



# “The effect of visual marketing on customer attention and revisit intentions at coffee shops in popular tourist destinations in Vietnam”

<b>AUTHORS</b>	Thuy Dao Cam  Chi Le Truc Cuong Nguyen Thai Huyen Tran Thanh Chi Nguyen Thi Mai Tung Tran Hoang
<b>ARTICLE INFO</b>	Thuy Dao Cam, Chi Le Truc, Cuong Nguyen Thai, Huyen Tran Thanh, Chi Nguyen Thi Mai and Tung Tran Hoang (2025). The effect of visual marketing on customer attention and revisit intentions at coffee shops in popular tourist destinations in Vietnam. <i>Innovative Marketing</i> , 21(3), 47-59. doi: <a href="https://doi.org/10.21511/im.21(3).2025.04">10.21511/im.21(3).2025.04</a>
<b>DOI</b>	<a href="http://dx.doi.org/10.21511/im.21(3).2025.04">http://dx.doi.org/10.21511/im.21(3).2025.04</a>
<b>RELEASED ON</b>	Tuesday, 15 July 2025
<b>RECEIVED ON</b>	Thursday, 14 November 2024
<b>ACCEPTED ON</b>	Thursday, 19 June 2025
<b>LICENSE</b>	 This work is licensed under a <a href="https://creativecommons.org/licenses/by/4.0/">Creative Commons Attribution 4.0 International License</a>
<b>JOURNAL</b>	"Innovative Marketing "
<b>ISSN PRINT</b>	1814-2427
<b>ISSN ONLINE</b>	1816-6326
<b>PUBLISHER</b>	LLC “Consulting Publishing Company “Business Perspectives”
<b>FOUNDER</b>	LLC “Consulting Publishing Company “Business Perspectives”



NUMBER OF REFERENCES

76



NUMBER OF FIGURES

2



NUMBER OF TABLES

8

© The author(s) 2025. This publication is an open access article.



## BUSINESS PERSPECTIVES



LLC "CPC "Business Perspectives"  
Hryhorii Skovoroda lane, 10,  
Sumy, 40022, Ukraine  
[www.businessperspectives.org](http://www.businessperspectives.org)

**Type of the article:** Research Article

**Received on:** 14<sup>th</sup> of November, 2024

**Accepted on:** 19<sup>th</sup> of June, 2025

**Published on:** 15<sup>th</sup> of July, 2025

© Thuy Dao Cam, Chi Le Truc, Cuong Nguyen Thai, Huyen Tran Thanh, Chi Nguyen Thi Mai, Tung Tran Hoang, 2025

Thuy Dao Cam, PhD in Marketing, Department of Marketing, School of Business Administration, VNU University of Economics and Business, Vietnam. (Corresponding author)

Chi Le Truc, Bachelor Student, VNU of University Economics and Business, Vietnam.

Cuong Nguyen Thai, Bachelor Student, School of International Training and Education, VNU of University Economics and Business, Vietnam.

Huyen Tran Thanh, Bachelor Student, School of International Training and Education, VNU of University Economics and Business, Vietnam.

Chi Nguyen Thi Mai, Bachelor Student, School of International Training and Education, VNU of University Economics and Business, Vietnam.

Tung Tran Hoang, Bachelor Student, School of International Training and Education, VNU of University Economics and Business, Vietnam.



This is an Open Access article, distributed under the terms of the [Creative Commons Attribution 4.0 International license](https://creativecommons.org/licenses/by/4.0/), which permits unrestricted re-use, distribution, and reproduction in any medium, provided the original work is properly cited.



**Conflict of interest statement:**

Author(s) reported no conflict of interest

Thuy Dao Cam (Vietnam), Chi Le Truc (Vietnam), Cuong Nguyen Thai (Vietnam), Huyen Tran Thanh (Vietnam), Chi Nguyen Thi Mai (Vietnam), Tung Tran Hoang (Vietnam)

# THE EFFECT OF VISUAL MARKETING ON CUSTOMER ATTENTION AND REVISIT INTENTIONS AT COFFEE SHOPS IN POPULAR TOURIST DESTINATIONS IN VIETNAM

## Abstract

Visual marketing encompasses elements that affect how customers perceive visuals and influence their behavior. It significantly enhances customer experience, particularly in visually-driven sectors like tourism. However, there has not been much research on the impact of visual elements on customer behavior at tourist destinations, so this research was conducted to examine the impact of visual marketing on the revisit intentions of customers in coffee shops located in popular tourist destinations across Vietnam. A survey was conducted using popular social media platforms in Vietnam to collect the data of 455 participants during the second half of 2024. The findings suggest that visual marketing elements, such as layout, color, and interior design, significantly and strongly impact customers' attention located in a coffee shop at a tourist destination, these elements positively influence customers' intentions to revisit the coffee shop, albeit to a lesser degree. While location does not affect the relationship between visual marketing and customer attention, it plays a significant role in moderating the impact of visual marketing on customers' intentions to return. The study offered potential solutions to improve visual marketing strategies for coffee shops located in popular tourist destinations, ensuring their continued success in Vietnam's rapidly changing tourism industry. Future research directions include examining how the popularity of destinations and the online image management of tourism sites impact visual marketing.

## Keywords

visual marketing, attention, revisit intention, location, tourist destinations

## JEL Classification

M31, M30, L83

## INTRODUCTION

In 2023, Vietnam welcomed approximately 12.6 million international visitors and domestic tourists made around 108 million trips (Statista, 2024). The Vietnamese government implemented policies to improve tourism by enhancing destination experiences (Vietnamnews, 2024). In today's landscape, customer experiences are paramount, transforming tourism into more than just visiting places; it is about indulging in moments that enhance happiness and life satisfaction (Dekhili & Hallem, 2020; Sirgy et al., 2011; Zhong et al., 2017). Among these experiences, culinary adventures are particularly noteworthy, with coffee culture leading the charge. As one of the world's most cherished beverages (Setiyorini et al., 2023), coffee in Vietnam is more than just a beverage; it offers a rich and immersive experience. The sensory appeal of surrounding environments has turned the coffee shop scene into a social hub, especially for young travelers in search of the ideal spot for a memorable photo opportunity (Spence & Carvalho, 2020; Priatmoko & Lóránt, 2021).

Tourism is an essentially visual experience (Palmer et al., 2013), therefore, elements of visual marketing can effectively capture the attention of tourists and boost their emotions. Visual communication designs aim to capture attention, evoke desire, and prompt audience engagement by creating a positive influence on how viewers perceive the message (Köksal, 2013). McGoldrick (2002) believed that visual appeal and communication are essential in the retail industry. A well-planned coffee shop can create a good mood, provide a warm and inviting area for consumers, and thus increase sales. When designing the layout of a coffee shop, it is crucial to consider factors such as available space, the specific type of coffee shop being established, and the target customer demographic.

Return intention plays a significant role in business marketing due to its pivotal role in fostering tourist loyalty and subsequent post-purchase behaviors (Ambarwati et al., 2023). According to a study by Rasaily et al. (2023), service quality dimensions, such as reliability, tangibles, assurance, and empathy, are significant elements impacting customer repurchase intentions. In contrast, Rorimpandey et al. (2022) argue that experiential marketing, characterized by visually appealing elements, positively correlates with experiential satisfaction and customer intention to revisit. The experiential marketing technique positively influences consumers' brand perception, creating favorable associations and encouraging loyalty.

---

## 1. LITERATURE REVIEW

Visual marketing has been a relatively underexplored area within the food and beverage (F&B) industry in Vietnam. Visual marketing, similar to a scientific study, involves the deliberate use of signs and symbols to communicate messages and create specific consumer experiences (Davis & Hodges, 2012). The impact of visual perception on leisure tourism, noting that visual elements play a vital role in shaping visitors' perceptions (Gillespy & Harris, 2010). Besides, the importance of visual elements in shaping a local brand's image and influencing tourists' likelihood of returning (Adamus et al., 2021). A thorough understanding of how visual marketing can be strategically applied is vital for enhancing customer engagement and fostering loyalty in the F&B and tourism industries. Structured and visually appealing designs help direct consumer attention, highlighting key details and enhancing overall interactions (Soomro et al., 2017). In digital marketing, engaging imagery, interactive content, and user-friendly design are essential in maintaining consumer attention (Sassatelli et al., 2002). Consistent use of visual elements over time fosters brand recognition and memory (Keller & Brexendorf, 2019).

The visual elements foster an engaging retail environment, essential for drawing customers and enhancing sales opportunities (Randhawa & Saluja, 2016; Jerath & Ren, 2020). Lighting, col-

or schemes, and overall store aesthetics are core aspects of visual marketing that significantly influence customer attention, thus affecting purchasing decisions (Krishnakumar, 2014; Clement, 2007; Cordova et al., 2020). Coffee shops located in popular tourist destinations utilize visual marketing to enhance customer satisfaction (Usani et al., 2024). Elements such as attractive color combinations and graphic icons help customers remember brands, which fosters brand loyalty and promotes repeat purchases (Han et al., 2019; Khuong & Hong, 2016). This research investigates various visual elements, including color, layout, interior design, and location, all of which play a significant role in attracting consumer attention and influencing their likelihood to return.

Colors have been shown to affect consumer psychology, influencing mood and behavior. Labrecque and Milne (2012) discovered that specific colors could evoke particular emotions, subsequently affecting how consumers perceive and react to stimuli. Colors can encourage customers to spend more time in a place and increase the chances of them returning (Yu et al., 2021). Additionally, colors can evoke aesthetic sensations that significantly influence customer decisions (Hoyer & Stokburger, 2012). The psychological and perceptual effects of color play a important role in shaping consumer perceptions, emotions, and cognitive processing (Ranaweera & Wasala, 2020; Gilbert et al., 2016). Ettis (2017) added that

color aids in memory formation, thereby increasing the likelihood of customer repurchasing. The importance of specific colors, such as turquoise, green, red, and combinations of red, orange, and yellow, in capturing and maintaining customer attention (Anwar et al., 2020).

Store interior design is crucial for creating visually appealing and functionally efficient spaces that enhance the sensory experience (Zhang, 2018; Mahmood, 2018). Ceylan and Alomari (2024) emphasized that atmospheric elements could significantly enhance customer experiences and satisfaction. Reddy et al. (2012) and Webber (2017) noted that interior design affects consumer behavior by eliciting positive emotions, which can enhance purchase intentions. In the F&B industry, well-arranged interiors not only attract but also retain customers by creating comfortable and relaxing atmospheres, thereby fostering loyalty (Choerunisa & Nugraha, 2024). The design elements, ranging from furniture to fabrics and from motifs to ornaments, are carefully selected to create environments that resonate with both the practical and poetic aspirations of space (Widyaevan & Rahardjo, 2019). An attractive interior encourages customers to spend more time in the store and retains them (Larassati et al., 2021; Bell, 2008).

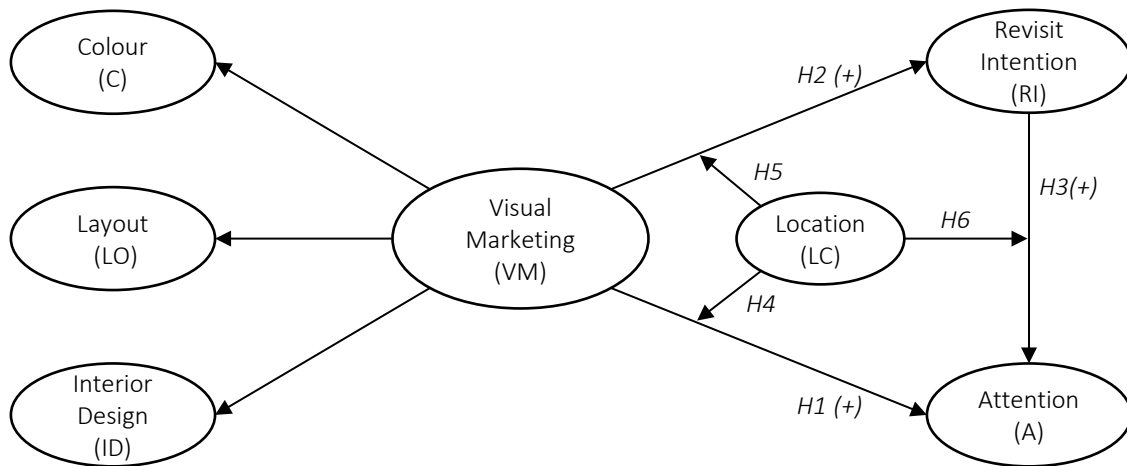
Layout design enhances the overall shopping experience by creating a unique atmosphere (Kotni, 2016; Alawadhi & Yoon, 2016). The studies by Tlapana (2021) pointed out that layout has directly influences on customer satisfaction and customer retention. A thoughtful layout enhances customers' likelihood of returning and recommending the store, while an appealing and welcoming design can attract potential customers who may not have initially considered a visit (Kumar & Kim, 2014; Sachdeva & Goel, 2015). In tourist areas with many cafes, an effective layout is crucial for capturing and retaining customer interest.

Visual attention plays a significant role in product selection, making it a key factor in determining whether customers will revisit a store or brand (Pieters & Wedel, 2004). In coffee shops located in tourist destinations, where competition for attracting and retaining customers is intense, the ability to capture customer attention through effective visual elements is essential. This approach

helps create memorable experiences that encourage customers to return (Romaniuk et al., 2004). Consequently, attention serves as a crucial link between visual marketing strategies and repurchase intentions. In an age where consumers have increasingly short attention spans, capturing and sustaining attention is vital (Daniluk et al., 2017). Once captured, customer attention enhances memory retention and satisfaction, both of which are key factors in increasing the likelihood of customers returning to the establishment (Merdian et al., 2020). The visual appeal of a coffee shop, carefully crafted using color schemes, lighting, and spatial layouts, creates an immersive and inviting experience that resonates with customers, encouraging them to revisit (Kim et al., 2020). In this sense, attention acts as the bridge between visual marketing and revisit intention, underscoring its role as a crucial intermediary in this relationship.

The intention to visit again, defined as tourists' inclination to return to a destination, is critical in assessing business success within the tourism industry (Akel, 2022). Chang (2014) examined the relationship between revisit intention and Attitude Theory, which includes cognitive, affective, and behavioral components. The cognitive component involves beliefs, the affective component deals with emotions, and the behavioral component refers to the likelihood of certain actions (Stylos et al., 2016). Shoukat and Ramkissoon (2022) explored behavior intention as tourists' willingness to revisit, left recommendations to others, and engage further with the location.

In the tourism sector, the selection of a prime location is one of the most critical decisions a service provider can make (Meng & Choi, 2019). Even the most aesthetically appealing establishments may struggle if they are located in less accessible or visible areas. Geographic positioning also shapes the overall ambiance and experience that the customer encounters, which can enhance the likelihood of repeat visits (Khairi & Darmawan, 2021). The location of a business not only affects its visibility but also shapes its overall image and perception, which influences customer expectations and satisfaction. In terms of visual marketing, a good location enhances the effectiveness of visual elements by allowing potential customers to see the coffee shop's appealing visuals, such as its storefront de-



**Figure 1.** Proposed research model

sign, signage, and the surrounding context (Aulia et al., 2023). A strong competitive advantage of a prime location is its ability to attract more customers and increase revenue. A coffee shop that is situated well can more effectively draw customer attention, create memorable experiences, and encourage repeat visits (Khairi & Darmawan, 2021). This emphasizes the relationship between location, visual marketing, customer attention, and behavior, especially in tourist-oriented destinations.

This study aims to evaluate the influence of visual marketing elements on customers' attention and their intention to return to a tourist destination. To achieve their goal, the authors developed a model that focuses on three key aspects of visual marketing in the food and beverage (F&B) sector: layout, color, and interior design. They evaluated how these factors impact customer attention and the intention to revisit. Additionally, the study examined the moderating role of coffee shop location on visual marketing, customer attention, and revisit intention. Based on literature review and empirical evidence, the following hypotheses are proposed, leading to the development of the research model (Figure 1).

- H1: *Visual marketing has a positive (+) impact on the customer's attention.*
- H2: *Visual marketing has a positive (+) impact on customer's repurchase intention.*
- H3: *The customer's attention has a positive (+) impact on the repurchase intention.*

- H4: *Location moderates the relationship between visual marketing and attention.*
- H5: *Location moderates the relationship between visual marketing and revisit intention.*
- H6: *Location moderates the relationship between attention and revisit intention.*

## 2. METHODOLOGY

This study utilized a quantitative research method, specifically a sample survey targeting customers aged 18 to 55 who frequent coffee shops in popular tourist destinations across Vietnam. These locations include Hanoi, Ho Chi Minh City, Da Nang, Da Lat, Ha Long, Ha Giang, Can Tho, Hai Phong, and others. Data were collected through a questionnaire-based survey targeting customers in Vietnam, conducted via an online form in August 2024. The questionnaire was distributed to coffee shop owners in popular tourist destinations, allowing them to reach out to their customers. Additionally, the survey was posted in various tourism groups. The aim was to engage adults who frequently visit coffee shops in these tourist areas. Involving coffee shop owners in the data collection process contributed to the overall external validity and reliability of the study.

The study's questionnaire was created using a 5-point Likert scale to assess the observed variables, with ratings ranging from (1) totally disagree to (5) totally agree. The questionnaire in-

cluded 25 variables, and following Bentler and Chou's (1987) guideline of having at least 5 observations per variable, the minimum sample size required was 125 observations (25 variables × 5 observations). However, 455 valid responses were collected to enhance the quality of the research. The measurement instruments used in this study were established scales from previous research, adapted to suit the specific study setting.

All procedures involving human participation in this study adhered to the ethical standards established by Vietnamese law, as well as the principles outlined in the 1964 Declaration of Helsinki and its subsequent amendments. Participants were fully informed about the study's aims and confirmed their understanding and willingness to participate voluntarily. The authors are committed to maintaining the confidentiality of the information provided, and the responses will only be used for the purposes of this study.

The 12 observation items of visual marketing were modified from Lalbabuprasad and Gune (2021a), Dzremedo et al. (2019), Goksel (2002), and Tlapana (2021) for 3 factors, including color, interior design, and layout. Location was measured with 5 items adapted from Utama et al. (2023) and Soliha et al. (2021). Revisit intention was assessed using 4 items modified from research of Utama et al. (2023), and Soliha et al. (2021). The factor of attention with 4 items was modified from research Soomro et al. (2017).

### 3. RESULTS

The study included a sample of 455 participants, consisting of 61.5% females and 39.5% males, with the majority (56.6%) aged 18 to 25. Regarding their occupation over the past six months, 22.0% were students, 24.6% were freelancers, 36.9% held full-

time officer positions, and 16.5% were seniors or managers. In terms of income, 23.5% of survey respondents reported earning less than \$300 per month. Meanwhile, 20.2% had an income between \$300 and \$500 per month. The largest group, accounting for 43.3%, reported earnings between \$500 and \$700 per month. Only 13% of respondents had an income exceeding \$700 per month. In terms of travel frequency, 40.7% of respondents travel 2 to 4 times a year, while 37.6% travel once a year. When it comes to decision-making, the most important factor is location, which influences 34.9% of respondents. This is followed by layout at 24.8%, interior design at 20.4%, and color at 19.8%.

This study employed SPSS and AMOS to conduct Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA), and Structural Equation Modeling (SEM). At first, Exploratory Factor Analysis, specifically using principal factor analysis with varimax rotation, was performed to ensure the unidimensionality of the measurements related to the latent variables. All 29 observation variables underwent Exploratory Factor Analysis (EFA) with rotation. The Kaiser-Meyer-Olkin (KMO) measure confirmed that the sample size was adequate for the analysis, with a KMO value of 0.894, which is greater than the threshold of 0.5. Additionally, Bartlett's test of sphericity indicated significance ( $p = 0.000$ ), suggesting that the correlation structure was appropriate for factor analysis.

The factor analysis results in Table 1 show that the first six components explain 77.47% of the variance in the five variables (interior design, attention, layout, color, revisit intention), with eigenvalues above 1 for these components. This indicates that the first five components effectively capture the majority of the data's variance, suggesting a strong and comprehensive representation of the variables with minimal need for additional components.

**Table 1.** Total variance explained

Component	Initial eigenvalues			Extraction sums of squared loadings		
	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %
1	8.336	41.679	41.679	8.336	41.679	41.679
2	2.477	12.384	54.063	2.477	12.384	54.063
3	1.987	9.936	63.999	1.987	9.936	63.999
4	1.678	8.389	72.388	1.678	8.389	72.388
5	1.017	5.084	77.472	1.017	5.084	77.472
6	0.586	2.929	80.401			

**Table 2.** Factor loadings, Cronbach’s alpha

Items	Interior design		Attention		Layout		Color		Revisit intention	
Factor loadings	ID3	0.882	A3	0.814	LO2	0.881	C2	0.801	RI4	0.860
	ID1	0.844	A1	0.796	LO3	0.864	C4	0.795	RI2	0.836
	ID2	0.832	A4	0.787	LO1	0.858	C3	0.715	RI3	0.822
	ID4	0.820	A2	0.753	LO4	0.755	C1	0.700	RI1	0.786
Cronbach’s alpha	0.916		0.907		0.856		0.91		0.922	

Table 2 shows strong factor loadings for all items, including design, attention, layout, color, revisit intention; this means each item effectively measures its intended factor. Factor loadings are generally above 0.7, with Cronbach’s alpha values ranging from 0.856 to 0.922, demonstrating high internal consistency and reliability for each construct. This suggests that the constructs are well-defined and suitable for further analysis.

The results in Table 3 indicates that all research factors exhibit strong reliability and validity. Composite Reliability (CR) values are all above 0.7, indicating consistent measurement, while Average Variance Extracted (AVE) values exceed 0.5, confirming that a significant portion of variance is

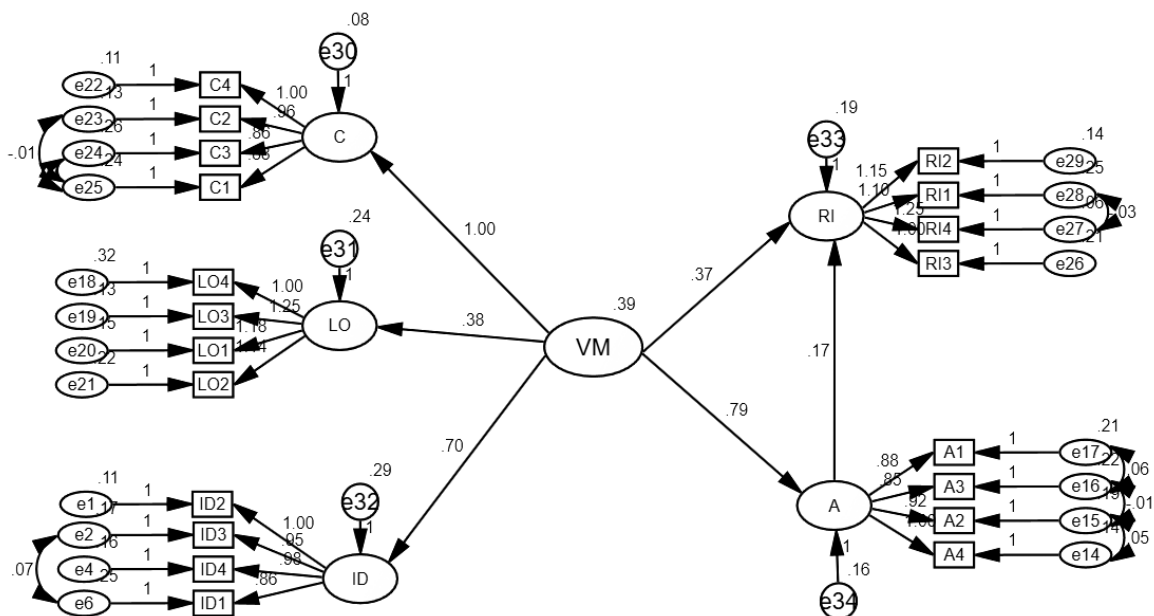
captured. Maximum Shared Variance (MSV) values are lower than the corresponding AVE values, ensuring discriminant validity. Additionally, the square root of AVE for each construct is higher than its correlations with other constructs, further supporting discriminant validity. Overall, the factors are robust and suitable for further analysis.

According to Anderson and Gerbing (1988), a two-step approach was used to analyze the data: Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) for hypothesis testing.

Following Hair et al. (2019) in “Multivariate Data Analysis,” all three models (CFA, SEM partial me-

**Table 3.** CR and AVE results

	CR	AVE	MSV	MaxR(H)	ID	A	C	RI
ID	0.921	0.746	0.286	0.922	0.863			
A	0.882	0.653	0.502	0.906	0.453***	0.808		
C	0.897	0.689	0.502	0.937	0.535***	0.709***	0.83	
RI	0.893	0.678	0.274	0.925	0.395***	0.524***	0.495***	0.823



**Figure 2.** Structural Equation Model (SEM)

**Table 4.** Model fit indices

Model	N	Chi-square	Df	P	Chi-square/ Df	GFI	CFI	TLI	RMSEA
					< 5	(>.90)	(>.90)	(>.90)	< 0.08
CFA	455	383.054	156	0.000	2.455	0.921	0.967	0.960	0.057
SEM partial mediation	455	420.077	157	0.000	2.676	0.913	0.961	0.953	0.061
SEM full mediation	455	440.127	158	0.000	2.786	0.909	0.959	0.950	0.063

diation, and SEM full mediation) in Table 4 demonstrate good model fit. The CFA model shows a Chi-square/df ratio of 2.455, RMSEA of 0.057; GFI of 0.921; CFI of 0.967; and TLI of 0.960.

The SEM partial mediation model has a Chi-square/df ratio of 2.676, RMSEA of 0.061; GFI of 0.913; CFI of 0.961; and TLI of 0.953. The SEM full mediation model presents a Chi-square/df ratio of 2.786, RMSEA of 0.063, GFI of 0.909, CFI of 0.959, and TLI of 0.950. Overall, these indices indicate a good fit for all models with the market data (Table 4).

In Table 5, the total effect of the mediator is 0.506, which combines both direct (estimate = 0.369, p = 0.000) and indirect (estimate = 0.136) effects. Both direct and indirect effects are statistically significant, and the overall impact is moderate, as indicated by a total effect greater than 0.5. This suggests that while both direct and indirect effects are present and significant, they together contribute to a meaningful overall effect.

Most relationships within the investigative framework show significant statistical relevance, indi-

cated by p-values below 0.05. Three hypotheses are supported, with p-values under 0.05 and positive regression coefficients, indicating a positive impact among the associated variables in Table 6. The results indicate that the impact of visual marketing on consumer attention is the strongest (Beta = 0.798). This is followed by its influence on return intention (beta = 0.369). Lastly, there is the effect of customer attention on the intention to return to cafes in tourist destinations.

Table 7 presents the model summaries for the moderation effects of location on the relationships between visual marketing and attention; visual marketing and revisit intention; attention and revisit intention. The models demonstrate strong relationships, with R-squared values of 59.25% of the variance, 29.75%, and 30.94% of the variance, respectively. All models are statistically significant, with p-values of 0.000 and high F-values, suggesting robust model fits.

The items in the location factor represent the convenience, safety and utility in accessing coffee shops of tourists. The results of H4 hypothe-

**Table 5.** Results of the mediation model for the involvement factor

Impact	Direct	Indirect	Total effect	p-value	Conclusion
	Estimate	Estimate	Estimate		
RI ← A ← VM	0.369	0.136	0.506	0.000	Both direct and indirect effects

**Table 6.** Hypothesis results

Hypothesis	Relationship	Estimate	p-value	Conclusion
H1	Visual marketing has a positive impact on the customer's attention (A ← VM)	0.789	0.000	Supported
H2	Visual marketing has a positive impact on customer's revisit intention (RI ← VM)	0.369	0.000	Supported
H3	Customer's attention has a positive impact on the revisit intention (RI ← A)	0.173	0.036	Supported

**Table 7.** Model summary of the moderation model

Model summary	R	R-sq	MSE	F	df1	df2	p
A ← VM_LC	0.7697	0.5925	0.1622	218.5460	3	451	0.000
RI ← VM_LC	0.5955	0.2975	0.2961	63.6698	3	451	0.000
RI ← A_LC	0.5562	0.3094	0.2867	67.3481	3	451	0.000

**Table 8.** Results of the moderation model for location factor

Hypothesis	Relationship	Interaction coefficient	t-value	p-value	Conclusion
H4	Location moderates the relationship between visual marketing and attention A ← VM_LC	0.0196	0.3099	0.7568	Rejected
	A ← LC	1.4941	15.7627	0.0000	
H5	Location moderates the relationship between visual marketing and revisit intention of customers RI ← VM_LC	0.1787	2.1016	0.0361	Supported
	RI ← LC	0.7534	5.9270	0.0000	
H6	Location moderates the relationship between attention and customer's revisit intention RI ← A_LC	0.1817	2.1735	0.0303	Supported
	RI ← LC	0.5074	6.5269	0.0000	

sis analysis show that the location variable does not have a moderation effect on the relationship between visual marketing and attention; although it has a direct impact on attention with a regression weight of 1.4941, thus hypothesis *H4* is rejected.

The results of *H5* hypothesis analysis indicate that the location factor has a moderation effect on the relationship between visual marketing and customer's revisit intention, with a weight of 0.1787; moreover, it also has a direct impact on revisit intention of tourists with a regression weight of 0.7534, thus hypothesis *H5* is accepted. Similarly, the results of the analysis in Hypothesis *H6* show that the location factor has a moderation effect on the relationship between attention and customer's revisit intention, with a weight of 0.1817; and, it has a direct impact on customer revisit intention with a regression weight of 0.5074, thus hypothesis *H6* is accepted. These results are presented in Table 8.

## 4. DISCUSSION

According to the results mentioned earlier, visual marketing has a notable positive influence on customer attention (Beta = 0.789). Visual marketing elements, such as layout, color, and interior design, play a significant role in attracting tourists who want to enjoy coffee at tourist destinations in Vietnam. When these elements are implemented effectively, they can capture tourists' attention. This results aligns with studies of Kim et al. (2020) and Sayed (2023) that highlight the importance of visual marketing in drawing customers' focus, particularly in to-

day's digital environment. Well-crafted visual marketing images displayed online can stand out among numerous other visual stimuli and capture customers' interest.

Besides, visual marketing also positively affects customer revisit intentions (Beta = 0.369). This means tourists are also more likely to revisit to Vietnamese travelling destinations and cafes when they are designed to be impressive and eye-catching. This finding is similar to the research of Zulfiqar et al. (2024), Chang (2014). It further develops Wahyudiono (2022) research on visual marketing factors influencing revisit intention, alongside service quality and perceived value. Creating attractive spaces that accommodate various customer needs like areas for working, socializing, or relaxing can enhance the overall customer experience and encourage repeat visits.

The research results also show that the ability of cafes to attract customers' attention affects their intention to return, but the degree is less than that with visual marketing factor influence to revisit intention (Beta = 0.173). This confirms that visual marketing elements such as color, layout, and interior design of the café significantly impact customers' visual attention and their intention to return to cafés while traveling. This finding is not only applicable to the food and beverage sector, but similar results have been observed in the hospital healthcare sector, as noted in the study by Zulfiqar et al. (2024), in the hotel industry according to Kamaludin et al. (2020), and in the digital environment based on the research by Argyriou (2012). This indicates

that cafes should actively engage in online reputation management to attract tourists digitally before their travels, in addition to utilizing traditional methods to capture attention.

Regarding the moderating effect of the location factor, the study indicates that location does not influence the relationship between visual marketing and customer attention. Although location matters in various marketing contexts, it does not markedly affect the ability of visual marketing to capture attention while traveling. In contrast, location plays a significant role in moderating the impact of visual marketing on revisit intentions ( $\beta = 0.1787$ ). This indicates that visual marketing's effectiveness in encouraging repeat visits is amplified when aligned with location-specific attributes, such as cultural or aesthetic relevance. This finding is consistent with the research of Stylos et al. (2017). Tailoring visual marketing strategies to the

unique characteristics of a location can boost customer loyalty. For coffee shops in tourist areas, integrating local cultural elements into design and marketing is crucial.

Additionally, location plays a significant role in moderating the relationship between customer attention and intentions to revisit, with a coefficient of 0.1817. This indicates that when customer attention is paired with a strategically advantageous location, the chances of customers returning increase substantially. This finding aligns with the research conducted by Adam et al. (2023) and Neuvonen et al. (2010). This approach enhances the tourist experience, establishes a unique identity, and fosters connections with both tourists and locals, improving overall customer engagement. With its beautiful scenery and unique coffee culture, Vietnamese tourism managers can implement strategies that incorporate sensory marketing experiences.

---

## CONCLUSIONS AND LIMITATIONS

The aim of this study is to assess how visual marketing impacts visitors' intentions to revisit coffee shops in tourist areas, emphasizing two key factors: attention and location. The study reveals that visual marketing components, including spatial arrangement, color schemes, and overall interior aesthetics, play a crucial role in capturing customer attention in coffee shops located in tourist destinations. Although these elements have a less pronounced, yet still positive influence on the likelihood of customers returning, their role remains meaningful. Notably, while the geographical setting does not alter the direct link between visual marketing and customer attention, it serves as a significant moderator in the relationship between visual marketing and revisit intentions. These insights suggest practical approaches for improving visual marketing strategies in coffee shops located in tourism hotspots, thereby supporting their sustainable competitiveness amid the dynamic growth of Vietnam's tourism sector.

While the model captures some interactions between visual marketing elements and revisit intentions, it does not account for a broader range of environmental and personal factors that shape customer behavior. For example, pricing strategies, customer preferences, and the brand reputation influence on customer retention. Moreover, the study overlooks the role of social media in capturing customer attention and enhancing their likelihood of repurchase. In fact, some online factors were researched to influence customer interaction, revisit and loyalty such as social media. Based on the analysis above, it is possible to research the factors influencing the popularity of tourist destinations and individual customer motivations, such as traveling for leisure or exploration. This research can provide deeper insights into how visual marketing affects the intention to revisit destinations in various contexts. Furthermore, the studies on visual marketing in the tourism sector should also incorporate aspects of online image management and the influence of social networks on customer behavior.

## AUTHOR CONTRIBUTIONS

Conceptualization: Thuy Dao Cam.

Data curation: Cuong Nguyen Thai, Huyen Tran Thanh, Tung Tran Hoang.

Formal analysis: Chi Nguyen Thi Mai, Le Truc Chi.

Funding acquisition: Thuy Dao Cam, Le Truc Chi, Cuong Nguyen Thai, Huyen Tran Thanh.

Investigation: , Le Truc Chi, Huyen Tran Thanh.

Methodology: Thuy Dao Cam.

Project administration: Thuy Dao Cam, Chi Nguyen Thi Mai.

Resources: Thuy Dao Cam, Cuong Nguyen Thai, Huyen Tran Thanh, Chi Nguyen Thi Mai, Tung Tran Hoang.

Software: Tung Tran Hoang.

Supervision: Thuy Dao Cam.

Validation: Cuong Nguyen Thai, Tung Tran Hoang.

Visualization: Le Truc Chi, Chi Nguyen Thi Mai.

Writing – original draft: Thuy Dao Cam, Le Truc Chi, Cuong Nguyen Thai, Huyen Tran Thanh, Chi Nguyen Thi Mai, Tung Tran Hoang.

Writing – review & editing: Thuy Dao Cam.

## ACKNOWLEDGMENT

The authors wish to express deep gratitude to all survey participants for taking the time to share their information, significantly contributing to the success of this study.

## REFERENCES

1. Adam, M., Ibrahim, M., Putra, T. R., & Yunus, M. (2023). The effect of e-WOM model mediation of marketing mix and destination image on tourist revisit intention. *International Journal of Data and Network Science*, 7(1), 265-274. <https://doi.org/10.5267/j.ijdns.2022.10.007>
2. Adamus-Matuszyńska, A., Dzik, P., Michnik, J., & Polok, G. (2021). Visual component of destination brands as a tool for communicating sustainable tourism offers. *Sustainability*, 13(2), 731. <https://doi.org/10.3390/su13020731>
3. Anwar, A., Waqas, A., Zain, H. M., & Kee, D. M. H. (2020). Impact of music and colour on customers' emotional states: An experimental study of online store. *Asian Journal of Business Research*, 10(1), 104-125. <https://doi.org/10.14707/ajbr.200077>
4. Argyriou, E. (2012). Consumer intentions to revisit online retailers: a mental imagery account. *Psychology & Marketing*, 29(1), 25-35. <https://doi.org/10.1002/mar.20405>
5. Aulia, M. R., Rudy, R., Ismail, A., Indriyani, S., & Arief, I. (2023). The Influence of Social Media, Location, Service Quality and Store Atmosphere on Purchase Decision of Coffee Café Customers. *Innovative: Journal Of Social Science Research*, 3(3), 11111-11118. Retrieved from <https://j-innovative.org/index.php/Innovative/article/view/3470>
6. Alawadhi, A., & Yoon, S. Y. (2016). Shopping behavioral intentions contributed by store layout and perceived crowding: An exploratory study using computer walk-through simulation. *Journal of Interior Design*, 41(4), 29-46. <https://doi.org/10.1111/joid.12077>
7. Akel, G. (2022). Destination's Image and Tourism Experiences. In *Planning and Managing the Experience Economy in Tourism* (pp. 22-43). IGI Global. <https://doi.org/10.4018/978-1-7998-8775-1.ch002>
8. Bell, C. R. (2008). *The role of the interior environment in the perception of service quality: A business perspective*. Marymount University, Faculty of the School of Arts and Sciences, Arlington, VA.
9. Bentler, P. M., & Chou, C.-P. (1987). Practical Issues in Structural Modeling. *Sociological Methods & Research*, 16(1), 78-117. <https://doi.org/10.1177/0049124187016001004>
10. Ceylan, S., & Alomari, F. E. (2024). A Case Study on the Impacts of Atmospheric Elements on Customers' Experience in Retail Spaces. *The International Journal of Design in Society*, 19(1), 37. <https://doi.org/10.18848/2325-1328/CGP/v19i01/37-59>
11. Chang, A. (2014). Effects of tourism image and experiential value on revisit intention in tourism industry. *Acta Oeconomica*, 64(Supplement-2), 289-301. <https://doi.org/10.1556/aoecon.64.2014.suppl.20>

12. Choerunisa, S., & Nugraha, R. N. (2024). The Influence of Interior Design and Food Taste on Visitor Loyalty at Godong Ijo Sundanese Restaurants and Fishing. *West Science Interdisciplinary Studies*, 2(03), 706-714. <https://doi.org/10.58812/wsis.v2i03.768>
13. Clement, J. (2007). Visual influence on in-store buying decisions: an eye-track experiment on the visual influence of packaging design. *Journal of Marketing Management*, 23(9-10), 917-928. <https://doi.org/10.1362/026725707X250395>
14. Cordova, G., Surichaqui, S. D., Ricaldi, F. D., & Vi-cente-Ramos, W. (2020). Impact of visual merchandising on the purchase decision of consumers from retail stores in central Peru. *Management Science Letters*, 10(11), 2447-2454. <https://doi.org/10.5267/j.msl.2020.4.005>
15. Daniluk, M., Rocktäschel, T., Welbl, J., & Riedel, S. (2017). *Frustratingly short attention spans in neural language modeling*. arXiv preprint arXiv:1702.04521. <https://doi.org/10.48550/arXiv.1702.04521>
16. Davis, L., & Hodges, N. (2012). Consumer shopping value: An investigation of shopping trip value, in-store shopping value and retail format. *Journal of Retailing and Consumer Services*, 19(2), 229-239. <https://doi.org/10.1016/j.jretconser.2012.01.004>
17. Dekhili, S., & Hallem, Y. (2020). Consumers' perceptions of the environmental responsibility of brands: An exploratory study. *Journal of Business Research*, 117, 398-407.
18. Dzremedo, E. B., Asantewaa, E. A., & Justina, C. (2019). Interior design in customer satisfaction and retention in the restaurant industry in tamale metropolis. *European Journal of Hospitality and Tourism Research*, 7(3), 25-34. Retrieved from <https://www.eajournals.org/wp-content/uploads/Interior-Design-in-Customer-Satisfaction-and-Retention-in-the-Restaurant-Industry-in-Tamale-Metropolis.pdf>
19. Ettis, S. A. (2017). Examining the relationships between online store atmospheric color, flow experience and consumer behavior. *Journal of Retailing and Consumer Services*, 37, 43-55. <https://doi.org/10.1016/j.jretconser.2017.03.007>
20. Ambarwati, F. L., M., Gautama So, I., Bramantoro Abdinagoro, S., & Dedy Pradipto, Y. (2023). Optimizing Service Dominant Logic in Enhancing the Tourist Revisit Intention. *KnE Social Sciences*, 8(12), 575-582. <https://doi.org/10.18502/kss.v8i12.13706>
21. Gilhespy, I., & Harris, D. (2010). Researching visual culture: Approaches for the understanding of tourism and leisure experiences. In *The tourism and leisure experience: Consumer and managerial perspectives* (pp. 99-116). <https://doi.org/10.21832/9781845411503-009>
22. Gilbert, A. N., Fridlund, A. J., & Lucchina, L. A. (2016). The color of emotion: A metric for implicit color associations. *Food Quality and Preference*, 52, 203-210. <https://doi.org/10.1016/j.foodqual.2016.04.007>
23. Goksel, B. (2002). *The Influence of Store Layout on Consumer Buying Behaviour*. University of Surrey (United Kingdom).
24. Han, H., Nguyen, H. N., Song, H., Lee, S., & Chua, B. L. (2019). Impact of functional/cognitive and emotional advertisements on image and repurchase intention. *Journal of Hospitality Marketing & Management*, 28(4), 446-471. <https://doi.org/10.1080/19368623.2019.1531803>
25. Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2-24. <https://doi.org/10.1108/ebv-11-2018-0203>
26. Hoyer, W. D., & Stokburger-Sauer, N. E. (2012). The role of aesthetic taste in consumer behavior. *Journal of the Academy of Marketing Science*, 40, 167-180. <https://psycnet.apa.org/doi/10.1007/s11747-011-0269-y>
27. Jerath, K., & Ren, Q. (2020). Consumer Rational (In) Attention to Favorable and Unfavorable Product Information, and Firm Information Design. *Journal of Marketing Research*, 58(2). <https://doi.org/10.1177/0022243720977830>
28. Kamaludin, N., Thamby Chik, C., Bachok, S., & Sulaiman, S. (2020). How sensory marketing elements attract customer to return to theme restaurant. *Journal of Tourism, Hospitality & Culinary Arts (JTHCA)*, 12(1), 1-10. Retrieved from [https://fhtm.uitm.edu.my/images/jthca/Vol12Issue1/Chap\\_29.pdf](https://fhtm.uitm.edu.my/images/jthca/Vol12Issue1/Chap_29.pdf)
29. Keller, K. L., & Brexendorf, T. O. (2019). Measuring brand equity. In *Handbuch Markenführung [Brand Management Manual]* (pp. 1-32). [http://dx.doi.org/10.1007/978-3-658-13361-0\\_72-1](http://dx.doi.org/10.1007/978-3-658-13361-0_72-1)
30. Kotni, V. V. (2016). Impact of store layout design on customer shopping experience: A study of FMCG retail outlets in Hyderabad, India. In *VV Devi Prasad Kotni (2016). Impact of Store Layout Design on Customer Shopping Experience: A Study of FMCG Retail Outlets in Hyderabad, India. Proceedings of Annual Australian Business and Social Science Research Conference* (pp. 26-27). Retrieved from <https://ru.scribd.com/document/460887121/1499933978-converted>
31. Khairi, M., & Darmawan, D. (2021). The relationship between destination attractiveness, location, tourism facilities, and revisit intentions. *Journal of Marketing and Business Research (MARK)*, 1(1), 39-50. Retrieved from <https://ejournal.metromedia.education/index.php/mark/article/download/32/32>
32. Khuong, M. N., & Hong, T. M. (2016). The Impact of Product Packaging Design on Consumer Repurchase Intention – A Study of VinaMilk, Vietnam. *International Journal of Innovation, Management and Technology*, 7(5), 219. Retrieved from <https://www.ijimt.org/vol7/676-MB00023.pdf>
33. Kim, W.-H., Lee, S.-H., & Kim, K.-S. (2020). Effects of sensory marketing on customer satisfaction and revisit intention in the

- hotel industry: The moderating roles of customers' prior experience and gender. *Anatolia*, 31(4), 523-535. <https://doi.org/10.1080/13032917.2020.1783692>
34. Köksal, F. N. (2013). The role and usage of visual rhetoric in advertising. *Online Journal of Communication and Media Technologies*, 3, 78-86. Retrieved from <https://www.ojcm.net/download/the-role-and-usage-of-visual-rhetoric-in-advertising-5711.pdf>
  35. Krishnakumar, M. (2014). The role of visual merchandising in apparel purchase decision. *IUP Journal of Management Research*, 13(1), 37. Retrieved from [https://openurl.ebsco.com/EPD-B%3Agcd%3A5%3A26616821/detailv2?sid=ebsco%3Aplink%3Ascolar&id=ebsco%3Agcd%3A95087601&crl=c&link\\_origin=www.google.com](https://openurl.ebsco.com/EPD-B%3Agcd%3A5%3A26616821/detailv2?sid=ebsco%3Aplink%3Ascolar&id=ebsco%3Agcd%3A95087601&crl=c&link_origin=www.google.com)
  36. Kumar, A., & Kim, Y. K. (2014). The store-as-a-brand strategy: The effect of store environment on customer responses. *Journal of Retailing and Consumer Services*, 21(5), 685-695. <https://doi.org/10.1016/j.jretconser.2014.04.008>
  37. Larassati, D., Latif, F., & Indahyani, T. (2021). Interior design of coffee shop with showroom in Jakarta. In *IOP Conference Series: Earth and Environmental Science* (Vol. 729, No. 1, pp. 1-8). IOP Publishing. <https://doi.org/10.1088/1755-1315/729/1/012069>
  38. Labrecque, L. I., & Milne, G. R. (2012). Exciting red and competent blue: the importance of color in marketing. *Journal of the Academy of Marketing Science*, 40(5), 711-727. Retrieved from <https://psycnet.apa.org/doi/10.1007/s11747-010-0245-y>
  39. Lalbabuprasad, S. G., & Gune, A. R. (2021a). Effect of Colours on Perception and Cognition of Students Belonging to Two Different Age Groups: A Cross-sectional Study. *Journal of Clinical and Diagnostic Research*, 15(8), 6-9. <https://doi.org/10.7860/jcdr/2021/47280.15246>
  40. Mahmood, S. A. (2018). Visual Vision and Sensory Perception and its Relation to Interior Environment Design. *International Knowledge Sharing Platform*, 61(2), 39-46. Retrieved from <https://iiste.org/Journals/index.php/ADS/article/view/40555>
  41. Meng, B., & Choi, K. (2019). Tourists' intention to use location-based services (LBS) Converging the theory of planned behavior (TPB) and the elaboration likelihood model (ELM). *International Journal of Contemporary Hospitality Management*, 31(8), 3097-3115. <https://doi.org/10.1108/IJCHM-09-2018-0734>
  42. Merdian, H. L., Perkins, D. E., Dustagheer, E., & Glorney, E. (2020). Development of a case formulation model for individuals who have viewed, distributed, and/or shared child sexual exploitation material. *International Journal of Offender Therapy and Comparative Criminology*, 64(10-11), 1055-1073. <https://doi.org/10.1177/0306624X17748067>
  43. McGoldrick, P. (2002). *Retail Marketing* (2nd ed.). McGraw-Hill Education.
  44. Neuvonen, M., Pouta, E., & Sievänen, T. (2010). Intention to revisit a national park and its vicinity. *International Journal of Sociology*, 40(3), 51-70. <https://doi.org/10.2753/ijso020-7659400303>
  45. Palmer, S. E., Schloss, K. B., & Sammartino, J. (2013). Visual aesthetics and human preference. *Annual Review of Psychology*, 64(1), 77-107. <https://doi.org/10.1146/annurev-psych-120710-100504>
  46. Pieters, R., & Wedel, M. (2004). Attention capture and transfer in advertising: Brand, pictorial, and text-size effects. *Journal of Marketing*, 68(2), 36-50. <https://doi.org/10.1509/jmkg.68.2.36.27794>
  47. Priatmoko, S., & Lóránt, D. (2021). *A story of a cup of coffee*. Atlantis Highlights in Social Sciences, Education and Humanities/Atlantis Highlights in Social Sciences, Education and Humanities. <https://doi.org/10.2991/ahsseh.k.210122.010>
  48. Randhawa, K., & Saluja, R. (2016). Visual Merchandising And Impulse Buying Behavior-Is There Any Relationship? *Journal of General Management Research*, 4(2), 58-71. <https://doi.org/10.5958/2321-5763.2017.00177.9>
  49. Ranaweera, A. T., & Wasala, K. (2020). Color matters: the impact of logo color on consumer perceived eco-friendliness. *Expert Journal of Marketing*, 8(2), 129-139. Retrieved from [https://www.researchgate.net/publication/346469948\\_Color\\_Matters\\_The\\_Impact\\_of\\_Logo\\_Color\\_on\\_Consumer\\_Perceived\\_Eco-Friendliness](https://www.researchgate.net/publication/346469948_Color_Matters_The_Impact_of_Logo_Color_on_Consumer_Perceived_Eco-Friendliness)
  50. Rasaily, P., Shah, N. K., & Adhikari, B. (2023). Relationship between Service Quality and Customer Repurchase Intention in Cafes of Kathmandu Valley, Nepal. *Quest Journal of Management and Social Sciences*, 5(1), 14-27. <https://doi.org/10.3126/qjms.v5i1.56289>
  51. Reddy, S. M., Chakrabarti, D., & Karmakar, S. (2012). Emotion and interior space design: an ergonomic perspective. *Work*, 41(Supplement 1), 1072-1078. <https://doi.org/10.3233/wor-2012-0284-1072>
  52. Romaniuk, J., Sharp, B., Paech, S., & Driesener, C. (2004). Brand and Advertising Awareness: A Replication and Extension of a Known Empirical Generalisation. *Australasian Marketing Journal (AMJ)*, 12(3), 70-80. [https://doi.org/10.1016/s1441-3582\(04\)70107-x](https://doi.org/10.1016/s1441-3582(04)70107-x)
  53. Rorimpandey, V., Tumbuan, W. J. A., & Tumewu, F. J. (2022). The Influence Of Experiential Marketing And Tourist Satisfaction On Tourist Revisit Intention at Bukit Kasih Kanonang. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi [EMBA Journal: Journal of Economics, Management, Business and Accounting Research]*, 10(3), 165-174. <https://doi.org/10.35794/emba.v10i3.41590>
  54. Sachdeva, I., & Goel, S. (2015). Retail store environment and customer experience: a paradigm. *Journal of Fashion Marketing and Management*, 19(3), 290-298. <https://doi.org/10.1108/JFMM-03-2015-0021>
  55. Sassatelli, G., Torres, L., Benoit, P., Cambon, G., Robert, M., & Galy,

- J. (2002). Dynamically reconfigurable architectures for digital signal processing applications. In *SOC Design Methodologies: IFIP TC10/WG10. 5 Eleventh International Conference on Very Large Scale Integration of Systems-on-Chip (VLSI-SOC'01) December 3-5, 2001, Montpellier, France* (pp. 63-74). Springer US. [http://dx.doi.org/10.1007/978-0-387-35597-9\\_6](http://dx.doi.org/10.1007/978-0-387-35597-9_6)
56. Sayed, M. (2023). The impact of sensory marketing on managing a sustainable fast-food business in Egypt. *International Journal of Tourism, Archaeology and Hospitality*, 3(1), 161-174. Retrieved from [https://www.researchgate.net/publication/367988326\\_The\\_Impact\\_of\\_Sensory\\_Marketing\\_on\\_Managing\\_a\\_Sustainable\\_Fast-Food\\_Business\\_in\\_Egypt](https://www.researchgate.net/publication/367988326_The_Impact_of_Sensory_Marketing_on_Managing_a_Sustainable_Fast-Food_Business_in_Egypt)
57. Setiyorini, H., Chen, T., & Pryce, J. (2023). Seeing coffee tourism through the lens of coffee consumption: A critical review. *European Journal of Tourism Research*, 34, 3401-3401. <https://doi.org/10.54055/ejtr.v34i.2799>
58. Shoukat, M. H., & Ramkissoon, H. (2022). Customer delight, engagement, experience, value co-creation, place identity, and revisit intention: A new conceptual framework. *Journal of Hospitality Marketing & Management*, 31(6), 757-775. <https://doi.org/10.1080/19368623.2022.2062692>
59. Sirgy, M. J., Lee, D. J., Grace, B. Y., & Yu, G. B. (2011). How does a travel trip affect tourists' life satisfaction? *Journal of Travel Research*, 50(3), 261-275. <https://doi.org/10.1177/0047287510362784>
60. Soliha, E., Maskur, A., Widayari, S., & Ariyani, E. (2021). The Effect of Trust and Customer Value on Loyalty: An Empirical Study in Indonesia. *Journal of Asian Finance, Economics and Business*, 8(5). <https://doi.org/10.13106/jafeb.2021.vol8.no5.1001>
61. Soomro, Y. A., Kaimkhani, S. A., & Iqbal, J. (2017). Effect of visual merchandising elements of retail store on consumer attention. *Journal of Business Strategies*, 11(1), 21-40. Retrieved from [https://www.researchgate.net/publication/323161534\\_Effect\\_of\\_Visual\\_Merchandising\\_Elements\\_of\\_Retail\\_Store\\_on\\_Consumer\\_Attention](https://www.researchgate.net/publication/323161534_Effect_of_Visual_Merchandising_Elements_of_Retail_Store_on_Consumer_Attention)
62. Spence, C., & Carvalho, F. M. (2020). The coffee drinking experience: Product extrinsic (atmospheric) influences on taste and choice. *Food Quality and Preference*, 80, 103802. <https://doi.org/10.1016/j.foodqual.2019.103802>
63. Statista Report (2024). *Travel & Tourism - Vietnam*. Retrieved from <https://www.statista.com/outlook/mmo/travel-tourism/vietnam>
64. Stylos, N., Vassiliadis, C. A., Bellou, V., & Andronikidis, A. (2016). Destination images, holistic images and personal normative beliefs: Predictors of intention to revisit a destination. *Tourism Management*, 53, 40-60. <https://doi.org/10.1016/j.tourman.2015.09.006>
65. Stylos, N., Bellou, V., Andronikidis, A., & Vassiliadis, C. A. (2017). Linking the dots among destination images, place attachment, and revisit intentions: A study among British and Russian tourists. *Tourism Management*, 60, 15-29. <https://doi.org/10.1016/j.tourman.2016.11.006>
66. Tlapana, T. (2021). The Impact of Store Layout on Consumer Buying Behaviour: A Case of Convenience Stores from a Selected Township in Kwazulu Natal. *International Review of Management and Marketing*, 11(5). <https://doi.org/10.32479/irmm.11583>
67. Usani, N. E., Joseph, U. E., & Essien, I. J. (2024). Visual Marketing and Choice of Academic Service Providers in Cross River State. *International Journal of Management, Accounting & Economics*, 11(8). <https://doi.org/10.5281/zenodo.13325869>
68. Utama, I. G. B. R., Junaedi, I. W. R., & Krismawintari, N. P. D. (2023). The Bali Ecotourism Destination Management to create local small business. *International Journal of Sustainable Development and Planning*, 18(11), 3439-3447. <https://doi.org/10.18280/ijstdp.181109>
69. Vietnamnews (2024). *The time has come for Vietnamese tourism to rise*. Retrieved from <https://vietnamnews.vn/opinion/1653230/the-time-has-come-for-vietnamese-tourism-to-rise.html>
70. Wahyudiono, S. (2022). Increasing the tourists' revisit intention by paying attention to tourist satisfaction at the gong cave pacitan tourist destination. *Majalah Ilmiah Bijak [Bijak Scientific Magazine]*, 19(2), 310-321. <https://doi.org/10.31334/bijak.v19i2.2558>
71. Webber, S. B. (2017). Emotional intelligence in the interior design context. *Journal of Interior Design*, 42(4), 29-44. <https://doi.org/10.1111/joid.12103>
72. Widyaevan, D. A., & Rahardjo, S. (2019). Mural and graffiti application on hostel interior design. In *6th Bandung Creative Movement 2019* (pp. 265-269). Telkom University. Retrieved from <https://www.neliti.com/publications/293338/mural-and-graffiti-application-on-hostel-interior-design>
73. Yu, L., Westland, S., Li, Z., & Xia, G. (2021). The effect of decision time-length condition on consumer product-colour purchase decision. *Color Research & Application*, 46(6), 1360-1370. <https://doi.org/10.1002/col.22665>
74. Zhang, R. (2018). *A study of sensory experience in interior design through the analysis of CMF and FFe&E approaches*. Polytechnic of Milan. Retrieved from <https://www.politesi.polimi.it/handle/10589/149186>
75. Zhong, L., Sun, S., Law, R. and Zhang, X. (2017). Impact of cultural distance on international tourism flows: The case of China. *Asia Pacific Journal of Tourism Research*, 22(12), 1254-1268. <https://doi.org/10.1002/jtr.2152>
76. Zulfiqar, U., Abbas, A. F., Aman-Ullah, A., & Mehmood, W. (2024). A bibliometric and visual analysis of revisit intention research in hospitality and tourism. *Journal of Tourism Futures*. <https://doi.org/10.1108/JTF-01-2024-0013>