Impact of Brand Awareness on Brand Image of Haryana as a Tourism Destination

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Abstract: The objective of the current research is to examine the impact of brand awareness on the brand image of Haryana as a tourism destination. To active the objective, a survey of 450 tourists who visited Haryana has been done. The convenience sampling method has been used for the collection of the data. Different scales are used to measure tourist destinations' brand image and brand awareness adapted from previous studies reframed according to the requirement. Descriptive statistics, exploratory factor analysis, confirmatory factor analysis and structural equation modelling have been used. It is concluded that brand awareness positively leads to a positive brand image. Greater brand awareness increases the higher brand image of Haryana as a tourist destination among tourists.

Keywords: Brand Image, Brand Awareness, Destination Branding, Tourist, Haryana

Introduction

The formation and development of a "brand" arecrucial in tourism destination management. In business and the tourist industry, the concept of branding is widely used to advertise products and enterprises. Improving originality and competitiveness is one of the most challenging aspects of tourism marketing. Due to the severe rivalry for visitor expenditure among tourist locations, building a strong brand has become even more important. Because most tourist locations in Haryana lack distinguishing qualities, competition has increased, resulting in an awareness of the value of the brand as a successful technique of attracting consumers. Haryana has seen a substantial increase in tourists from both inside and outside the nation in recent years.

Brand awareness is a combination of whether or not a particular brand is remembered by customers and their ability to recall a certain brand within a product category, among other things (Aaker, 1991). Brand awareness is developed via the development of brand familiarity, which is achieved through strong connections and repeated favourable exposure. This study defines brand awareness as the degree to which Haryana was distinguished from other cities; for example, the degree of knowledge of Haryana as a tourist destination (was it) the first tourism destination that sprang to mind.

The brand image represents people's perceptions of a brand as reflected by the cluster of associations that they connect with the brand name in their minds. Consumers' perceptions of a brand are conveyed via brand image associations, which are nodes in their memory linked to and carry the brand's meaning for them. When a node concept is remembered, the strength of the link between the nodes decides which nodes are active and which are not. If a company's brand image becomes well-known, visitors begin to connect it with a range of benefits and favourable expectations. Using a multidimensional consumer-based brand equity scale, Kim, Elliot, and Han (2018) developed a conceptual framework for destination brand equity that extends beyond the image. This framework is intended to be used in the tourist industry. The subjective impression of a visitor of a specific place is a destination image in the tourism industry. Even though the brand image is not the sole component of destination branding, it is critical in creating a destination-branding strategy and model. It has been suggested that the destination picture should include cognitive, emotional, and conative components by Tasci et al. (2007). In this context, a goal image is defined as "an interacting system of ideas, attitudes, emotions, visions, and intentions directed toward a destination." The issue of destination image has recently received a great deal of attention, particularly in tourism destination branding. As defined by Kim (2018), a brand's image includes all thoughts, emotions, and imaginations associated with a certain brand. Viewing a company's brand image as a critical element in distinction. It can be a significant component in brand equity development only when there is a clear difference between a brand's image and its competitors. Tourist activities establish a brand image, defined as a concept that includes visitors' unique emotions for competing tourism destinations.

Review of literature

Shirkhodaie et al. (2014) demonstrated that brand awareness has a statistically significant positive impact on perceived quality and brand associations, and the findings indicated that perceived quality and brand associations had statistically significant positive effects on brand loyalty. There is a statistically significant beneficial impact of brand loyalty as the foundation of customer-based brand equity on total brand equity. Finally, after doing the analysis, it was determined that the impact of total brand equity on the purchase intention of Halal goods was significant.

Khosravi and Aghaei (2016) found that the direct effect of all three variables (brand equity, page design quality, and brand performance) on the dependent variable (intention to use) was significant and that the variables in the model explained approximately 35% of the variance in the dependent variable (intention to use).

Baksi and Panda are two of the most adorable animals (2018). developed the destination brand model based on image associations and validated the function of relationship branding as a para-social and socio-emotional moderator in influencing post-travel visitor behaviour. The study closes a gap in the existing body of information on destination branding and strengthens the connection theory by creating the brand–purchase–post-purchase behaviour triangle. It also contributes to the field of marketing research.

In the study conducted by Kim and Petrick (2018), brand awareness had a favourable effect on festival brand loyalty. The findings have theoretical implications for how celebrity endorsements impact destination brand attachment and festival community attachment, among other things. The findings of this research also have practical consequences for festival organizers, particularly in how they may more effectively encourage tourism to the host location. Additionally, it is anticipated that the findings will substantially add to the understanding of the effectiveness of endorsements in an event setting.

According to Barreda et al. (2015), increasing brand recognition in Online Social Networks (OSNs) leads to an increase in Word of Mouth (WOM) traffic and sales. Creating a virtual interactive environment that allows users to exchange accurate, rich, and up-to-date information in a timely way is critical to increasing brand recognition in the OSN. OSN members place a high value on receiving monetary and/or psychological incentives and having access to unique privileges inside the network. When it comes to OSNs, it has been discovered that both system quality and information quality are significant predictors of brand recognition. The study's findings confirm the significance of social media in online branding initiatives. Influencing and generating brand awareness include virtual interaction, system quality, information content quality, and rewarding

activities. This, in turn, results in word of mouth being triggered.

When it comes to Australia's destination personality dimensions, Ye (2012) discovered that results suggest that sincerity, one of the destination personality dimensions, has a greater positive impact on perceived destination awareness and attractiveness from the perspective of Chinese tourists than the other three dimensions (excitement, sophistication and ruggedness). The study report concludes with conclusions and recommendations for further research.

Sartoriet al. (2012) verified the significance of a participatory approach to the branding process to improve the total internal equity of the organization. In addition, the findings reveal a significant knowledge gap about brand performance, which affects the stakeholders' commitment. This shows a connection between the internal and exterior performance of tourism destinations. Furthermore, the fact that there are substantial variations in degrees of brand knowledge, commitment, and satisfaction across various groups of stakeholders suggests that the brand authority should implement focused internal communication initiatives.

Several factors that motivate people to travel (social recognition, self-esteem, discovery, socialization, convenience and value), according to Lemmetyinen (2016), have a significant impact on satisfaction with the destination. In contrast, brand awareness is a moderator in the relationship between social recognition and destination satisfaction and word of mouth. The research results offer a framework to examine and evaluate the cruise tourism industry as a whole. Unlike previous research, which concentrated on cruisers' onboard experiences, this study focuses on their onshore experiences when they are onshore.

Research Methodology

To active the objective, 450 tourists who visited Haryana were surveyed. Initially, 500 respondents were approached for a personal interview to get responses for the scales of the study. Out of these, 50 were eliminated as they found missing values or outliers and 450 responses fit for analysis. The response rate of the present study is 90 per cent which is significantly higher than the recommended rate of response, 57 per cent for individual responses in social sciences (Helakorpi et al., 2015). The convenience sampling method has been used for the collection of the data.

Instruments of the Study

Different scales are used to measure tourist destinations' brand image and brand awareness adapted from previous studies reframed according to the requirement. Details of constructs and results of exploratory factor analysis are discussed in the next section.

Objectives of the study

To examine the impact of brand awareness on the brand image of Haryana as a tourism destination.

The Hypothesis of the study

H_{01}: - There is a significant and positive impact of brand awareness on brand image.

Data analysis

Descriptive statistics, exploratory factor analysis, confirmatory factor analysis, and structural equation modelling have been used to achieve the objective and test the Hypothesis.

Table 1 Normality of data

Descriptive Statistics							
Variables	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
AW1	450	3.5844	.82728	-.449	.115	.200	.230
AW2	450	3.5800	.87989	-.570	.115	.299	.230
AW3	450	3.7022	.82567	-.543	.115	.325	.230
IMG1	450	3.7111	.97227	-.417	.115	-.352	.230
IMG2	450	3.6800	1.01209	-.491	.115	-.285	.230
IMG3	450	3.6511	1.05550	-.453	.115	-.412	.230
IMG4	450	3.6667	1.03824	-.450	.115	-.360	.230
IMG5	450	3.6622	1.03250	-.422	.115	-.399	.230
IMG6	450	3.6756	1.01507	-.458	.115	-.276	.230
Valid N (listwise)	450						

Source: Primary Data

Normality of the data is a precondition for the data analysis. Skewness and kurtosis have been used to check the normality of the data. The skewness and kurtosis values should be between +2 or -2 for the normal data. Table 1 shows that skewness and kurtosis values for all items are between +2 and -2, which indicates the data is normal.

Table 2 Exploratory factor analysis

Anti-image Matrices										
Anti-image Correlation	IMG1	.919[a]	-.337	-.263	-.185	-.083	-.041	-.026	-.067	.011
	IMG2	-.337	.934[a]	-.183	-.068	-.130	-.117	-.033	.011	.020
	IMG3	-.263	-.183	.936[a]	-.035	-.190	.000	-.037	.078	-.078
	IMG4	-.185	-.068	-.035	.903[a]	-.222	-.467	.063	-.006	-.031
	IMG5	-.083	-.130	-.190	-.222	.904[a]	-.434	-.060	.126	-.013
	IMG6	-.041	-.117	.000	-.467	-.434	.871[a]	.090	-.058	.002
	AW1	-.026	-.033	-.037	.063	-.060	.090	.684[a]	-.362	-.504
	AW2	-.067	.011	.078	-.006	.126	-.058	-.362	.761[a]	-.286
	AW3	.011	.020	-.078	-.031	-.013	.002	-.504	-.286	.702[a]
a. Measures of Sampling Adequacy (MSA)										

Source: Primary Data

Table 2 shows the results of anti-image correlation among variables. Diagonal correlation values should be more than 0.5 for exploratory factor analysis. It is verified from the table that all values are higher than 0.5, which is quite acceptable.

Table 3 Sampling Adequacy

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.830
Bartlett's Test of Sphericity	Approx. Chi-Square	1943.496
	df	36
	Sig.	.000

Source: Primary Data

To check the sample adequacy KMO test and Bartlett test of sphericity have been used for the data. KMO test value of 0.830 verified the adequacy of the sample size for the factor analysis. Further, Bartlett's test of sphericity was found significant at a .05 level of significance with 36 degrees of freedom and a 1943.496 value of approximate chi-square (Table 3). These statistics indicated the fulfilment of a crucial precondition, i.e., the correlation matrix should not be an identity matrix.

Table 4 Variables, Communalities, Factor Loading, Eigen Value, Variance Explained and Cronbach Alpha

Variables	Communalities	Factor Loading	Eigen Value	Variance Explained	Cronbach Alpha
Factor 1: - Brand Image					
IMG5, Haryana's tourist places are safe regarding health and hygiene.	.749	.856	4.628	42.922	.891
IMG6, Haryana has rich traditions like a strong social and family system, respect for elders, guest considered as a god, helping one another in the time of need	.726	.846			
IMG4, Haryana's local peoples are friendly and helpful	.729	.841			
IMG1, Haryana, has good transport facilities for local, regional and international connectivity.	.622	.765			
IMG2, Haryana's tourist spots/destinations are not overcrowded.	.673	.811			
IMG3, Haryana has good law & order and a safe environment for late night.	.454	.611			
Factor 1: - Brand Awareness					
AW1, I have heard about tourist spots/destinations in Haryana.	.875	.919	1.906	29.672	.919
AW3, I know Haryana has ample tourist places/destinations.	.811	.885			
AW2, I know about Haryana's historical, archaeological, and epic logical importance.	.893	.927			
Total Scale				72.593	.881
Extraction Method: Principal Component Analysis. a. 2 components were extracted.					

Source: Primary Data

This study uses the principal component factor analysis with varimax rotation to reduce the data. Provided with all preconditions fulfilled, the factor analysis was applied to the data collected. Factor loadings of the items ranged between 0.611 and 0.927, which can be considered good for factor analysis. Hair et al. (2014) classified the significance of factor loadings as more than 0.50 is acceptable. So, in this study, factor loading >0.50 is considered for item retention. In total, three factors were extracted with eigenvalues greater than one. These three factors, consisting of 9 items, explained 72.593 per cent of the total variance and the Cronbach alpha value for the overall scale is 0.881, which is quite acceptable. In the final model, no cross-loadings were observed. Table described a comprehensive picture of factor analysis as shows the three extracted factors with their respective items, factor loadings, eigenvalues, percentage of variance explained and Cronbach alpha values. These two extracted subscales are used for further analysis of the data. Extracted factors with the help of exploratory factor analysis were explained as follows:

1. **Brand Image**
2. **Brand Awareness**
Factor 1: Brand Image
Brand image is the first factor of the measurement scale. It contains six variables, i.e., *Haryana's tourist places are safe in terms of health and hygiene, Haryana has rich traditions like a strong social and family system, respect for elders, guest considered as a god, helping one another in the time of need, Haryana's local peoples are friendly and helpful, Haryana has good transport facilities for local, regional and international connectivity, Haryana's tourist spots/destinations are not over-crowded, and Haryana has good law & order and safe environment for late night.* The factor loadings of variables of this factor lie in the range of 0.611 and 0.856, which are more than the minimum acceptable value of 0.50 (Malhotra and Dash, 2016), which indicates that all variables significantly represent their latent factor. The eigenvalue of this factor is 4.628, more than the minimum acceptable value of one. This factor explained 42.922 per cent of the total variance. Internal consistency of the data is verified by Cronbach alpha. The Cronbach alpha value for this factor is 0.891 (>0.70), evidenced by the good reliability and internal consistency.

Factor 2: Brand Awareness
Brand Awareness is the second factor on the measurement scale. It comprises three variables,

i.e.,*I have heard about tourist spots/destinations in Haryana. I know Haryana has ample tourist places/destinations, and I know about Haryana's historical, archaeological, and epic logical importance.* The factor loadings of variables of this factor ranged between 0.885 and 0.927, which is more than the minimum acceptable value of 0.50 (Malhotra and Dash, 2016) and reported that all the variables significantly represent their latent factor. The eigenvalue of this factor is 1.906, more than the minimum acceptable value of one. This factor explained 26.672 per cent of the total variance. The reliability of the data is verified by Cronbach alpha. The Cronbach alpha value for this factor is 0.919 (>0.70), confirming this factor's better reliability and internal consistency.

First Order Confirmatory Factor Analysis of Brand Awareness and Brand Image

First-order confirmatory factor analysis is performed to determine the validity and reliability of the assessment scale. When you reach this level, it becomes very important to identify the factors that do not match the measurement and cause issues with the scale's validation. If there are any elements of this kind, they should be excluded from the future analysis to ensure a satisfactory model fit.
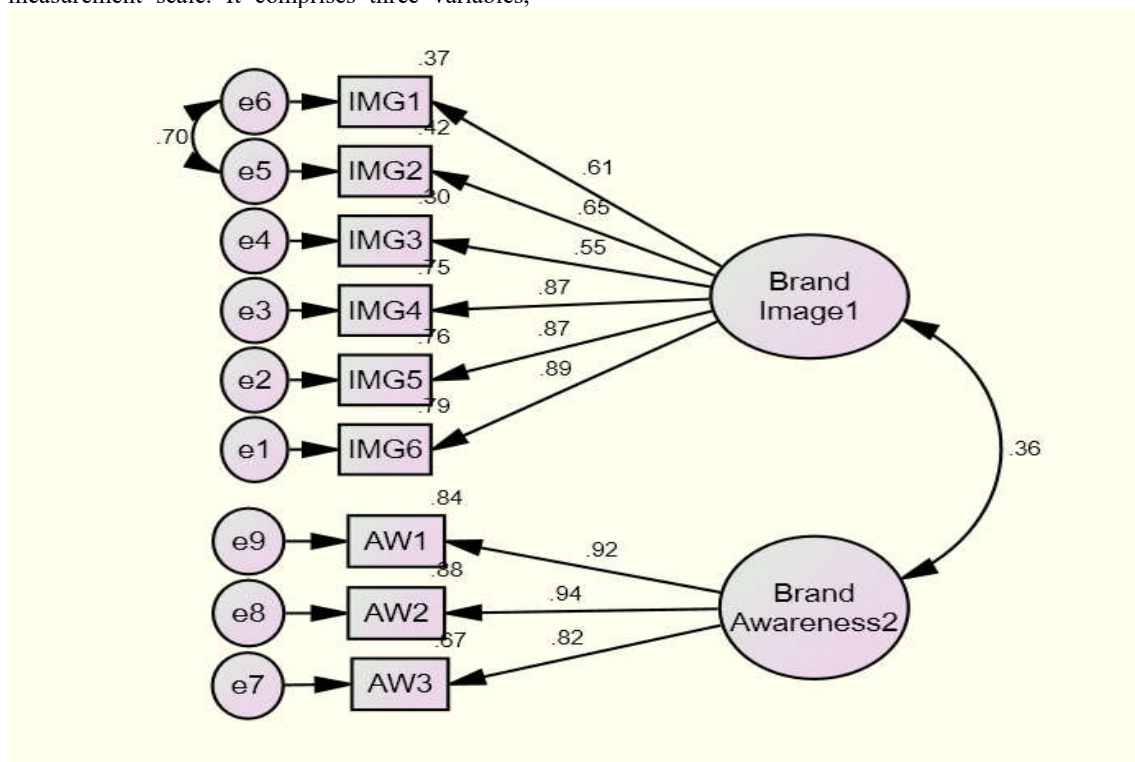

Figure 1: - First Order Confirmatory Analysis
Source: Amos output

Table 5 Model fit indices

CMIN	DF	P	CMIN/DF	GFI	RFI	CFI	NFI	TLI	RMS

| 65.632 | 25 | .000 | 2.625 | 0.951 | 0.952 | 0.979 | 0.967 | 0.970 | 0.074 |

Source: Primary Data

Table 5 shows the different model fit indices, i.e., CMIN/DF, Comparative Fit Index (CFI), Tucker Lewis Index (TLI), Goodness of Fit Index (GFI), Incremental Fit Index (IFI), and root mean square error of approximation (RMSEA) carried out by Amos have been considered for fitness of the proposed model. The Chi-square (CMIN) of the final model is 65.632, and DF is 25 with a probability level of .000. CMIN/DF below 5 is recommended for better model fitness (Ho, 2006; Byrne, 2016). In this model, CMIN/DF value is 2.625, which confirms the excellent fitness of the model. RMSEA should be below 0.10 for better model fitness (Browne and Cudek, 1993). RMSEA for the final model is 0.066, which is lower than the threshold, indicating a good model fit. The other model fit indices, i.e., GFI, CFI, IFI, TLI and NFI, should be greater than 0.80 for better model fitness. For this measurement model, GFI is 0.951, CFI is 0.979, RFI is 0.952, NFI is 0.967, and TLI is 0.970, which are found to be more than the acceptable threshold value of 0.80 (Moolla and Bisschoff, 2013**)** and indicating the excellent fitness of the model.

Table 6 Regression Weights

Variables	Path	Factors	Estimate	S.E.	C.R.	P
IMG6	<---	Brand_Image1	.888			
IMG5	<---	Brand_Image1	.872	.049	20.427	***
IMG4	<---	Brand_Image1	.868	.050	20.272	***
IMG3	<---	Brand_Image1	.548	.066	10.173	***
IMG2	<---	Brand_Image1	.645	.060	12.628	***
IMG1	<---	Brand_Image1	.607	.064	11.624	***
AW3	<---	Brand_Awareness2	.819			
AW2	<---	Brand_Awareness2	.940	.054	20.153	***
AW1	<---	Brand_Awareness2	.916	.053	19.717	***

Source: Primary Data

Table 2 demonstrated that the values of standardized regression weights (factor loadings) for all the variables of two latent factors (brand image and brand awareness) lay in the range of 0.548 to 0.916, which confirmed better goodness of fit. The StandardizedStandardized regression weights (factor loadings) should be higher than 0.5 for each variable (Hair et al., 2014) to confirm the structure of the factors. The higher factor loadings indicate that the observed variables converge on the same latent factor. The regression weights (factor loadings) for all observed variables are statistically significant and more than 0.5. Higher standardized regression weights (factor loadings) indicated that the construct explained higher variation in the observed variable. It can be concluded that all variables significantly represented their respective latent factors.

Table 7 Correlations

Factor	Path	Factor	Estimate
Brand_Image1	<-->	Brand_Awareness2	.365

The table depicted the correlations among the latent factor. Correlations between latent factors, brand image and brand awareness were significantly positive and interrelated.

Table 8 Reliability and validity of constructs

Factors	CR	AVE	SQRT of AVE	Correlation coefficient
Brand Image	0.882	0.564	0.750	0.365
Brand Awareness	0.921	0.797	0.892	

Source: - Primary Data

Table 8 shows the different reliability and validity measures for the scales**.** Composite reliability (C.R.) values should be above 0.7 (Hair et al., 2010) for better internal consistency and *construct validity*. For the factor, brand image C.R. is 0.882 or the factor brand awareness C.R. is 0.921, which is more

than the minimum acceptable value. It can be concluded that the scales were reliable and valid. The average variance extracted (AVE)should be more than 0.5 and less than C.R. For these latent factors, AVEs are less than C.R., evidence of *convergent and divergent validity*.

The *discriminant validity is* how particular construct variables differ from their latent construct **(**Sekaran, 2000). The discriminant validity reports the existence and nonexistence of cross loading within or between the constructs. The nonexistence of cross-loading is a sign of discriminant validity (Hair et al., 2006). The discriminant validity assumes that AVE's square root should be greater than the interconstruct correlation (Fornell and Larcker,

1981). One more measure for discriminant validity is the correlation between each pair of latent constructs should be less than 0.85 (Moolla and Bisschoff, 2013).All values were found within the acceptable range, so; the scales were validated by discriminant validity measures and justified the model for the present study.The correlations between all constructs should be significant and positive for better *nomological validity*. Correlations between latent were found to be significantly positive.

Hence, it can be concluded that the measurement scales of brand image and brand awareness are statistically valid and reliable.

Structural Equation Modelling: Impact of Brand Awareness on Brand Image
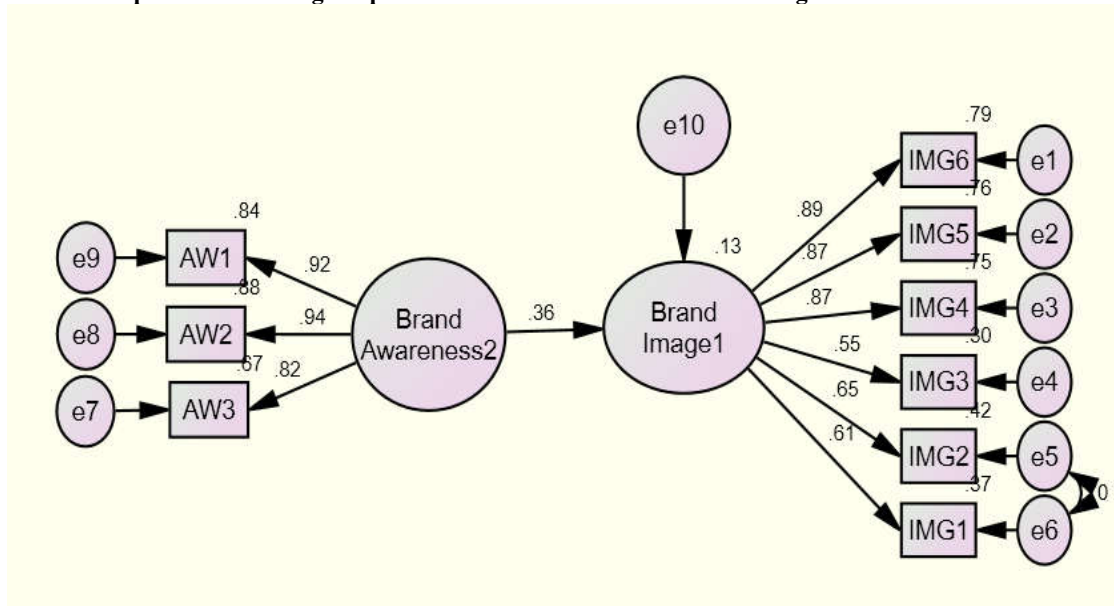
Source: Amos output

Table 9Model fit indices

CMIN	DF	P	CMIN/DF	GFI	RFI	CFI	NFI	TLI	RMS
65.632	25	.000	2.625	0.951	0.952	0.979	0.967	0.970	0.074

Table 9demonstrates the different model fit indices, i.e., CMIN/DF, Comparative Fit Index (CFI), Tucker Lewis Index (TLI), Goodness of Fit Index (GFI), Incremental Fit Index (IFI), and root mean square error of approximation (RMSEA) carried out by Amos have been considered for fitness of the proposed model. The Chi-square (CMIN) of the final model is 65.632, and DF is 25 with a probability level of .000. CMIN/DF below 5 is recommended for better model fitness (Ho, 2006; Byrne, 2016). In this model, CMIN/DF value is 2.625**,** which confirms the excellent fitness of the **Table 10 Regression Weights**

model. RMSEA should be below 0.10 for better model fitness (Browne and Cudek, 1993). RMSEA for the final model is 0.074, which is lower than the threshold, indicating a good fit for the model. The other model fit indices, i.e., GFI, CFI, IFI, TLI, and NFI, should be greater than 0.80 for better fitness of the model. For this measurement model, GFI is 0.951, CFI is 0.979, RFI is 0.952, NFI is 0.967, and TLI is 0.970, which are found to be more than the acceptable threshold value of 0.80 (Moolla and Bisschoff, 2013**)** and indicating the excellent fitness of the model.

Variables	Path	Variables	Estimate	S.E.	C.R.	P
Brand_Image1	<---	Brand_Awareness2	.365	.069	5.955	***
IMG6	<---	Brand_Image1	.888			
IMG5	<---	Brand_Image1	.872	.049	20.427	***
IMG4	<---	Brand_Image1	.868	.050	20.272	***
IMG3	<---	Brand_Image1	.548	.066	10.173	***
IMG2	<---	Brand_Image1	.645	.060	12.628	***
IMG1	<---	Brand_Image1	.607	.064	11.624	***
AW3	<---	Brand_Awareness2	.819			
AW2	<---	Brand_Awareness2	.940	.054	20.153	***
AW1	<---	Brand_Awareness2	.916	.053	19.717	***

Source: Primary Data

Table 10 displays the regression weights of the structural model. The structural equation model shows that the impact of brand awareness on brand image is significant and positive. The standardized regression estimate of brand awareness is 0.365, which is statistically significant at a significance level of .01. It can be concluded that brand awareness forms a higher brand image of tourist destinations among the tourists. Thus, Hypothesis (H_{a1}, there is a significant and positive impact of brand awareness on brand image is accepted.

Conclusion

It is concluded that brand awareness leads to a positive brand image positively. Greater brand awareness increases the higher brand image of Haryana as a tourist destination among tourists.Kim and Lee (2018) also discovered that brand awareness and perceived quality affect brand image and that brand image is associated with brand loyalty (or brand advocacy). Among the first studies to look at the connections between influencing variables, destination brand equity and its components, and brand loyalty, this is one of the most important.

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11/20/2022