**IMPACT OF DIGITAL MARKETING ON CONSUMER BEHAVIOR AT PILGRIMAGE VILLAGE BOUTIQUE RESORT & SPA – AN AISAS MODEL APPROACH**

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**Abstract.** Based on theoretical and practical issues of the AISAS model, the study measures the influence of Digital Marketing on consumer behavior at Pilgrimage Village Boutique Resort & Spa. The study surveyed 160 consumers who stayed at the resort and processed the data using the SEM model. The results have shown the influence of Digital Marketing on each stage of consumer behavior as the AISAS model: Attention, Interest, Search, Action, and Share. This study shows non-sequential relationships between the steps in the process. The action and the information sharing are influenced by the previous stages, in which the action is strongly influenced by the information searching behavior (standardized coefficient 0.39), and the information sharing behavior is strongly influenced by action (standardized coefficient 0.76). The study has proposed some implications to improve the effectiveness of Digital Marketing activities based on non-sequential relationships in the AISAS model in the case of Pilgrimage Village Boutique Resort & Spa.

**Keywords**: Digital Marketing, AISAS model, consumer behavior