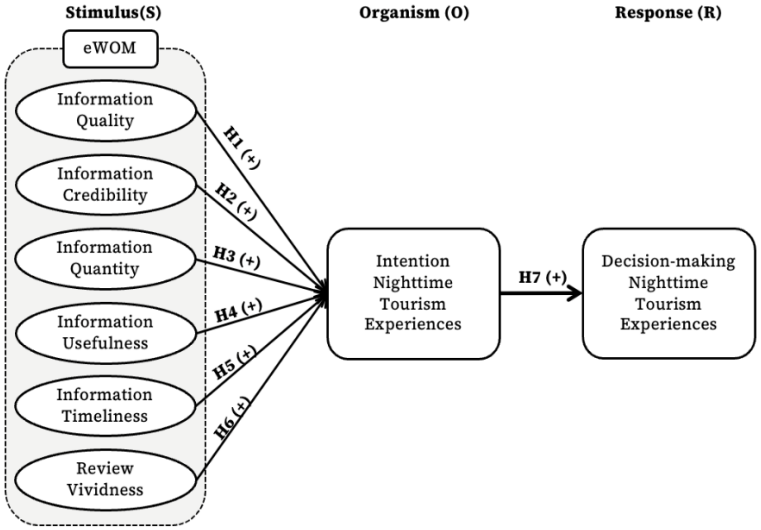


**Fig. 1. The model of research**

## III. METHODOLOGY

### *A) Research Design and Procedure*

This study used a sequential mixed-methods design in three phases to answer the research questions: a qualitative phase, an initial quantitative phase, and a primary quantitative phase. This approach uses both exploratory and confirmatory logics, providing the opportunity to develop the context of Hanoi's night-time tourism experiences in relation to the TRA-IAM-SOR integrated model, and establish the reliability of the instrument prior to formally testing the hypotheses (Creswell & Plano Clark, 2018). The qualitative phase started with a systematic review of existing domestic and international studies related to electronic word of mouth (eWOM), consumer decision-making behavior in travel, night-time tourism, and Gen Z. This review identified the gap in knowledge and established the theoretical basis for the conceptual model. Expert interviews were then conducted with three faculty members/researchers from universities specializing in tourism and marketing, and two managers of Hanoi-based tourism businesses. These interviews were used to determine if the model was applicable, if the variables being measured were relevant, and if the phrasing of the items being measured needed adjustment to reflect the night-time tourism experience. The initial quantitative phase evaluated whether the adjusted instrument was reliable and had sufficient dimensions. Finally, the primary quantitative phase collected data used to evaluate the structural model and test the hypotheses.

### *B) Research Context*

The empirical context comprises representative nighttime tourism experiences currently operating in Hanoi, selected to span the principal formats of the city's after-dark offering. These include the "Quintessence of the North" live cultural performance in Quoc Oai; the night tours at the Hoa Lo Prison Relic; Thang Long water puppetry; the "Decoding the Imperial Citadel" night tour at the Thang Long Imperial Citadel; the "Heart and Talent" night tour at the Vietnam Museum of Literature; the Tong Duy Tan, Ta Hien, Dong Xuan night-market culinary tour; the double-decker night city tour; and the "Quintessence of Confucian Learning" night tour at the Temple of Literature. Collectively, these experiences span heritage, performance, culinary, and urban exploration, providing comprehensive coverage of Hanoi's nighttime tourism ecosystem and ensuring that respondents evaluated eWOM in relation to concrete, familiar products.

### *C) Measurement Instrument*

All constructs were measured with multi-item reflective scales adapted from established studies and refined through the expert interviews to suit the nighttime tourism setting. The measurement of the six eWOM attributes combined foundational sources with recent operationalizations in the Generation Z and social media literature. The measurement of "Information Quality" (IQ) was developed using Park, Lee, and Han (2007) and Cheung, Lee, and Rabjohn (2008). The IQ measurements used in this study include the accuracy, clarity, and relevance characteristics of information that have been highlighted in recent short-video electronic word-of-mouth (eWOM) studies (Widaningsih & Putranto, 2025). The measurement of "Information Credibility" (IC) was developed using Jalilvand and Samiei (2012) and Filieri (2015). Similar to IQ, IC was also informed by Widaningsih and Putranto (2025). The measurement of "Information Quantity" (IQn) was developed using Erkan and Evans (2016) and Ngo et al. (2024), both of which focus on the volume of online reviews as well as the social proof provided by

them. The measurement of "Information Usefulness" (IU) was developed using Sussman and Siegal (2003), Filieri and McLeay (2014), and Erkan and Evans (2016) to capture the perceived usefulness of information in supporting purchasing decisions. The measurement of "Information Timeliness" (IT) was developed using Filieri and McLeay (2014) and Ismagilova, Slade, Rana, and Dwivedi (2020) to capture the importance of the currency of information. Lastly, the measurement of "Review Vividness" (RV) was developed using vividness research conducted by Coyle and Thorson (2001) and Jiang and Benbasat (2007). This research was further expanded to short-video contexts following Widaningsih and Putranto (2025).

The mediating construct, Choice Intention (PI), was developed based on items adapted from Ajzen (1991) and Jalilvand and Samiei (2012), as well as being influenced by the Gen Z booking intention scales of Tien et al. (2025) and Pham & Vu (2026). The dependent variable, Choice Decision (PD), was developed based on items adapted from Fishbein and Ajzen (1975) and supported by Ngo et al. (2024). Each of the independent variables used in this study was measured with a five-point Likert scale, with options varying from 1 ("strongly disagree") to 5 ("strongly agree"). Prior to the main survey, the wording of every item was reviewed by the expert panel and pilot-tested to ensure clarity, content validity, and contextual appropriateness for nighttime tourism experiences in Hanoi. Table 1 summarizes the constructs, the number of items, and their measurement sources.

**Table 1. Constructs, number of items, and measurement sources**

| Construct | Code | Items | Sources |
|---|---|---|---|
| Information quality | IQ | 5 | Park et al. (2007); Cheung et al. (2008); Widaningsih & Putranto (2025) |
| Information credibility | IC | 5 | Jalilvand & Samiei (2012); Filieri (2015); Widaningsih & Putranto (2025) |
| Information quantity | IQn | 4 | Erkan & Evans (2016); Ngo et al. (2025) |
| Information usefulness | IU | 5 | Sussman & Siegal (2003); Filieri & McLeay (2014); Erkan & Evans (2016) |
| Information timeliness | IT | 5 | Filieri & McLeay (2014); Ismagilova et al. (2020) |
| Review vividness | RV | 5 | Coyle & Thorson (2001); Jiang & Benbasat (2007); Widaningsih & Putranto (2025) |
| Intention Nighttime Tourism Experiences | PI | 6 | Ajzen (1991); Jalilvand & Samiei (2012); Hoang et al. (2025); Tien et al. (2025); Pham & Vu (2026) |
| Decision-making Nighttime Tourism Experiences | PD | 6 | Fishbein & Ajzen (1975); Ngo et al. (2025), |

***D) Sampling and Data Collection***

The target population comprised Generation Z individuals, those born between 1997 and 2012 (Dimock, 2019), who had searched for, engaged with, or experienced at least one of the studied nighttime tourism experiences in Hanoi. A cross-sectional convenience sampling approach was employed. Although non-probability sampling is less representative than probability sampling, it retains scientific value for theory-testing research and, in variance-based structural modeling, can yield estimates comparable to those obtained under probability sampling (Hair, Hult, Ringle, & Sarstedt, 2017). Data were collected through a structured self-administered questionnaire distributed via Google Forms, with a screening question at the outset to confirm respondent eligibility. The questionnaire was disseminated through social-media travel groups, university student networks, and online tourism communities; the screening question read: Have you ever participated in a nighttime tourism experience in Hanoi?"

The preliminary quantitative study collected 200 questionnaires, of which 196 were valid after data cleaning; these responses were used to evaluate internal consistency using Cronbach's alpha and to examine dimensionality using exploratory factor analysis (EFA). Based on the EFA, item RV4 was removed because it failed to load adequately in the rotated factor matrix, and the remaining items were retained for the main study. For the main survey, because PLS-SEM requires a sample adequate to the complexity of the model, a minimum of 300 valid responses was targeted, consistent with the guidance of Tabachnick and Fidell (2013). Data collection took place from June to July 2026, reaching 582 people and receiving 543 responses, for an approximately 93.3% response rate. After removing incomplete or duplicate responses, 516 valid responses were retained for analysis, resulting in a 95% acceptance rate.

***E) Data Analysis***

The data were analyzed using partial least squares structural equation modeling (PLS-SEM) in SmartPLS 4. PLS-SEM was selected because it is well-suited to complex models involving multiple latent constructs, imposes no strict distributional assumptions, and is appropriate for prediction-oriented research that seeks to explain variance in key target constructs (Hair et al., 2017). Analysis followed the standard two-step procedure. First, the measurement model was evaluated for both reliability and validity. Indicator outer loadings were evaluated along with Cronbach's alpha, Composite Reliability (CR) and Average

Variance Extracted (AVE) to determine if there is internal consistency and convergent validity. The Heterotrait-Monotrait Ratio of Correlations (HTMT) was used to assess discriminant validity. Second, the structural model was evaluated through the variance inflation factor (VIF) to rule out collinearity, the coefficient of determination ($R^2$) to gauge explanatory power, the effect size ($f^2$) to assess the contribution of each predictor, and standardized path coefficients (β) with significance levels obtained via bootstrapping to test the seven hypotheses.

## IV. RESULTS

### *A) Demographic Respondents*

A total of 516 valid responses were retained for analysis after incomplete and patterned submissions had been removed from the 543 questionnaires collected. The entire group of respondents met both screening requirements: they belonged to Generation Z, and they had either searched for, participated in, or had some form of interaction with at least one type of night-time tourism experience being investigated in Hanoi. This final sample size is large enough to allow for a model with eight latent constructs and seven structural paths, and it is larger than the 300-response threshold that was suggested by Tabachnick and Fidell (2013). Additionally, the final sample size greatly exceeds the "ten times" rule used in PLS-SEM; thus, the sample size will provide adequate statistical power for subsequent analysis (Hair, Hult, Ringle & Sarstedt, 2017).

Table 2 illustrates the demographic makeup of the sample. Gender representation was relatively balanced; there were slightly more female participants (51.7%) than male participants (48.3%). In regard to regional background, the largest number of respondents came from Northern Vietnam (46.3%), followed by the South (29.3%) and the Central Region (24.4%). This is also representative of the study's objective to examine night-time tourism experiences in Hanoi. With respect to occupation, students formed the largest group (35.7%), followed by office workers (31.6%), homemakers (24.8%), and business owners/self-employed (7.9%). This profile is appropriate for the research objectives, as it captures the principal occupational segments of the Generation Z cohort while remaining anchored in students and young office workers, who constitute the core users and online-content consumers among Gen Z travelers.

**Table 2. Demographic respondents (N = 516)**

| Criterion | Category | Frequency (n) | Percentage (%) |
|---|---|---|---|
| Gender | Male | 249 | 48.3 |
| | Female | 267 | 51.7 |
| Region | Northern Vietnam | 239 | 46.3 |
| | Central Vietnam | 126 | 24.4 |
| | Southern Vietnam | 151 | 29.3 |
| Occupation | Student | 184 | 35.7 |
| | Office worker | 163 | 31.6 |
| | Homemaker | 128 | 24.8 |
| | Business owner / self-employed | 41 | 7.9 |
| Total | | 516 | 100.0 |

### *B) Measurement Model Assessment*

Consistent with the recommended two-step procedure, the quality of the reflective measurement model was established before the structural relationships were estimated, so that the path coefficients could be interpreted with confidence in the underlying constructs.

Reliability and convergent validity. Three criteria were examined jointly: indicator reliability via outer loadings; internal consistency via Cronbach's alpha, composite reliability (CR, rho_c); and convergent validity via the average variance extracted (AVE). As Table 3 shows, every outer loading lies between 0.727 and 0.905, comfortably exceeding the 0.708 benchmark at which an indicator explains the majority of its item's variance (Chin, 1998). Cronbach's alpha ranges from 0.800 to 0.927, and composite reliability from 0.869 to 0.943, both well above the 0.70 threshold, indicating strong and stable internal consistency across all eight constructs. All AVE values fall between 0.586 and 0.756, exceeding the 0.50 minimum and indicating that each construct accounts for more than half of the variance in its indicators. No indicator or construct required elimination at this stage, so the model proceeds to discriminant validity testing with all 40 retained items intact.

**Table 3. Measurement items, outer loadings, reliability, and convergent validity**

| Construct / Item | Loading | α | rho_a | CR | AVE |
|---|---|---|---|---|---|
| ***Information Quality (IQ)*** | | | | | |
| IQ1. The reviews provide very complete and detailed information. | 0.781 | 0.848 | 0.849 | 0.892 | 0.623 |
| IQ2. The information in the reviews about the nighttime tourism experiences is accurate and true to reality. | 0.810 | | | | |
| IQ3. The reviews present information very clearly and understandably. | 0.842 | | | | |

| Construct / Item | Loading | α | rho_a | CR | AVE |
|---|---|---|---|---|---|
| IQ4. The review content is presented in an objective manner. | 0.782 | | | | |
| IQ5. The review content about the experiences is valuable and of high quality. | 0.727 | | | | |
| ***Information Credibility (IC)*** | | 0.905 | 0.909 | 0.930 | 0.727 |
| IC1. I trust the information in the reviews about this nighttime tourism experiences. | 0.865 | | | | |
| IC2. I believe these reviews are entirely honest. | 0.882 | | | | |
| IC3. The review content is not one-sided advertising. | 0.883 | | | | |
| IC4. I feel that the information from the reviewer/sharer is trustworthy. | 0.851 | | | | |
| IC5. These reviews appear to come from people who have actually experienced the experiences. | 0.777 | | | | |
| ***Information Quantity (IQn)*** | | 0.800 | 0.802 | 0.869 | 0.625 |
| IQn1. The nighttime tourism experiences has received a very large number of reviews. | 0.803 | | | | |
| IQn2. There are many comments, responses, and shares about the experiences online. | 0.791 | | | | |
| IQn3. I can easily find many posts sharing experiences about nighttime tourism experiences in Hanoi. | 0.761 | | | | |
| IQn4. The level of engagement (likes, comments, shares) about this experiences on social media is high. | 0.805 | | | | |
| ***Information Usefulness (IU)*** | | 0.826 | 0.829 | 0.876 | 0.586 |
| IU1. These reviews are very useful to me when considering whether to choose a experiences. | 0.771 | | | | |
| IU2. The reviews provide me with a great deal of new knowledge about the experiences. | 0.737 | | | | |
| IU3. Thanks to these reviews, I grasp the important points to note when joining a experiences in Hanoi. | 0.786 | | | | |
| IU4. The review information helps me save time on research before deciding. | 0.769 | | | | |
| IU5. These reviews make it easy for me to evaluate and compare different experiences. | 0.765 | | | | |
| ***Information Timeliness (IT)*** | | 0.919 | 0.920 | 0.939 | 0.756 |
| IT1. The reviews about this experiences are always kept up to date. | 0.851 | | | | |
| IT2. The review content accurately reflects current operation (schedule, ticket price, organizing conditions). | 0.866 | | | | |
| IT3. I can easily find the most recent information about the experiences when I search. | 0.905 | | | | |
| IT4. The shared experiences were written recently. | 0.871 | | | | |
| IT5. I believe this is the most up-to-date information at the time I am researching. | 0.853 | | | | |
| ***Review Vividness (RV)*** | | 0.822 | 0.829 | 0.882 | 0.651 |
| RV1. The images/videos in the reviews are very vivid and eye-catching. | 0.766 | | | | |
| RV2. The visual content helps me easily picture the actual experience of the experiences. | 0.819 | | | | |
| RV3. The way the review content is presented is interesting and engaging. | 0.833 | | | | |
| RV5. The images/videos help me clearly picture the nighttime atmosphere, lighting, and sound. | 0.807 | | | | |
| ***Intention Nighttime Tourism Experiences (PI)*** | | 0.900 | 0.901 | 0.923 | 0.666 |
| PI1. I intend to join this nighttime tourism experiences. | 0.852 | | | | |
| PI2. I will consider choosing this experiences for my upcoming trip. | 0.811 | | | | |
| PI3. I really want to try the experiences mentioned. | 0.809 | | | | |
| PI4. I intend to seek more information about this experiences. | 0.811 | | | | |
| PI5. If I have the chance, I will choose this experiences to participate in. | 0.783 | | | | |
| PI6. I will prioritize this experiences over other options. | 0.830 | | | | |
| ***Decision-making Nighttime Tourism Experiences (PD)*** | | 0.927 | 0.927 | 0.943 | 0.733 |
| PD1. I will definitely join this nighttime tourism experiences. | 0.882 | | | | |
| PD2. I decide to book this experiences right away | 0.856 | | | | |
| PD3. I choose this experiences instead of other alternatives. | 0.860 | | | | |

| Construct / Item | Loading | α | rho_a | CR | AVE |
|---|---|---|---|---|---|
| PD4. I am willing to pay to join this experiences. | 0.868 | | | | |
| PD5. I have/will actually join this experiences on my next trip. | 0.826 | | | | |
| PD6. My choice decision is not easily changed even if conflicting information appears afterwards. | 0.843 | | | | |

Discriminant validity was assessed using the heterotrait–monotrait ratio of correlations (HTMT), currently the most sensitive and rigorous criterion for variance-based structural equation modeling (Henseler, Ringle, & Sarstedt, 2015). As reported in Table 4, all HTMT values fall below the conservative 0.85 threshold. The highest ratios, 0.844 between choice intention and choice decision, and 0.794 between information quantity and information credibility, remain within the acceptable range, indicating that even the most closely associated constructs are empirically distinguishable. Discriminant validity is therefore satisfied, and, taken together with the reliability and convergent validity evidence above, the measurement model provides a sound foundation for estimating the structural relationships.

**Table 4. Discriminant validity (Heterotrait–Monotrait Ratio, HTMT)**

| | IQ | RV | PD | IQn | IU | IT | PI | IC |
|---|---|---|---|---|---|---|---|---|
| IQ | | | | | | | | |
| RV | ***0.765*** | | | | | | | |
| PD | 0.581 | ***0.517*** | | | | | | |
| IQn | 0.750 | 0.703 | ***0.604*** | | | | | |
| IU | 0.560 | 0.492 | 0.715 | ***0.564*** | | | | |
| IT | 0.468 | 0.458 | 0.672 | 0.464 | ***0.524*** | | | |
| PI | 0.706 | 0.650 | 0.844 | 0.730 | 0.722 | ***0.643*** | | |
| IC | 0.732 | 0.676 | 0.559 | 0.794 | 0.531 | 0.458 | ***0.682*** | |

***C) Structural Model Assessment***

With the measurement model validated, the structural model was evaluated in four steps: collinearity diagnostics, explanatory power ($R^2$), effect size ($f^2$), and hypothesis testing through bootstrapping.

Before interpreting the path estimates, the inner-model variance inflation factors (VIF) were inspected to ensure that the predictor constructs were not redundant. All VIF values were below the conservative threshold of 5, confirming that lateral collinearity does not bias the structural estimates and that each eWOM attribute contributes distinct explanatory information to the model (Hair et al., 2017).

*Explanatory power ($R^2$). The model explains a significant amount of the variance in both endogenous variables. For choice intention, the adjusted $R^2$ is 0.637, which means that the six eWOM attributes explain 63.7 percent of the variance in Generation Z travelers' intention to choose nighttime tourism experiences. For the choice decision, the adjusted $R^2$ is 0.597; this indicates that choice intention alone explains 59.7 percent of the variance in the actual choice decision.* In behavioral and tourism research, both values indicate moderate-to-substantial explanatory power, suggesting that the integrated TRA–IAM–SOR model captures most of the systematic variation in the outcomes and that few major antecedents have been omitted.

*Effect size ($f^2$).* Beyond statistical significance, the $f^2$ statistic gauges the practical contribution each predictor makes to the $R^2$ of its target construct; by convention, $f^2$ values of 0.02, 0.15, and 0.35 denote small, medium, and large effects, respectively (Cohen, 2013). Among the antecedents of choice intention, information usefulness exerts the largest effect ($f^2$ = 0.149) and information timeliness a comparable, medium-to-small effect ($f^2$ = 0.115); information quantity ($f^2$ = 0.039) and information quality ($f^2$ = 0.022) exert small effects; and information credibility ($f^2$ = 0.019) and review vividness ($f^2$ = 0.012) exert the weakest effects. The path from choice intention to choice decision produces a very large effect ($f^2$ = 1.484), underscoring that intention is by far the most consequential construct in the model.

The comparatively small effect sizes of credibility ($f^2$ = 0.019) and vividness ($f^2$ = 0.012) warrant comment. Because both paths remain positive and statistically significant, these values are best read as differences in relative weight rather than as evidence that the two cues are unimportant. Their theoretical meaning, how Generation Z processes source and form-oriented cues on saturated social media platforms, is examined in detail in Section 5.1.

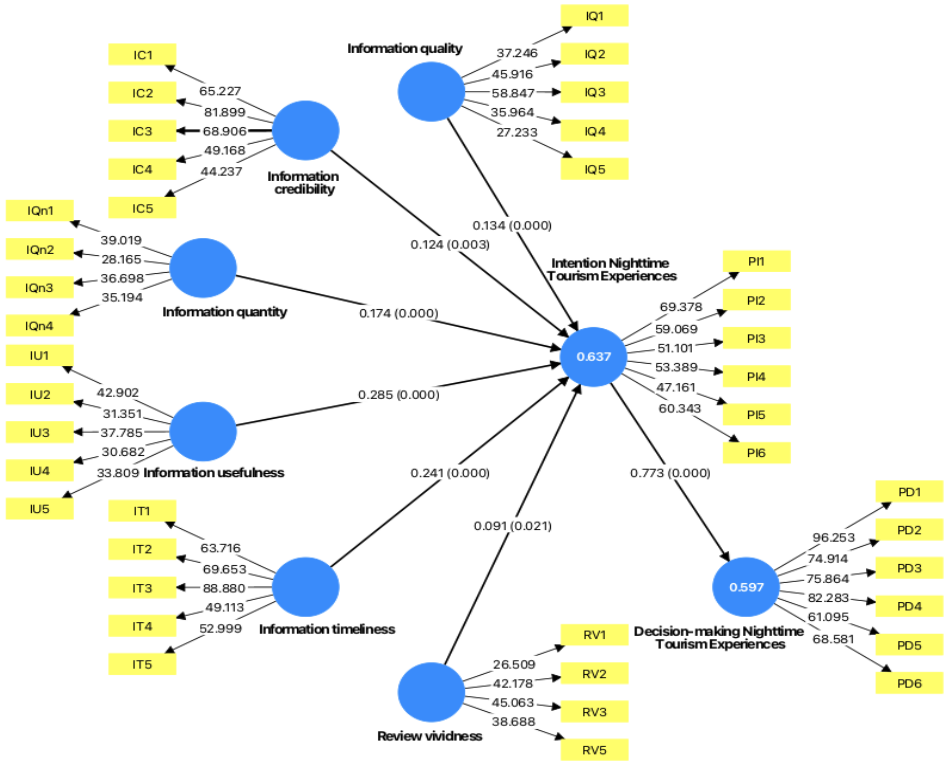


**Fig. 2. Structural Relationship of the Variables**

*Hypothesis testing.* The seven hypotheses were tested by bootstrapping to obtain the significance of the standardized path coefficients. As shown in Table 5, all paths are positive and statistically significant ($t > 1.96$; $p < 0.05$), thereby supporting all seven hypotheses. Among the antecedents of choice intention, information usefulness is the strongest driver ($\beta = 0.285$, $p < 0.001$), followed by information timeliness ($\beta = 0.241$, $p < 0.001$), information quantity ($\beta = 0.174$, $p < 0.001$), information quality ($\beta = 0.134$, $p < 0.001$), information credibility ($\beta = 0.124$, $p = 0.003$), and review vividness ($\beta = 0.091$, $p = 0.021$). Mirroring the effect-size results, the strongest relationship in the entire model is the path from choice intention to choice decision ($\beta = 0.773$, $p < 0.001$), confirming intention as the proximal determinant of, and the key mediating state preceding, the actual choice.

Taken together, the measurement model met all reliability and validity criteria, and the structural model confirmed that each of the six eWOM attributes significantly and positively shapes Gen Z's intention to choose nighttime tourism experiences, which in turn strongly determines the choice decision. The clear ordering of the coefficients' usefulness and timeliness, credibility, and vividness, marginal together with the pivotal role of intention, raises the question of why practical, decision-supporting information should so decisively outweigh source- and form-oriented cues for this cohort. The following section interprets these patterns in light of the study's theoretical framework and the wider literature on Generation Z and eWOM.

**Table 5. Structural model results (bootstrapping)**

| Hyp. | Path | β (original) | Bias | p-value | Result |
|---|---|---|---|---|---|
| H1 | IQ → PI | 0.134 | 0.037 | 0.000 | Supported |
| H2 | IC → PI | 0.124 | 0.041 | 0.003 | Supported |
| H3 | IQn → PI | 0.174 | 0.044 | 0.000 | Supported |
| H4 | IU → PI | 0.285 | 0.032 | 0.000 | Supported |
| H5 | IT → PI | 0.241 | 0.031 | 0.000 | Supported |
| H6 | RV → PI | 0.091 | 0.039 | 0.021 | Supported |
| H7 | PI → PD | 0.773 | 0.017 | 0.000 | Supported |

## V. DISCUSSION AND CONCLUSION

### *A) Discussion of Findings*

This study set out to determine whether and through which attributes electronic word-of-mouth drives Generation Z's decision-making regarding nighttime tourism experiences in Hanoi. The results provide a clear affirmative answer: all six

eWOM attributes exert a significant positive effect on choice intention, and intention, in turn, strongly determines the choice decision. In doing so, the findings substantiate the integrated TRA–IAM–SOR framework, in which eWOM attributes operate as digital stimuli, choice intention embodies the internal organismic state, and the choice decision constitutes the behavioral response (Mehrabian & Russell, 1974; Sussman & Siegal, 2003; Fishbein & Ajzen, 1975). The findings of this study support previous research about Generation Z's use of online reviews as a primary influence in determining whether or not to make a purchase or visit a business via social media (Roy, Sarkar, Khan, Pervin, & Ahad, 2025).

The strongest pattern was the relative importance of the perceived usefulness of the information (β = 0.285) and the timing of the information (β = 0.241) as compared to the other variables. Perceived usefulness as the primary factor influencing information adoption is supported by the basic tenet of the Information Adoption Model that perceived usefulness is the most important variable in determining whether an individual adopts information. Additionally, the results are consistent with those of Filieri and McLeay (2014), who showed that perceived usefulness is the main variable affecting how individuals use electronic word-of-mouth in the travel sector. Furthermore, the findings are consistent with recent research on Generation Z in Vietnam, showing that information quality affects purchase intentions primarily through increasing the usefulness and adoption of information, rather than directly affecting choice (Ngo, Vuong, Le, Nguyen, Tran, & Nguyen, 2024). Due to the high degree of uncertainty associated with planning a night out, including issues related to itineraries, prices, transportation, and safety, individuals will find that information that reduces these uncertainties will strengthen their intent to go out. The emphasis placed upon the timeliness of information is likely due to the rapidly changing nature of nighttime products. Nighttime products typically change their schedules, prices, and performance dates on short notice. Generation Z, being used to receiving real-time content, places greater value on information provided just prior to making a decision, consistent with Ismagilova, Slade, Rana, and Dwivedi (2020). Information quantity had a small but statistically significant influence on intentions (β = 0.174), likely due to the social proof concept, where a large number of reviews indicates that a product is popular and therefore reduces perceived risks associated with purchase (Park, Lee, & Han, 2007). Information quality also positively influenced intentions (β = 0.134), though to a lesser extent, likely because quality describes characteristics of content, whereas usefulness describes the benefits derived from the content during decision-making (Filieri, 2015).

Why do credibility (β = 0.124) and vividness (β = 0.091) contribute so little at the margin? The answer lies less in their irrelevance than in how Generation Z now handles information on saturated social-media platforms. The muted effect of credibility reflects this cohort's habitual verification behavior: rather than relying on any single review, Gen Z triangulates across multiple platforms, cross-checking experiences on TikTok against Facebook groups, Google Maps ratings, YouTube experience clips, and travel communities so that the persuasive weight of any one source is diluted across the wider information set (Erkan & Evans, 2016). The interpretation is also directly supported by Ngo et al. (2024), who reported that when accounting for information quality, there was no significant relationship between information credibility and perceived usefulness of eWOM, nor was there a significant relationship between information credibility and the adoption of eWOM, among Vietnamese Gen Z; and by An and Ngo (2025), who reported that although eWOM directly influences Gen Z purchase intentions, this influence is relatively small when modeling Gen Z perceptions related to quality and value. For digital native Gen Z members, who have grown up with a multitude of online reviews, a certain amount of credibility is seen as an industry standard/default expectation rather than a factor that will significantly differentiate products/services. Thus, while credibility must exist for Gen Z to consider a product/service, once it exists, it is typically taken for granted. In addition, the low impact of vividness on Gen Z purchase intentions can be attributed to the high volume of media available to Gen Z via platforms like TikTok, Instagram, and Facebook, where visually appealing content (e.g., photos/videos) is considered the norm rather than an exception. Since Gen Z is exposed to aesthetically pleasing content on a daily basis and may be somewhat skeptical of highly produced promotional materials, visual richness can draw initial attention while Gen Z scrolls through their feeds; however, visual richness alone does not address the practical concerns that determine whether Gen Z will engage with a brand/product/service (Widaningsih & Putranto, 2025; Lu et al., 2026).

Finally, the extremely large direct path from intention to purchase/use decision (β = 0.773) is in line with the Theory of Reasoned Action (Fishbein & Ajzen, 1975), confirming that intentions are the immediate preceding factor to actual purchase/use behavior and are the key mediating variable between exposure to eWOM and ultimate purchase/use decision. This means that eWOM is not directly related to the final decision. Rather, it affects initial perceptions and intentions, which are subsequently translated into behavior as per Jalilvand & Samiei (2012), An & Ngo (2025), and Ismagilova et al. (2020). Overall, the results suggest that Generation Z prefers the functional aspect of information over the format, a shift in eWOM perception made possible by the ability of Generation Z to seek out, filter through, and cross-reference information from different sources.

### *B) Theoretical Implications*

The study makes three theoretical contributions. First, it advances a six-dimensional operationalization of eWOM, augmenting the conventional quality, credibility, quantity, and usefulness attributes with timeliness and vividness, thereby better reflecting the character of contemporary social-media content and enabling a more granular account of which informational cues actually drive choice. The above addresses current efforts to expand the understanding of eWOM beyond its single- or double-attribute conceptualization among Generation Z (Ngo et al., 2024; An & Ngo, 2025). The second contribution of this study is the integration of TRA, IAM, and SOR into one empirically tested framework. This integration demonstrates that TRA, IAM, and SOR are not redundant, but rather complementary. IAM provides insight into why individuals choose to adopt attributes, TRA provides insights into how intentions translate into actions, and SOR provides the connecting structure, which provides clarity regarding the relationship between intentions and behaviors in the form of the mediated pathway from digital cues to actual choices (Widaningsih & Putranto, 2025). Finally, the third contribution of this study is the extension of eWOM research into the relatively unresearched area of organized nighttime tourism. Additionally, this study contributes to the literature on Generation Z's travel behaviors in an emerging digital economy, as called for by researchers who suggest that there should be more focus on travel decisions made outside of destination and hotel selections (Doan & Bui, 2026; Hoang, Pham, & Vu, 2026).

### *C) Managerial and Policy Implications*

Because usefulness, timeliness, and quantity are the dominant drivers of intention, experience operators and destination managers should prioritize eWOM that is practically informative, current, and abundant rather than merely visually appealing. Operators should curate accurate, decision-relevant content, clear itineraries, pricing, transport guidance, safety information, and authentic first-hand accounts, and, critically, keep it continuously updated to reflect current operating conditions. The use of satisfied customer reviews posted on numerous platforms will greatly enhance the usability, timeliness, and volume of consumer-generated content (Roy et al., 2025). Destination marketing organizations (DMOs), particularly the Hanoi Department of Tourism, need to develop a single nighttime tourism information portal; provide consistent messaging across channels; and work with respected content developers (KOLs/KOCs) who create content that appears authentic, not over-produced, as Gen Z is generally distrustful of highly stylized marketing (An & Ngo, 2025). From a policy perspective, governments need to create better institutional connections between nighttime tourism and digital transformation; develop open-source tourism data systems; encourage small-and-medium businesses to adopt digital technologies; and regulate the internet to ensure transparent and reliable information for consumers.

### *D) Limitations and Future Research*

There are several constraints that affect the validity of the study's findings, which also suggest potential areas for future exploration. The convenience sample design limits the extent to which the findings can be generalized, while the use of cross-sectional data prevents establishing causal relationships over time. Future studies can employ probability sampling and/or longitudinal/experimental designs to improve external/internal validity. The study focused on one city and on the Generation Z cohort; thus, it may be difficult to transfer the findings to other cities/destination markets/generations. Therefore, future studies should consider comparing different cities/destinations/generations. Additionally, future research could include other moderating variables such as perceived risk/safety perceptions/platform type, and examine more mediating variables (e.g., trust/emotion/fear of missing out) to gain greater insight into how eWOM influences intention-decision-making within nighttime tourism (Widaningsih & Putranto, 2025). As Gen Z researchers become increasingly methodologically sophisticated, hybrid approaches that combine PLS-SEM with ANNs or fuzzy set analysis could help identify non-linear and configurational effects of various eWOM attributes (Roy et al., 2025). Also, two design choices need to be acknowledged. First, the eligibility criteria included respondents who searched for, engaged with, or participated in the experiences. Although this captures the entire pre-decision funnel through which eWOM operates, future studies could compare searchers with participants to determine if experience level moderates the effects. Second, respondents came from Northern, Central, and Southern Vietnam; however, differences in eWOM usage across regions were not examined. Future studies could incorporate region as a control variable or as a moderator.

### *E) Conclusion*

This study asked whether, and through which attributes, electronic word-of-mouth shapes Generation Z's decisions about nighttime tourism experiences in Hanoi, and the evidence addresses each of its three research questions. First, all six eWOM attributes, information quality, credibility, quantity, usefulness, timeliness, and vividness, significantly and positively influence choice intention, so every attribute matters, though not equally. On the second, usefulness ($\beta = 0.285$) and timeliness ($\beta = 0.241$) are the strongest drivers, followed by quantity, quality, credibility, and vividness, while choice intention translates powerfully into the actual decision ($\beta = 0.773$); the model explains 63.7% and 59.7% of the variance in intention and decision, respectively. On the third, these patterns yield clear priorities for practice operators and destination managers should compete on the practical, current, and abundant informativeness of eWOM rather than on visual polish alone. The broader lesson is that,

for a digitally native cohort immersed in saturated social media feeds, it is the usefulness and timeliness of information, its decision-supporting value more than its credibility or visual form, that most strongly influences nighttime tourism choices. By clarifying this mechanism and translating it into action, the study offers a practical foundation for developing Hanoi's nighttime tourism in an increasingly digital marketplace.

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