

**Destination Brand Equity, Satisfaction And Revisit
Intention: An Application
In TRNC As a Tourism Destination**

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ABSTRACT

This study revisits the previous studies carried out by several researchers on Customer – Based Brand Equity with an intension to further investigate the applications and testing of the Customer-Based Brand Equity (CBBE) model in relation to destination branding. The study specifically examines the effects of Brand Equity Dimensions (Brand Awareness, Brand Loyalty, Brand Value, Brand Quality and Brand Image) on Tourists Satisfaction and ultimately on Future Behaviours that result in revisit of the destination. The study proposes a conceptual model whereby the data collected from the Turkish visitors is empirically verified and tested for an emerging Mediterranean tourism destination of Turkish Republic of North Cyprus, referred as TRNC or North Cyprus in this study.

The results of this study proved that all brand equity dimensions employed in this model, with the exemption of Brand Image where, no relationship was established, have positive direct effects on Customer Satisfaction. The study also confirmed the positive direct effect of Satisfaction on the Future Behaviour that determines the revisit intent of the tourist. Furthermore the study defined an indirect relationship between the brand equity dimensions and the Future behaviour, where Customer satisfaction has a mediating role between the Brand Equity Dimensions and the Feature Behaviour.

Based on the results, a few implications were proposed for tourism destination management. The most important suggestion is directed towards the establishment of an effective strategy for Destination Brand equity management, which would require

collaboration between the Government officials and the private tourism organization management. Also considerations are given to the limitations of the current study and thus, future research directions were proposed accordingly.

Keywords: Customer-Based Brand Equity (CBBE); Destination Brand Equity; Brand Equity Dimensions; Customer Satisfaction; Future Behaviour; Revisit Intent.

ÖZ

Bu çalışma; Müşteri-odaklı Marka Değeri ile ilgili birçok araştırmacı tarafından yapmış olan çalışmaların gözden geçirilip, Müşteri-odaklı Destinasyon marka değeri modelinin yaratılması, ve deneyimi ile ilgili yapılması gereken araştırmaların ortaya konulmasını hedeflemiştir.

Destinasyonla ilgili marka değerini oluşturan etkenlerin veya faktörlerin (Marka bilinci, marka bağımlılığı, marka değeri, kalite, ve imaj), Müşteri memnuniyeti üzerindeki olumlu etkilerinin olduğu varsayımının doğrulanmasının yanısıra, Memnuniyetin, ileriye yönelik müşteri davranışları üzerindeki olumlu etkisinin de turistlerin destinasyonu tekrar ziyaret etme isteğini etkileyeceği varsayımının doğrulanması da, çalışmanın esas alanı olarak belirlenmiştir. Ayrıca, çalışma esasında öngörülen hipotezleri ölçen kavramsal modelin de test edilmesi bu çalışmanın kapsama alanı içerisindedir. Çalışmanın dar alanını, Akdeniz turiziminde önemli bir destinasyon olarak ortaya çıkmaya başlayan Kuzey Kıbrıs Türk Cumhuriyeti'ni (KKTC) ziyaret eden turistler olmuştur.

Çalışma hipotezlerinin test edilmesi için, çoklu regresyon Analizi yöntemi kullanılmış ve Destinasyonla ilgili marka değerini oluşturan etkenlerin, Müşteri memnuniyeti üzerindeki olumlu etkisine yönelik varsayımlar doğrulanmıştır. Yine, Müşteri memnuniyetinin, ileriye yönelik destinasyonu tekrar ziyaret etme isteği üzerindeki olumlu etkisinde çoklu regresyona tabi tutulmuş ve bu ilişkinin varlığı da doğrulanmış oldu. Ayrıca, Destinasyonla ilgili marka değerini oluşturan etkenler ile, ileriye

yönelik müşteri davranışları arasında, Müşteri memnuniyeti vasıtasıyla dolaylı bir ilişkinin varlığında ortaya konulmuştur.

Çalışmadan çıkartılan sonuçlar doğrultusunda salık verilen birkaç öneri içerisinde, Destinasyon marka değeri yönetimiyle ilgili stratejilerin belirlenmesinde, turizimden sorumlu devlet yetkilileri ile özel sektörde de faaliyet gösteren çeşitli turizm kuruluşu yöneticilerinin işbirliğinin gerekliliğine atıfta bulunulmuştur. Ayrıca, konuyla ilgili olarak gelecekte yapılacak araştırma çalışmalarının, bu çalışmada ortaya çıkan tüm eksikliklerin göz önünde bulundurulması önerilmiştir.

Anahtar Kelimeler: Müşteri-odaklı marka değeri; Destinasyon marka değeri, Marka değerinin faktörleri / etkenleri; Müşteri memnuniyeti; Gelecek ile ilgili davranışlar; Tekrar ziyaret etme isteği.

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Chapter 1

INTRODUCTION

1.1 Statement of the Problem

Destination brands, like product and service brands, generate sets of expectations or images of a place prior to consumption. Although the branding literature emerged during the 1940s, research relating to tourism destination branding has only gained momentum since the late 1990s. There still remains a lack of theory in particular that addresses the measurement of the effectiveness of destination branding over time.

Despite the fact that a destination's brand image is crucial to a destination's marketing success, there have been few applications testing the Customer-Based Brand Equity (CBBE) model in relation to place brand and destination branding. Examples of previous tests in the wider tourism marketing literature have to date been limited to conference attendee Brand equity (Lee and Back, 2008) and Hotel brand equity (Cobb-Walgren et al., 1995; Kim et al., 2003, 2008; Kayaman and Arasli, 2007). The first destination CBBE studies were Croatia-based brand equity for Slovenia (Konecnik and Gartn.2007), short break destination brand equity for an emerging destination (Pike, 2007) and CBBE for Las Vegas and Atlantic City, in the context of gambling destinations (Boo et al., 2009). These studies show that the application and testing of the CBBE model is still premature and thus, further studies need to be carried out.

1.2 Purpose of the Study

The purpose of this study is to: This research is based on Boo (2009) theoretical foundation of Destination Brand Equity.

1. Make contribution towards a theory of service brand equity and specifically destination brand equity literature.
2. Identify the Operationalization of Customer Based Brand Equity (CBBE) components in the system of tourism industry.
3. Test the components of CBBE and its effects on satisfaction and future behavior of visitors.
4. Put the proposed CBBE model in trial, as a means of measuring brand equity, for Turkish Republic Of North Cyprus (TRNC), as a destination in an emerging Mediterranean tourism market.

1.3 Significance of the Study

This significance of this study is not only making contribution to a theory of service destination brand equity literature, but also provide valuable information towards a deeper understanding of destination brand equity components as well as some implications for practitioners and tourism management.

It is anticipated that this study would help both governmental bodies and tourism management of TRNC to better understand the important influence of destination brand equity over the customer satisfaction and future behavior.

1.4 Outline of the Thesis

This thesis consists of seven chapters. The first chapter will provide a brief explanation about the statement of the problem, purpose and the significance of the study.

The second chapter will contain brief information about Turkish Republic of North Cyprus (TRNC), as a tourism destination, in order to stimulate the readers appreciation of the study.

Chapter three will present a brief review of the relevant literature in order to provide an appreciation of the researches carried out so far on tourism destination brand equity and the related issues such as; destination image, awareness, quality, brand loyalty, customer satisfaction and Consumer-based brand equity model.

Chapter four will presents the conceptual model of the study. Six hypotheses have been developed for the purpose of this study. Perceived quality, perceived value ,Destination awareness,destination loyalty and destination image on Satisfaction. The sixth hypothesis attempts to test the positive effect of Satisfaction on Future Behavior.

The methodology of the study is in chapter five. This chapter will focus on various issues associated with the methodology of this empirical study. It will contain information about the research approach and its justification as well as information about the population and sample of the study, questionnaire structure, data collection procedures, operationalization of the study variables and the information on measurements and data analysis.

Chapter six, will contain the results of the study, where response rate, demographic characteristics of the sample is discussed.

Finally, chapter seven will give detailed information regarding the results and discussion of the empirical model leading to the conclusion of the study. Implication for practitioners, future research direction, and limitation of the study will also be discussed in this chapter.

Chapter 2

NORTH CYPRUS AS A CASE STUDY

2.1 North Cyprus as a Tourism Destination:

The Turkish Republic of Northern Cyprus (TRNC) is a state that comprises the northeastern part of the island of Cyprus (<http://www.wikipedia.org/>). In the north east, the island extends from the top of Karpass, from west part extends to Morphou Bay and Cape Kormakitis and it is extended to the village which is called Louroujina in the south part. Under the control of the UN, a buffer zone stretches between North Cyprus and the rest of the island. Cyprus is the third largest island in the Mediterranean Sea. It occupies an area of 9851 km. It lies 60km. south of the coast of Turkey, 96 km. west of the coast of Syria, and 322 km. distant from Greece (Rustem, 1987). Winter in North Cyprus is mostly rainy and cool, especially between December and February. Although the temperature may really be low during the nights in winter, there is no snow fall in different part of North Cyprus. (<http://www.cyprus-beach.co.uk/north-cyprus-holiday/>). In spring the weather is unstable and pretty short. Summer that is followed by a short autumn is very hot and dry enough to turn the island brown.

In recent years, the charter flights from different parts of the world such as the Netherlands, Poland, Azerbaijan and Iran have been arriving via Turkey. There are more efforts in order to have charter flights from southern part of Europe and Russia as well.



Figure 1: Cyprus Map

2.1.1 Tourism Sector:

Tourism has a significant role for revenue as well as employment in North Cyprus (Gilmore, Carson, Fawcett and Ascensão, 2007). International economic sanctions that occurred in 1974 had a dramatic effect on North Cyprus and it led some restrictions to tourism sector as well. There also appeared many difficulties for having a balance between major activities such as economic, social and environmental perspectives. Some scholars such as Hall (1994), Clements and Georgiou (1998) claimed that North Cyprus tourism has faced many difficulty and instability that originated from political issues between Greek Cypriots and Turkish Cypriots on the island. According to Lockhart (1993), Manfield and Kliot (1996), Ioannades (1992) and Gunce (2003) in Greek Cypriot part, tourism activities is more developed compared with the Turkish part.

North Cyprus, as a tourist destination, has a rich natural and cultural attractions. Creating marketing strategies to enter international tourism and attract potential

tourists to North Cyprus is the main problem that facing today. Understanding attractiveness for North Cyprus is an important issue that mut be considered precisely.

There are different and interesting water-sport activities that people can do in North Cyprus while visiting the place. People and visitors can also benefit beautiful historical memorials as well as rich archaeological ruins and monuments (<http://www.holidaysinnorthcyprus.com/north-cyprus.htm>). The cities in North Cyprus are Nicosia, Kyrenia, Morphou, Famagusta, Iskele, and Karpaz. North Cyprus is having the most beautiful and a unique beauty in the beaches and it has a rich nature. The beaches are truly clean and outstanding. Additionally, visitors can enjoy the cuisine and warm and friendly people that you can rarely find in other countries. “If you are a nature-addict, an archaeologist, a jogger, a sportsman or a sun-lover, the island is the correct place for you to be”.

Tourists and visitors will have the opportunity to enjoy all these marvelous beauties combined with Besparmak Mountains' beauty and magnificence. They can have everything that they desire such as having food under sunshine in Famagusta, watching and resting in beautiful harbor in Kyrenia and the next day they can visit golden beaches in Karpaz which are truly rare. “Visitors can do almost everything; enjoy the sea, and water-skiing; and they can experience this beauty”. (<http://www.holidaysinnorthcyprus.com/north-cyprus.htm>)

As mentioned before, the cities of North Cyprus are Nicosia, Kyrenia, Morphou, Famagusta, Iskele, and Karpaz. In this part, a brief explanation of the tourist attraction of these cities will be discussed, below.

2.1.1.1 Nicosia:

Nicosia that is the capital city of North Cyprus is the biggest and most populated city in North Cyprus. The city is a significant center of culture, business, diplomacy and arts. There are various visiting places in Nicosia. Some important places to visit are “Kyrenia gate”, “Mevlevi Tekke Museum”, “National Struggle Museum”, and “Arab Ahmet Mosque”(North Cyprus Tourist Guide, 2010-2011: 43).



Figure 2: Mevlevi Tekke Museum



Figure 3: Kyrenia gate

2.1.1.2 Kyrenia:

According to information published in North Cyprus Tourist Guide (2010-2011), the city Kyrenia was founded in 10th century BC. The city was recognized as one of the ten kingdom of Cyprus. “In the 7th century, it was fortified by the Byzanties who built the original Kyrenia Castle” (North Cyprus Tourist Guide, 2010-2011: 75). The town was a minor port under Ottoman rule. Then the British constructed a harbor. From then on, the city was a place for captains, officers, and their families and it had very beautiful harbor and there were various leisure activities and romantic atmosphere. It still has many restaurants and bars and there are different hotels for visitors’ accommodation. This region that is characterized by attractive resorts, historic places and beautiful boats attract many tourists around the world.

Some important places to visit in Kyrenia are Kyrenia Castle, shipwreck museum, Agha Cafer Pasha Mosque, museum of folk arts, and Saint Hilarion Castle.



Figure 4: Shipwreck Museum



Figure 5: Kyrenia Castle

2.1.1.3 Morphou:

“The city Morphou that is situated in the northwest of Cyprus is one of the richest agricultural areas in Cyprus, and it is well-known for famous particularly for the Citrus and strawberries. Spring is a great season to enjoy the nature of the city. There are some places in Morphou that deserve seeing such as Pigades Temple.



Figure 6: Pigades Temple

2.1.1.4 Famagusta:

Famagusta is one of the most important cities in North Cyprus. It is located on the shores of the Mediterranean. Famagusta is laid to ruins of Salamis in North. It is believed that the city has been founded in 11th BC.

The spectacular ruins give a fascinating insight into long-lost civilizations and include magnificent amphitheatres, Roman baths, a gymnasium and royal tombs. The mosaics are particularly beautiful. Just inland from Famagusta are the church and monastery dedicated to St. Barnabas, the founder of the apostolic church in Cyprus in 45 AD.

The largest university of the island is situated in Famagusta. For the last 20 years, Famagusta is the most important center of scientific activity of Cyprus.

Once port city, Famagusta bears signs of many civilizations that have passed by for centuries and as well as being a tourist heaven, it is a center of science as a university city (North Cyprus Tourist Guide, 2010-2011). There is an increase in the number of visitors to Famagusta due to its tourist attractions, and a huge number of foreigners reside in the city for academic purposes. Some important places to visit are “Salamis Ruins”, “Lala Mustafa Pasha Mosque”, “Venetian Palace”, “Othello Tower”, and “St. Antonio Church”.



Figure 7: Salamis Ruins



Figure 8: Lala Mustafa Pasha Mosque

2.1.1.5 Iskele:

Passengers can pass through the village that is called “Yeni Iskele” on the return from Karpaz to Famagusta. It is an important touristic center where green meets blue on a 25-km-long coastline (North Cyprus Tourist Guide, 2010-2011). There are many hotels and seafood restaurants in the Boghaz region of Iskele. This region is known as an entertainment center. In the small harbor of Boghaz, the fishing boats offer the visitors cruises along the eastern coast of North Cyprus. The Bafra Beach area which was recently opened for tourism investments will boom as one of the major recreation spots of Mediterranean in the near future. The most interesting visiting place in Iskele is Kantara Castle.



Figure 9: Kantara Castle

2.1.1.6 Karpaz:

“Karpaz” is located in north-east part of Cyprus. The beautiful beaches and wild life are important attraction for the city. During summer holiday, the city welcomes different tourists from various countries. They can enjoy the nature as well as nice weather during summer. One important tourists’ destination is Golden Beach that is one of the most beautiful beaches in the world.



Figure 10: Golden Beach



Figure 11: Karpaz Village

Chapter 3

LITERATURE REVIEW

3.1. Brand, Branding and Brand Equity

The concepts of brand, branding and brand equity complements one another. Brand is defined by the American Marketing Association [AMA] as "a name, term, design, symbol, a combination of these, or any other feature that identifies one seller's good or service as distinct from those of other sellers" (Pinho, 1996, p. 14). In other words, brand is the final object that concentrates and materializes the other efforts of the brand management process.

Branding can be considered as the act of generating brand equity, i.e., as the process of managing (creating and sustaining) brand value (Martins, 2000; Sampaio, 2002). It is possible to consider branding as the brand management process that will generate brand equity, which will, in turn, make the brand more valuable, maximizing its effect in the market competition process.

It is generally accepted that a brand is a powerful means of differentiation, and that differentiation is a significant competitive marketing strategy (Kotler, 1988; Kapferer, 1997; Keller, 2003; Pappu, Quester, & Cooksey, 2005; Tasci, Gartner, & Cavusgil, 2007). Brands represent consumers' perceptions and feelings about a product and its performance everything that the product or service means to consumers. The value of a brand is based on awareness of the brand, its aquality

perception and overall customer satisfaction (Aaker, 1991). Satisfied customer tend to buy more, be less price conscious, and generates positive word of mouth, thus contributing to bottom line profit (Anderson & Mittal , 2000). According to Kotler and Keller (2009), the value of a strong brand is its power to capture consumer's preference and loyalty. Well managed brand tend to increase market share (O'Neill and Mattila, 2004). A powerful brand enjoys a high level of consumers brand awareness and loyalty besides forming the basis for building strong and profitable customer relationships (Kotler & Armstrong , 2012).

Since the brand name is a valuable asset for a company, the management of a brand is approached strategically (Wood, 2000). Brand name must be safeguarded actively; otherwise, this valuable asset can be damaged or even lost entirely (Etzer, Walker & Stanton, 2007).

Brand equity has been one of the main topics in academic research over the last few decades. It has to do with brand value, the brand's strength in its broadest sense, beyond its financial interpretation. Brand Equity is an important concept in marketing because practitioners and researchers recognize that it brings competitive advantage.

Various definitions of brand equity can be found in the literature depending on the purpose of study. Nevertheless, there are some concepts that are fairly standard and generally accepted. One of this is provided by Farquhar (1989), he describes brand equity as "Value added to the product by the name of brand". A more specific definition is given by Aaker, (1991) who defines it as "a set of brand assets and liabilities linked to a brand, its name and symbol that added to or subtracted the value

provided by a product or service to a firm and/or that firms customers. Another definition by Keller (1993) focuses on marketing. He describes brand equity as “the differential effects that it has on consumer response to the marketing of the brand”.

Given that the power of a brand resides in the minds of consumers and the way it changes their responses to marketing, Brand equity needs to be measured in order to be managed.

3.2. Brand Equity Approaches

Capon, Berthon, Hulbert, and Pitt (2011) suggested two kinds of brand equity: Organizational brand equity and Customer brand equity. The Organizational Brand Equity focuses on financial values such as potential earning, market value, and replacement costs e.g., (Simon & Sullivan, 1993), whereas the Customer Brand Equity emphasize customer’s mindset such as awareness, perceived quality attitudes, preferences, attachment, and loyalty e.g., (Keller ,1993; Blakstone, 1995; Lassar, Mital & Sharma, 1995; Aaker, 1996; Agawal & Rao, 1996; Dyson, Farr & Hollis 1996;Vazgaz, Rio & Iglesias, 2002; Kayaman & Arasli 2007).

Although a financial approach may provide a more preceise insight into the valuation of a brand, it may not be useful for brand managers to establish marketing strategies because financial approach is only limited to a brand’s value estimation (Keller, 1993).Thus, the Customer based Brand equity approach is more practical in a sense that the information offers a strategic vision of customer behavior and managers can develop brand strategies accordingly.

3.3. Customer Based Brand Equity Models

Over the last few decades, the study of brand equity has been one of the main topics in academic research. Brand equity is an important concept in marketing because practitioners and researchers recognize that it brings competitive advantage. The notion that brand equity enhances the purchase decision and satisfaction to customers, and can add value by increasing the efficiency and effectiveness of a marketing program, is well regarded. Various definitions of brand equity can be found in the literature depending on the purpose of study. Nevertheless, there are some concepts that are fairly standard and generally accepted. One of these is provided by Farquhar (1989); he describes brand equity as “value added to the product by the name of brand.” A more specific definition of brand equity is given by Aaker (1991) who defines it as “a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and/or that firm’s customers”.

Aaker developed an initial concept of brand equity in 1991. Aaker’s model was the most commonly adopted framework for Customer based brand equity model. According to Aaker’s (1991) summaries different aspects of brand into a small number of measurable dimensions, which simplify the process of measuring the concept of brand equity.

Aaker’s (1991) Model views Brand Equity model as a set of five categories of assets and liabilities linked to brand that add or subtract from the value provided by the product or service to firm and / or to the firms customers. Those categories of brand assets are: (1) brand loyalty, (2) brand awareness, (3) perceived quality, (4) brand

associations and (5) other proprietary assets. Each component comes with benefits for both consumer and producer.

Aaker (1991) argues that the model can be applied to both goods and services, the effect of marketing mix elements, other than advertising, on brand equity is not mentioned (Shocer, 1993). From a practical point of view, the model gives minimal indication to brand managers as to what marketing strategies e.g., advertising, promotions, publicity or improving customer services should be adopted to cultivate brand equity.

Keller (1993) describes brand equity as “the differential effect that it has on consumer response to the marketing of the brand”.According to Keller Brand equity from the customer perspectives suggests that positive brand equity occurs when the customer responds more favorable to a marketing activity for the brand than they do to the same activity for an unbranded product or services from the same category. It gives both specific guidelines for marketing strategies and tactics and areas where research can be useful in assisting managerial decision making .

Keller’s Customer-Based Brand Equity model (1998) depicts the process that goes into building strong brands. The model describes six dimensions of brand equity: (1) brand salience, (2) rand performance, (3) brand imagery, (4) consumer judgements, (5) consumer feelings and (6) brand resonance.

Keller’s (1998) model claimed applicability to explain Customer brand knowledge pertaining to both goods and services is observed to be biased towards physical goods. He advocates that tools and objectives, such as packaging, distribution

channand country of origin, are elements that contribute to brand knowledge, which is the key to brand equity. Although these elements are important. to manufactured goods, they may not be as relevant to the services brands.

Berry (2000) has developed a model for creating brand equity for services brands. He identifies brand equity as “the differential effect of brand awareness and brand meaning combined on customer response to the marketing of the brand”, which is his interpretation of Keller’s (1993) definition of brand equity. According to Berry (2000), the service branding model does not differ in kind from that of products, only in degree. He argues that the main difference in building brand equity for products compared to services is the great importance of service performance, meaning human performance for services rather than machine performance for products.

In Berry’s (2000) model, brand equity is based on brand awareness and brand meaning, where brand meaning has a greater influence on brand equity than brand awareness. Brand awareness is primarily composed of the presented brand, but is also affected by external brand communication. Brand meaning is foremost affected by the customer's experience with the company, but also indirectly affected by external brand communication and the presented brand.

3.4. Destination Brand Equity

The extension of the brand concept from products to service industries such as tourism, offers implications for resort and travel destination management (Ritchie & Ritchie, 1998; Buhalis, 2000; d’Hautesserre, 2001; Williams, Gill, & Chura, 2004;

Konecnik & Gartner, 2007; Woodside, Cruickshank, & Dehuang, 2007; Kayaman & Arasli, 2007; Boo et al., 2009; Pike & Gartner, 2010; Dioko & So, 2012; Im et al., 2012)

In this respect, Destination Branding is considered a vital aspect of current destination management practice, as broadening tourist opportunities and travel locations have resulted in the increased substitutability and lack of differentiation amongst some destinations (Pike, 2005).

According to Pichard and Morgan (1998), destinations can be branded as people and products. In this case unlike the goods and services, the name of a destination brand is relatively predetermined by the existing name of a location. The power of branding is in making people aware of the destination and then linking positive associations. Definitions of tourism destination brands (Cai, 2002; Gyimothy, n.d.; Kaplanidou & Vogt, 2003; Blain et al., 2005) draw their inspiration from marketing, as the concept may be extended to both tangible and intangible elements (Aaker, 1991; Murphy, 1998; Ward, Light & Goldstein, 1999; Clifton, 2003).

However, much of the current marketing literature indicates that the principles of product brands do not apply directly to services (Aaker, 1991; Knowles, 2001; Keller, 2003). Konecnik and Gartner (2007) questioned whether the product brand concept can be transferred to tourist destinations. Hence, studies of destinations suggest that the universality of a brand has to be considered in terms of tourism characteristics and destination attributes (McIntyre, 1993; Ringer, 1998; Buhalis, 2000; Konecnik & Gartner, 2007; Tasci et al., 2007).

3.4.1. Destination Brand Equity Models

Boo et al (2009) has developed a model which conceptualize destination brand equity. The study tested the inter-relationship of Destination Brand Awareness, (DBA), Destination Value (DBV), Destination Brand Loyalty (DBL) and DBE, from tourists' perspective. There are several unique features of Boo et al (2009) study. This study revealed four factors (i.e., DBA, DBEX, DBV, and DBL) of destination brand measurement from a tourist's perspective.

According to Boo et al.(2009) Destination Brand Equity model offers enhanced insight into how tourists perceive a destination brand, indicating that a specification of the destination brand measurement model, free from the established relationships in the marketing literature (i.e., relationships among awareness, image, quality, value, and loyalty), needs to be developed. They have proven that the new construct of destination brand experience is meaningful.

Kim et al (2009) in their study created a theoretical model of involvement, destination brand equity, and evaluate the constructs that are likely to affect satisfaction, which in turn influences future behavioral intentions to revisit and willingness to spend money at an intended destination.

According to Kim et al (2009) findings, the influence of Involvement on destination brand equity has a significant effect on satisfaction. Also the influence of satisfaction on behavioral Intentions, which is operationalized as revisit intentions and willingness to spend money.

Gartner and M. Ruzzier (2010) in their study proposed a customer-based brand equity theoretical model for a tourism destination, encompassing the dimensions of awareness, image, quality, and loyalty, to verify the differences between renewal and repeat tourists for a tourism destination Slovenia, from the perspective of German tourists.

According to the result of Gartner and M Ruzzier (2010) research, image and quality play the most important role in tourists' evaluation of a destination, regardless of whether they are first time visitors repeaters. Differences in importance for the dimensions of awareness and loyalty between renewal and repeat tourists are also proven.

Pike et al (2010) in their study has proposed a CBBE model employing four dimensions namely, brand salience, brand associations, brand quality and brand resonance. to test the effectiveness of a model of consumer-based brand equity (CBBE) for a country destination (i.e. Australia).

According to Pike et. al study (2010), Brand salience is the foundation of the CBBE model, and represents more than simply awareness. Rather, salience is concerned with active consideration for a given travel situation. The brand salience indicators suggested that Australia is a well-known but not compelling destination brand for participants.

Im et al. (2012) develops a conceptual framework for destination brand equity that goes beyond image by adapting and expanding a multidimensional consumer-based brand equity scale for application within a tourism context.

Chapter 4

RESEARCH HYPOTHESIS

This chapter provides conceptual and empirical evidence for the research hypothesis that are outlined in Figure 12. The effects of perceived quality, destination image, destination awareness, perceived value and destination loyalty on satisfaction are examined. The effect of satisfaction on future behavior (revisit intention and positive word of mouth) is also investigated in this study.

4.1. Research Model and Hypotheses

Based on literature review following model and hypothesis have been developed and tested. Figure 12 shows the research model.

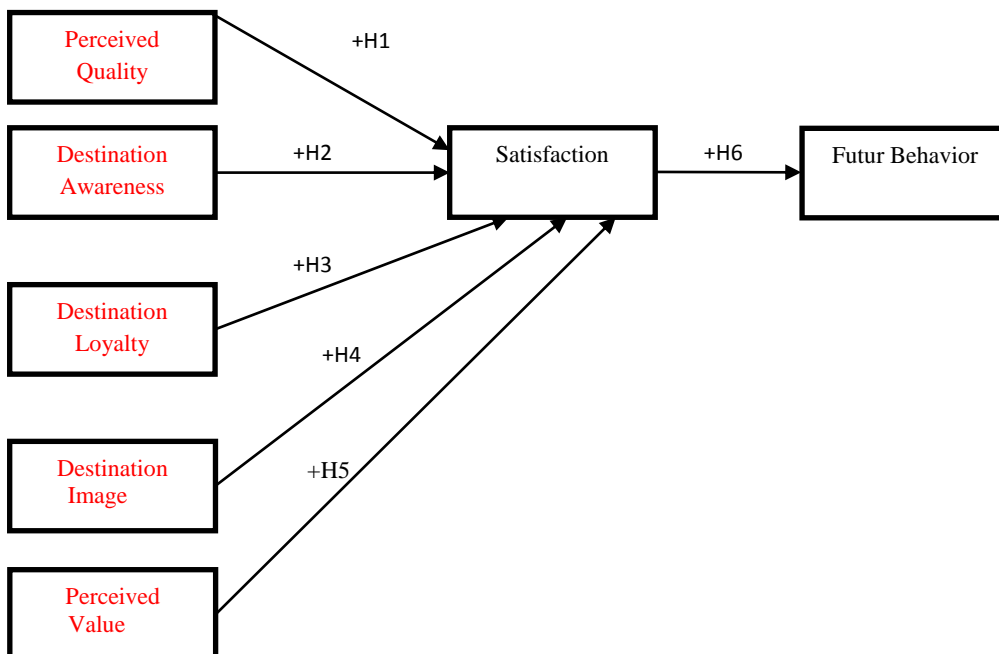


Figure 12: Research Model

4.2. Destination Brand Equity Dimensions

Almost all Destination Brand Equity Studies have focused their attentions on to Brand Equity Dimensions.

4.2.1 Destination Awareness

Almost all Destination Brand Equity Studies have focused their attentions on to Brand Equity Dimensions.(Gartner and Ruzzier ,2010; Boo et al, 2009; Kim et al ,2009) . Keller outlines the Customer-Based Brand Equity (CBBE) model to assist management in their brand-building efforts. Brand Awareness refers to the strength of a brand's presence in consumers' minds. Brand awareness is an important component of brand equity (Aaker, 1991; Keller, 1993). Aaker mentioned several levels of brand awareness, ranging from mere recognition of the brand to dominance, which refers to the condition where the brand involved is the only brand recalled by a consumer. Rossiter and Percy (1987) defined brand awareness as the consumers' ability to identify or recognize the brand, whereas Keller conceptualised brand awareness as consisting of both brand recognition and brand recall.

Brand awareness is described as the ability for a customer to recognise or recall the brand (Hoyer and Brown, 1990; Franzen & Bouwman, 2001). A brand with strong brand recall (unaided awareness) and top of mind has the ability to influence customer choice inside a product or service category. The study of brand awareness is closely related to brand familiarity. Since brand awareness is the level of customers' brand recognition by direct or indirect experiences such as advertising, word-of mouth communication, or interaction with a salesperson (Tam, 2008). It is created by the extent to which customers are familiar with the brand.

Awareness implies that an image of the destination exists in the minds of potential tourists (Gartner 1993). When a destination wants to be successful, it must first achieve tourist awareness and second a positive image (Milman and Pizam 1995). Unlike awareness, which is investigated within the destination selection processes, studies of destination image mostly introduce the concept of familiarity. Mackay and Fesenmaier (1997) argue that this has been proposed as both a positive and negative factor in image evaluation. Mostly it has been associated with a more realistic impression of a destination based on past experience.

The majority of empirical image studies have found a positive relationship between familiarity and image (Baloglu 2001). It has often been measured through previous visitation or direct experience with a place, which is also treated as an internal information search process (Gitelson and Crompton, 1983 ;Gartner and Bachri 1994) or in terms of significant stimuli (Um and Crompton 1990).

Brand awareness is considered a main component of a brand's effect in hospitality and tourism (Oh, 2000; Kaplanidou & Vogt, 2003; Kim & Kim, 2005; Lee & Back, 2008) and in the consumer's purchasing decision (Belonax & Javalgi, 1989; Sivakumar & Raj, 1997; Oh, 2000; Webster, 2000; Kwun & Oh, 2004).

4.2.2 Perceived Quality

Perceived quality is not the actual quality of the product but the consumer's subjective evaluation of the product (Zeithaml, 1988). Similar to brand associations, perceived quality also provides value to consumers by providing them with a reason to buy and by differentiating the brand from competing brands. Many of Destination Brand Equity studies, have given considerations to Awareness Dimension (Pike et al, 2010; Gartner and Ruzzier ,2010; Boo et al ,2009; Kim et al , 2009) .

Quality is a very subjective term but it can be made operational through a variety of scale measures, as can all the other brand equity dimensions (Konecnik and Gartner 2007; Konecnik and Ruzzier 2010). Since quality is so subjective, it was often viewed as part of the image dimension (Pike 2002). Murphy, Pritchard, and Smith (2000) were the among the first tourism researchers to investigate quality as a distinct variable. Quality may be difficult to precisely define but individuals do internally evaluate quality all the time.

Quality valuation may change over time as increasing levels of experience provide benchmarks for comparison. Quality is often viewed as simply meeting or exceeding expectations. Maintaining or increasing quality levels is a prerequisite for enhancing product brand equity. However, since destinations do not control service quality for individual businesses, it makes the task more difficult.

The majority of image investigations include an empirical measurement of the concept (Pike 2002), usually presented as a combination of many attribute-based variables. None of the recent overviews of the literature explicitly mention the existence of a quality dimension. Further, in reviewing previous studies dealing with destination development, only a few were found covering the topic of perceived quality (Fick and Ritchie 1991; Keane 1997; Murphy, Prichard and Smith 2000; Weiermair and Fuchs 1999). This is interesting because the tourist's overall evaluation of a destination is a combination of products, services, and experiences. In all these examples, quality is a vital element affecting consumer behavior.

Probably the most difficult issue in integrating quality into destination evaluation is how to operationalize the concept. In agreement, Keane (1997) reiterated Pirsig's

question of “what is quality really?” and attempted to operationalize the concept by linking the quality dimension with pricing. The importance of price has been recognized by others investigating destination development (Crompton, 1979; Echtner and Ritchie 1993; Baloglu and Mangalolu 2001). Hence, price is one of the important extrinsic quality cues. As Baker and Crompton stated, “much of the image research reported in tourism measures perceptions of quality of a destination’s attributes” (2000). Also, in the image concept work of Baloglu and McCleary (1999), the “quality of experience” is one of the factors in conceptualizing the image construct.

4.2.3 Destination Loyalty

Brand loyalty is a major component of brand equity. Many of Destination Brand Equity Studies have focused their attentions on , to Brand Equity Dimensions .They have given considerations to Destination Loyalty(Im et al, 2012 ; Pike et al, 2010; Gartner and Ruzzier,2010; Boo et al, 2009) Kim et al (2009) Aaker (1991) defined brand loyalty as: “the attachment that a customer has to a brand”. Oliver (1997) defined brand loyalty as: “a deeply held commitment to rebuy a preferred product or service consistently in the future, despite situational influences and marketing efforts having potential to cause switching behavior”.

Brand loyalty plays an outstanding role in generating brand equity not only because of its capacity to keep a customer loyal, but also because that customer’s loyalty extends to brands in the company’s portfolio (Villarejo-Ramos and Sanchez-Franco 2005).

It has been suggested that brand loyalty is a determining factor of consumer-based brand equity, as well as a strategic asset for companies (Aaker, 1991, 1996; Yoo et

al., 2000; Gil et al., 2007). There is thus a central need to develop, maintain, and enhance customer loyalty toward products and services to foster brand equity (Dick and Basu, 1994). Building brand loyalty triggers potential profits for a company (Aaker, 1991; Keller & Lehmann, 2006). Moreover, loyal customers are more likely to pay price premiums and are less likely to be price sensitive (Keller, 1993; Park and Srinivasan, 1994; Bello & Holbrook, 1995; Aaker, 1996; Chaudhuri and Holbrook, 2001). Hallberg (1995) reported that, on average, one third of loyal purchasers account for two thirds of the total volume sold in certain product categories.

A considerable number of studies have lent weight to the notion that brand loyalty consists of two components: purchase loyalty and attitudinal loyalty (Jacoby and Chestnut, 1978; Dick and Basu, 1994; Baldinger and Rubinson, 1996; Chaudhuri, 1999; Chaudhuri and Holbrook, 2001; Reinhartz and Kumar, 2002; Taylor et al., 2004). Having a favorable and positive attitudinal loyalty helps customers become committed to a brand and maintain their preference for and choice of the brand over its alternatives (Crosby and Taylor, 1982; Beatty and Kahle, 1988). These two measures of brand loyalty have found empirical support in the hospitality setting (Baloglu, 2002; Barsky and Nash, 2002; Shoemaker and Bowen, 2003) and in the leisure and recreation contexts (Kyle et al., 2004; Li and Petrick, 2008).

Loyalty can be either behavioral or attitudinal. Behavioral loyalty may be due to a number of reasons. Business travel to a particular destination does not usually involve free choice. Business travelers go to where their business or customers are located. Given free choice, business travelers may choose to conduct their business in some other destination. Behavioral loyalty, as used here, affects brand equity only

to the extent that the destination can maintain a healthy business climate. Behavioral loyalty, based on free choice, may arise from past travel and be tied to tradition. For example the lake-based resort business in the North Central states in the U.S. This business model was based on traditional vacation patterns, which for a while were continued by succeeding generations. When parents took their children to the same resort each year, this tradition was passed down to the next generation. However, this tradition appears to be fading as markets continue to change, with most resorts now offering numerous length-of-stay options. Nonetheless, this type of behavioral loyalty should not be discounted, as an emotional attachment is an essential ingredient in brand development and enhancement of brand equity.

Behavioral loyalty implies that previous experiential familiarity influences today's and tomorrow's tourism decisions, especially destination choice. Gitelson and Crompton (1984) argued that many destinations rely heavily on repeat tourists. Opperman (2000) suggested that destination loyalty should be investigated longitudinally, looking at lifelong visitation behavior. In this way behavioral loyalty can be used as a reasonable or good predictor of future destination choice.

Other forms of behavioral loyalty may be tied to financial investments in a particular place such as through property ownership (e.g., seasonal home, time share), which often lead one back to the place where the investment is located.

Attitudinal loyalty is making a choice based on attributes and benefits to be obtained from travel to a particular place modified by one's attitudes toward those benefits. For example, if a destination is of the wilderness variety, those not wishing to spend time "roughing it" would possess negative attitudes toward those particular attributes

that define wilderness and thus “wilderness” would not be considered as a place to spend discretionary time. Destinations that possess attributes and benefits that match a traveler’s expectations have the potential to score high on the attitudinal loyalty dimension.

Oppermann (2000) argued that loyalty should not be neglected when examining destination brands , and some studies partly introduce it. (Fakeye & Crompton, 1991; Bigne, Sanchez & Sanchez ,2001). However, these incorporate only a few measures that indirectly illuminate loyalty. It has been suggested that repeat visitation (Gitelson and Crompton, 1984; Fakeye & Crompton, 1991) and intention to return (Ostrowski, O’Brien & Gordon, 1993) are indicators of place loyalty.

4.2.4 Destination Image

Brand image can be defined as perceptions of an organization reflected in the associations held in consumer memory (Leone et al. 2006). Many of Destination Brand Equity studies , have given considerations to Destination Image Dimension (Im et al ,2012; Pike et al 2010; Gartner and Ruzzier , 2010 ; Boo et al ,2009).

There is also scant research that relates experience to the brand image held by customers. Kim and Kim (2005) are among the tiny group of researchers who have attempted to examine brand image in specific situations, such as the hotel industry.

Image is the brand dimension that has received the most attention in the academic literature. Both Pike (2002) and Gallarza, Gil Saura, and Calderon Garcia (2002) have reviewed the extensive literature on tourism image. Images are used to create awareness and reduce risk to the consumer associated with visiting a place one knows very little about. Destinations use images extensively in their promotional

literature to gain awareness for the attributes that set them apart from competitors. Images are also used to counteract negative attributes that may have been acquired through media sources. Creating, modifying, and projecting “image(s)” is a staple of destination promotion.

The research line of inquiry regarding destination image started in the early 70s (Gunn 1972; Hunt 1975) and today remains a prolific area of study (Pike 2002). In reviewing previous work, Pike (2002) found 142 papers in the last three decades that have directly or indirectly investigated destination image topics. Despite wide interest in a unifying theory of destination image, no single approach is commonly accepted. Although mostly studied with roots in marketing (Gardner & Levy 1955), the concept has also been connected and analyzed within other disciplines, such as anthropology, geography, sociology, and semiotics (Gallarza et al 2002). The main criticism of these numerous studies was the lack of a theoretical and conceptual framework for what constitutes a destination’s image (Fakeye and Crompton 1991), its formation process (Gartner 1993), and its operationalization (Echtner and Ritchie 1993). Although all three areas still require improvement, many steps have been taken within the last few years (Gallarza et al 2002). Among numerous opinions, probably the most universally acknowledged is the acceptance of image’s important role in tourists’ destination behavior, specifically regarding the evaluation and selection process (Hunt 1975; Echtner & Ritchie ,1993 ; Gallarza et al, 2002), even though what is perceived is not always truly representative of what a place has to offer (Um and Crompton 1990).

4.2.5 Perceived Value

Perceived value is defined as “consumer’s overall assessment of the utility of a product based on perceptions of what is received and what is given” (Zeithaml, 1988,). Many of Destination Brand Equity studies, have given considerations to Perceived value Dimension(Boo et al,2009;Kim et al ,2009).

Sweeny, Soutar, and Johnson (1999) in their study, interpreted value as “the tradeoff of salient ‘give’ and ‘get’ components” and found positive impact of perceived quality on perceived value. Baldauf, Cravens, and Binder (2003) examined the relationship between the three dimensions of brand equity (brand awareness, brand loyalty, and perceived quality) and perceived value. The authors discovered that loyal customers recognize a favorable benefit opportunity, and customers who are familiar with products and logos willingly pay a price premium. In other words, brand loyalty and brand awareness are positively related to perceived value.

Sweeny et al. (1999) asserted that perceived value influences behavioral intentions and serves as a mediator between quality evaluation and behavior intentions. Their theory suggests that perceived value plays a significant role in influencing the outcomes such as purchase intent.

According to (Woo Gon Kim et al., 2008) all brand equity dimensions; positively affected perceived value. But perceived quality has the most powerful effect on perceived value.

4.2.6. Satisfaction and Future Behavior

Satisfaction is defined as ‘the consumer’s response to the evaluation of the perceived discrepancy between prior expectations and the actual performance of the product as perceived after its consumption’ (Tse and Wilton, 1988).

According to (Baker et al., 2000) high level of satisfaction results in increased behavioral intentions and future visitation, and enhanced reputation, then then ultimately enhanced profitability and political support.

The relationship of satisfaction to behavioral intentions has been well researched in the tourism and leisure literature. Overall, satisfaction has been found to have a substantial impact on behavioral intentions such as intention to visit/revisit and recommend to others (Parasuraman et al., 1994; Crompton & Love, 1995; Bigne et al., 2001; Lee et al., 2004; Yoon and Uysal, 2005; Castro et al., 2007; Chen & Tsai, 2007, Kim et al., 2009).

Although it was found that satisfaction affected behavioral intentions directly (Crompton et al., 1995; Lee et al., 2005), a majority of studies found that satisfaction played a mediating role in the relationship between destination images and revisit intentions (Bigne et al., 2011), motivation and destination loyalty (Yoon and Uysal, 2005), perceived value and recommending it to others (Chen and Tsai, 2007), Service quality and intention to visit (Castro et al., 2007) and destination image and destination loyalty (Chi & QU, 2008).

According to what has been discussed the following hypothesis can be proposed:

H1: Perceived Quality has a positive effect on Satisfaction

H2: Destination Awareness has a positive effect on Satisfaction

H3: Destination Loyalty has a positive effect on Satisfaction

H4: Destination Image has a positive effect on Satisfaction

H5: Perceived Value has a positive effect on Satisfaction

H6: Satisfaction has a positive effect on Future Behavior

Chapter 5

METHODOLOGY

This chapter will focus on various issues associated with the methodology of this empirical study. It consists of information regarding to the research approach, namely deductive approach, and the reason why this approach is used in this study. This chapter will present information about the sample of the study, data collection, and questionnaire structure. It provides information about the operationalization of the study variables and the relevant information regarding data analysis will be explained in the latter parts of this chapter.

5.1. Deductive Approach:

According to what has been explained in previous chapters, the approach that is used in this research is deductive approach and the study applies deductive approach in order to develop and test a conceptual model. According to Graziano & Raulin (1993) “The constructs (the ideas) guide the researcher in, making and testing deductions from the construct. The deductions are empirically tested through research, and thus support for the theory is obtained” (Graziano & Raulin, 1993: 37).

The theory testing approach (Deductive) is usually associated with qualitative data. This is not to say that qualitative data cannot to be used with a deductive approach and quantitative data with an inductive approach. The deductive approach begins with theorizing and the identification of key concepts derived from the

theory. These concepts have to be defined more specifically before hypotheses can be set up to test.

The process of deduction can be seen in more details in Figure...

The flowchart begins with the theory, a number of concepts are identified which form the basis of the research. The concepts identified are then set out as a series of hypotheses, which will be tested by collecting data. The hypothesis is the key element in this deductive approach. In simple terms a hypothesis is a proposition that is presented in a testable form. It is a statement that predicts the relationship between two or more variables (Pizam 1994).

Before the hypotheses can be tested the concepts are operationalised into variables / indicators that can be measured in quantitative terms. Data are then collected, analysed and the hypotheses are either accepted or rejected. If accepted, then the theory is assumed to be corroborated by the empirical evidence as a valid explanation.

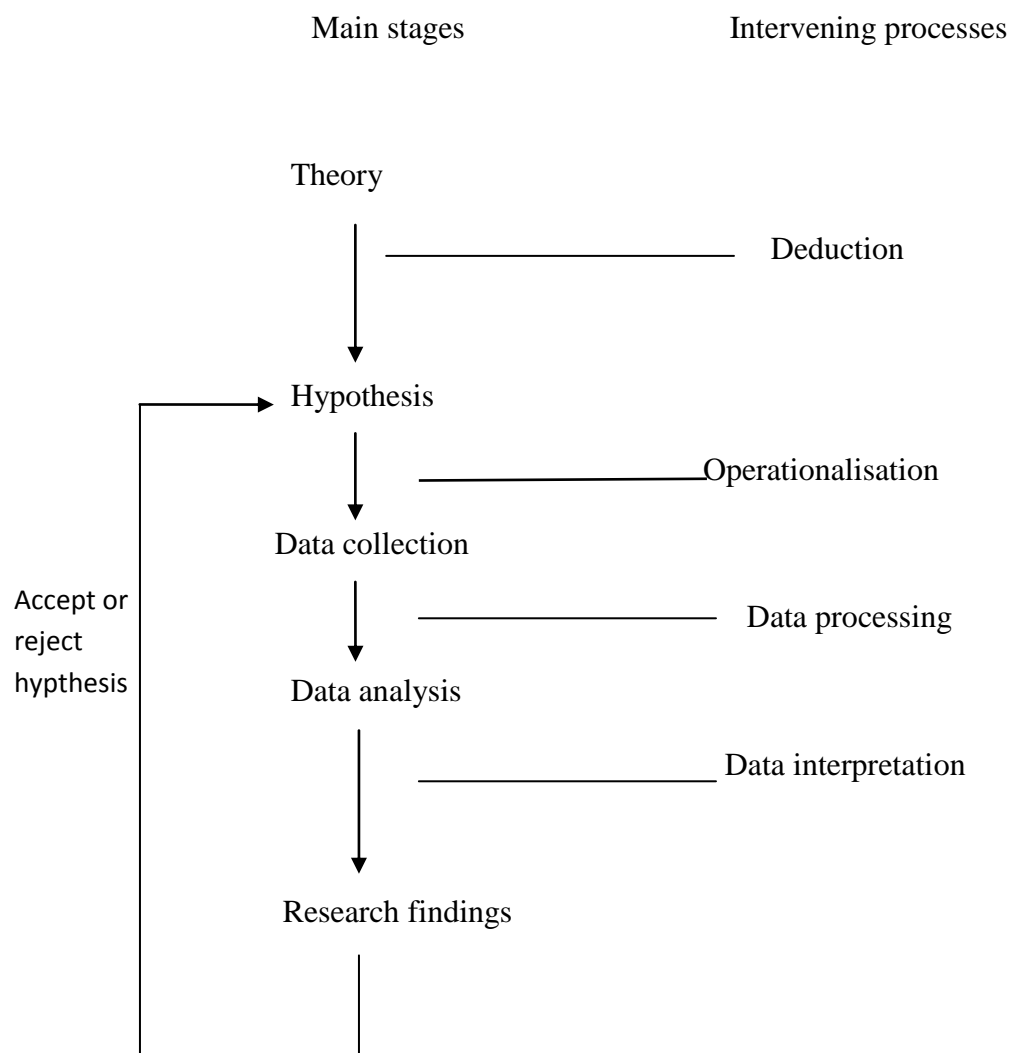
These are known as 'covering law explanations' because the variables that are explained are covered by the assertion about those phenomena in the theory. These 'covering law explanations' where relationships have been established between variables not only explain past events but can also be used to predict future observations. The sequence of stages in the research process can be summarized as

1. Theory

2. Identify concepts to be researched

3. Set up hypotheses
4. operationalise concepts into indicators/variables
5. Collect empirical data
6. Test hypotheses with collected data
7. Covering law explanations
8. Predict future observations

Figure 13: The structure of the hypothesis testing approach to research



In contrast to the deductive approach, induction involves researching a particular aspect of tourism and leisure and attempting to derive theories from the data produced. The research precedes the theorising. This is a theory – building approach to research, or, more simply, theory is the outcome of induction.

The rationale behind this approach is that explanations must be grounded in observations and experience to be of value. This approach to research developed out of a criticism of positivism arguing that positivism was an inappropriate method of researching social science phenomena in disciplines like leisure and tourism.

The inductive approach is associated with a philosophical tradition that argues that the world is socially constructed and is given meaning by people i.e. an interpretative approach or a method used by phenomenologists. The researcher should be clear about what should pass as knowledge about the world of leisure and tourism – philosophical assumptions must be considered. (Fin et al, 2000)

5.2. Sampling Method

Sampling methods are classified as either probability or nonprobability. In probability samples, each member of the population has a known non-zero probability of being selected. Probability methods include random sampling, systematic sampling, and stratified sampling. In nonprobability sampling, members are selected from the population in some nonrandom manner. These include convenience sampling, judgment sampling, quota sampling, and snowball sampling. The advantage of probability sampling is that sampling error can be calculated. Sampling error is the degree to which a sample might differ from the

population. When inferring to the population, results are reported plus or minus the sampling error. In nonprobability sampling, the degree to which the sample differs from the population remains unknown.

The current study uses a convenience sample of travelers in North Cyprus. Convenience sampling is a non-probability sampling technique where subjects are selected because of their convenient accessibility and proximity to the researcher. The trade-offs made for the comfort of this technique is the non-representative nature of the sample, and the bias that is likely to be introduced into it (Altınay and Paraskevas, 2008).

5.3. Instrument Development:

The questionnaire developed by the Boo (2006) for destination branding was used as survey instrument in this research. The survey questionnaire (See Appendix 1) consists of two parts. The first part is composed of items representing the different dimensions of the destination brand construct. The second part contains demographic information questions such as gender, age, monthly income level, education level. This information will be used to describe the characteristics of the sample.

All items in the survey instrument were performed in English and then translated into Turkish by using back-translation method (McGorry, 2000). The cross linguistic comparability of the questionnaire was further tested with the faculty members of the university who were fluent in both languages.

Multiple items will be used to measure each dimension of brand awareness, brand image, perceived quality, brand loyalty and perceived value. The questionnaire has

27 total items. All items are measured on a five point Likert scale. The final part of the questionnaire contained 4 questions that collected demographic data about the respondents.

5.4. Population and Samples:

The survey population came from Turkish travelers over 18 years old visited North Cyprus. The data was gathered by using convenience sampling method as well as the interviewer's judgment.

Data was gathered during the months of May-June 2012 in TRNC. In this research, a total of 450 questionnaires were distributed. 26 questionnaires were excluded from the analysis because they did not provide complete responses. The valid 423 questionnaires were used for the analysis. Missing values, outliers and distribution of all measured variables were examined to purify the data and reduce systematic errors. The sample profile is displayed in table 1.

5.5. Data Collection Procedure:

The current study uses a convenience sample of Turkish travelers in North Cyprus. The participants were selected because of their convenient accessibility. The questionnaires were distributed to 450 Turkish travelers in different cities in North Cyprus. Most of the questionnaires were distributed in hotels in North Cyprus and some questionnaires were distributed at the airport as the researcher has tried to benefit from the experienced travelers who have spent more time in North Cyprus.

5.6 .Measurement and Data Analysis:

In this study destination brand equity measurement scale consisted of 24 items evaluated 5 point Likert scale from (1) Strongly disagree (5) Strongly agree.

Recommendation to others, revisit intention and satisfaction were measured using a single five point scale following where respondents were asked: rate your travel experience on 5 point scale from (1) very satisfied to (5) not very satisfied.

5.7. Regression Analysis Model

Multiple regression analysis was used to determine the impact of each independent dimension on the dependent dimension, namely customer based brand equity. Regression analysis defined as “the technique used to drive an equation that reveals the criterion variables to one or more predictor variables which are held fixed at various levels” (Churchill, 1979).

The regression equation of the study as follows:

$$Y = a + b_1(X_1) + b_2(X_2) + b_3(X_3) + b_4(X_4) + b_5(X_5) + E$$

$$Y_1 = R$$

Y = Dependent Variable, Perceived value

a = Intercept or constant value

b₁ = Coefficient (slope) of the independent variable one

X₁ = Independent variable one, Brand Loyalty (BL)

b₂ = Coefficient (slope) of the independent variable two

X₂ = Independent variable two, Perceived Quality (PQ)

b₃ = Coefficient (slope) of the independent variable three

X₃ = Independent variable three, Brand Awareness (BAW)

b₄ = Coefficient (slope) of the independent variable four

X₄ = Independent variable four, Brand Image (BI)

b₅ = Coefficient (slope) of the independent variable five

E = Standard Error

Chapter 6

RESULTS

6.1. Demographic Characteristics of the Sample:

The sample consisted of 252 male respondents (60 %) and 168 female respondents (40 %). 40.5 % of the respondents had university with four-year program and 8.4 % had Master or PhD degree. Among the respondents, 29.7 % had high school degree. Regarding to income, great number of respondents, 70.3 %, had salary less than 55.000 TL per year.

Table 1. Demographic Profile of Respondents (n= 384)

Age	Frequency	%
18-25	98	23.2
26-35	134	31.7
36-45	107	25.3
46 and above	79	18.7
Total	418	98.8
Missing .00	5	1.2
Total	423	100.0
Gender		
Female	168	39.7
Male	252	59.6
Total	42	99.3
Missing .00	3	0.7
Total	423	100.0
Education		
Primary &Secondary School	34	8.0
High School	124	29.3
University	224	53
Master / PhD	35	8.3
Total	417	98.6
Missing .00	6	1.4
Total	423	100.0
Income (TL)		
Valid 10000 – 25000	125	29.6
25001 – 40000	97	22.9
40001 – 55000	61	14.4
55001 – 70000	48	11.3
70001 And above	71	16.8
Total	402	95.0
Missing .00	21	5.0
Total	423	100.0

Table 2 consists of components regarding to a destination. The table demonstrates the number of respondents to destination brand equity component, and the minimum and maximum score, which is 1,00 to 5,00, have been shown as well. Mean score and standard deviation are also demonstrated in the table.

Other significant factors such as overall image of the visitors, recommendation to other people and intention to visit have been rated in table 2.

Exploratory factor analysis was performed with varimax rotation, the latent root criterion of 1. Was used for factor inclusion and a factor loading of 0.40 was used as the benchmark to include items in a factor. All of these procedures were performed using SPSS 10.

Table 2. Destination Brand Equity Components

Item No.	Question	Number		Min	Max	Mean	Std. Dev.
		Valid	Miss.				
1	The image of this destination is consistent with my own self image	306	117	1.00	5.00	3.47	1.19
2	From this destination's offerings. I can expect superior Satisfaction	420	3	1.00	5.00	3.34	1.15
3	The image of this destination reflects my own image	419	4	1.00	5.00	13.4	1.21
4	I enjoy visiting this destination	420	3	1.00	5.00	3.64	1.17
5	This destination has high quality offerings(accommodation, transportation, gaming, shopping entertainment)	420	3	1.00	5.00	3.45	1.20
6	This destination would be my preferred choice for a vacation	421	2	1.00	5.00	3.54	1.15
7	I am emotionally attached to this destination	422	1	1.00	5.00	3.19	1.31
8	This destination is well known	418	5	1.00	5.00	3.56	1.10
9	This destination is very familiar to me	420	3	1.00	5.00	3.48	1.17
10	I can quickly recall the symbol or logo of this destination	420	3	1.00	5.00	3.76	1.20
11	This destination has a good name and reputation	415	8	1.00	5.00	4.47	1.11
12	Overall I am loyal to this destination	416	7	1.00	5.00	3.28	1.27
13	Considering what I would pay for a trip I will get much more than my money's worth by visiting this destination	418	5	1.00	5.00	3.24	1.16
14	This destination provide quality experiences	419	4	1.00	5.00	3.43	1.09
15	The characteristic of this destination come to my mind quickly	417	6	1.00	5.00	3.41	1.17
16	My friends would think highly of me if I visited this destination	417	6	1.00	5.00	3.19	1.14
17	When I am thinking about gambling this destination comes to my mind immediately	421	2	1.00	5.00	3.99	1.15
18	This destination is very famous	421	2	1.00	5.00	3.39	1.16
19	The destination has reasonable prices	417	6	1.00	5.00	2.90	1.30
20	This destination provide tourism offerings of consistent quality	416	7	1.00	5.00	3.24	1.15
21	This destination is a good place to enjoy a vacation for the price	420	3	1.00	5.00	3.30	1.17
22	People similar to me visit this destination	418	5	1.00	5.00	3.21	1.12
23	The costs of visiting this destination are a bargain relative to benefits i receive	416	7	1.00	5.00	3.21	1.17
24	Visiting this destination is economical	420	3	1.00	5.00	3.05	1.18
25	I can recommend this destination to people around me	421	2	1.00	5.00	3.65	1.10
26	I plan to visit this destination again in the future	419	4	1.00	5.00	3.72	1.16
27	State the degree of your satisfaction with the destination	300	24	1.00	5.00	3.63	1.01

As shown in Table 3, in the initial solution, 4 factors with eigen values greater than one were extracted. Kaiser-Mayer-Olkin measure of sampling adequacy was 0.934; communalities ranged from 0.40 to 0.81; all factor loadings were greater than 0.40. The total variance explained by this initial solution was 61.20 %. Rules of thumb lower limit for Cronbach's Alpha be 0.70 (Nunnally, 1978; Nunnally s of and Bernstein 1994; Hair et al., 1998). Alpha coefficient was 0.95 at the aggregate level.

The results are given in Table 3. The factor were named as Value (F1), Quality (F2), Awareness (F3), Loyalty (F4).

Table 3: Destination Brand Equity Factors

Factors	Total	F1	F2	F3	F4
		Value	Quality	Awareness	Loyalty
Variance explained %	61.20	19.44	17.54	12.17	12.06
Eigenvalue		3.04	2.57	2.40	2.19
Cronbach's alpha	0.95				
Variables and communalities					
The destination has reasonable prices	0.70	0.81			
The costs of visiting this destination are a bargain relative to benefits i receive	0.69	0.74			
This destination is a good place to enjoy a vacation for the price	0.67	0.68			
This destination provide tourism offerings of consistent quality	0.64	0.65			
Considering what I would pay for a trip I will get much more than my money's worth by visiting this destination	0.63	0.54			
People similar to me visit this destination	0.47	0.50			
My friends would think highly of me if i visited this destination	0.42	0.44			
From this destination's offerings. I can expect superior performance	0.68		0.75		
This destination has high quality offerings(accommodation, transportation, gaming, shopping entertainment)	0.65		0.72		
I enjoy visiting this destination	0.66		0.68		
This destination would be my preferred choice for a vacation	0.63		0.66		
The Image of this destination reflects my own image	0.63		0.63		
This destination provide quality experiences	0.60		0.51		
When I am thinking about gambling this destination comes to my mind immediately	0.48			0.69	
I am emotionally attached to this destination	0.63			0.64	
I can quickly recall the symbol or logo of this destination	0.62			0.62	
This destination has a good name and reputation	0.54			0.61	
This destination is very famous	0.58			0.59	
This destination is very familiar to me	0.73				0.81
Overall i am loyal to this destination	0.68				0.69
I am emotionally attached to this destination	0.63				0.61
The characteristic of this destination come to my mind quickly	0.42				0.48
Notes: Each item is measured on a five point likert scale(1= disagree, 5= totally agree). Kaiser-Meyer-Olkin measure of sampling adequacy is 0.93. Bartlett's test of Sphericity p< 0.000.					

6.2. Multiple Regression Results:

In order to carry out multiple regression analysis the dimensions of destination brand equity; Brand image (BI), Brand awareness (BA), Brand loyalty (BL), Perceived quality (PQ), Perceived value (PV), as the independent variables, satisfaction (S) was taken as the dependent variable.

$$Y = 0.51 + 0.32 (BL) + 0.29 (BI) + 0.24 (PQ)$$

R square = 0,443 Adjusted R square = 0,437 $F_{4,398} = 78,385$, $p < 0.000$ (using the stepwise method).

Significant variables are shown below.

Table 4: Multiple Regression Analysis Result

Predictor Variable	Beta^a	t value	p
Brand awareness	0,144	2,430	$p < 0.016$
Perceived quality	0,373	6,164	$p < 0.000$
Perceived value	0.234	4,350	$p < 0.000$
Brand loyalty	0,266	4,346	$p < 0.000$

Notes:

a Standardized coefficients

There is no evidence of multicollinearity problem, meaning that each conditioning index is lower than 30 and at least two variance proportions are lower than 0.50 (Tabachnik and Fidell 1996, p 87).

According to the results; awareness (BA) ($\beta= 0.14$), quality (BQ) ($\beta= 0.37$), value (BV) ($\beta= 0.23$), loyalty (BL) ($\beta= 0.27$) have significant positive effect on overall satisfaction. According to the research hypotheses, the multiple regression analysis results show that H1, H2, H3, H5 were accepted. H4 Destination image has significant positive effect on satisfaction was rejected.

In total, dimension of our model explain 44% of satisfaction.

Table 5: Regression model for tourists overall satisfaction and future behavior:

Variables	Coefficient	t statistics	p
FUTBEH	0.62	15,801	p <0.000

R square = 0,387 Adjusted R square = 0,385 F1,396 = 249,662, p < 0.000

Overall satisfaction has significant and positive effect on tourist’s future behavior (Intention to visit and recommendation to others. The effect of overall satisfaction on future behavior was %39 of the explained variance.

As a result, H6: Overall satisfaction has a significant positive effect on future behavior has been accepted.

Chapter 7

DISCUSSION AND CONCLUSION

The aim of this study was to develop a theoretical model of a destination Brand equity, and evaluate the constructs that are likely to affect Satisfaction, which in turn influences Future Behavioural intentions to revisit an intended destination.

The study results were discussed and some important suggestions were made for tourism destination managers and practitioners to attract and maintain future tourist' visits to their destinations. Furthermore, Limitation of this study, and avenues for further research was also considered.

7.1 Evaluation of Discussion

The results of this study indicated that Hypotheses (H1), (H2), (H3), (H5) and (H6) were accepted. Hypothesis (H4) on the other hand was rejected.

The first hypothesis (**H1: *Perceived Quality* has a positive effect on Satisfaction**) **was significantly supported**. This finding is consistent with Koncnic and Gartner (2007), in which Quality was identified as a main dimension of CBBE when applied to destination.

Second hypothesis of this study (**H2: *Destination Awareness* has a positive effect on Satisfaction**) **was also supported**. This finding is consistent with the previous findings of Scon-Ho Kim et al., (2008).

The third hypothesis (H3: Destination Loyalty has a positive effect on Satisfaction) was supported too by this study. This finding is consistent with the previous findings of Soon-Ho Kim et al (2008), and Keller (2003), in which the brand loyalty was operationalized as the main source of CBBE

Hypothesis 4 - Destination Image has a positive effect on Satisfaction was rejected by the model. This finding supports Bigne et al, (2004) study on the relationships among destination image, perceived quality, satisfaction, and behavioral intentions using tourists, where the results showed that satisfaction was found to be mediating the relationship between destination image, service quality and behavioral intentions.

The fifth hypothesis (H5: Perceived Value has a positive effect on Satisfaction) was also accepted. This study has proven a positive effect of perceived value on satisfaction. This study confirms the previous finding of Lee et al. (2007), in which, perceived value (functional, overall, and emotional) are found to be related to tour satisfaction which in turn influences word of mouth.

The sixth hypothesis that tried to examine the effect of Satisfaction on overall Future Behavior was also well supported. This finding confirms primarily with (Baker et al, 2000), statement of “high level of satisfaction results in increased behavioral intentions and future visitation, and enhanced reputation, then ultimately enhanced profitability and political support”. The study is also consistent with the previous findings of other researchers (Bigne et al., 2001; Lee et al., 2004; Yoon and Uysal, 2005; Castro et al., 2007; Chen and Tsai, 2007; Kim et al 2008), who have stated

satisfactions substantial impact on behavioral intentions to visit/revisit and recommending to others.

7.2 Conclusion

The objective of this study was to develop a conceptual model of a destination Brand Equity, and evaluate the constructs that are likely to affect Satisfaction, which in turn influences Future Behavioural intentions to revisit an intended destination. A quantitative method was employed, by means of using questionnaires to the direct effect of Destination Brand Equity dimensions (Awareness, Image, Loyalty, Value and, Quality) on Satisfaction and Satisfaction's direct effect on Future Behaviour were identified for the construction of the proposed conceptual model.

The findings of this study confirm that Destination Brand Equity is an important predictor and key determinants of tourist's satisfaction and behavioural intentions to visit. With regard to the mediating effect of tourists' satisfaction, the positive influence between Destination Brand Equity and Revisit intention was supported.

This study is consistent with several past researches alongside with Fornell (1992), and Selnes (1993) studies on the expected positive relationship between destination brand equity and tourist satisfaction. Selnes (1993) has suggested that destination brand equity can be expanded to be a successful predictor of satisfaction, which in turn influences behavioural intentions to visit. This study also conform with the findings of Kim et al (2009), in which the study emphasised the Destination Brand Equity's effect on tourists' satisfaction, which in turn influences behavioural intentions to revisit a destination.

Furthermore, the study discovered the existence of an indirect relationship between the Brand equity dimension factors and the Future behaviour, where satisfaction has a significant mediating role in establishing relationship between the Brand equity dimension factors and the future tourist behaviours..

7.3 Managerial Implications

The major findings of this study have significant managerial implications for Tourism Destination managers, practitioners and market makers.

First of all, Due to the current economic climate worldwide, the competition and the challenges amongst the international tourist destinations are accelerating ever so fast. Thus, forcing the destination management to gain a better understanding of why destination brand equity is critical to destination choice process and what encourages travellers to visit a particular place.

Secondly, Destination management should understand the significance of Brand Equity as an essential antecedent of satisfaction, besides managing the factors associated with Destination Brand Equity and addressing the Destination Brand Equity in promotion campaigns and both internal and external communications.

Thirdly, owing to the political nature of destination marketing, the Destination Marketing organizations' staff are accountable to government, local tourist business, travel intermediaries (travel agents, tour operators) and host communities. Pressure to justify brand rationale and to change brand initiatives can be exerted by such stakeholders

Fourthly, Determining Brand equity dimensions and their inter-relationships is an important issue that must be considered by destination management, practitioners and even researchers, in applying suitable strategies to attract tourists to a destination. Moreover, destination Managers should monitor the repeat and renewal markets continuously to understand the effect of each brand equity dimensions on relative performance as well as the effects on destination's marketing strategy.

The results derived from this study can also provide tourism managers with insights into brand-building endeavours. In particular, by examining Internet users' perceptions, managers will be able to build potential tourists' destination brand loyalty that results in revisit behaviour. There should be an attempt to understand the different influences of destination brand experience and destination brand value.

Last but not least, it is important for managers to analyse the impact of destination brand equity dimensions on satisfaction. Insights into the importance of the dimensions enable tourism managers to increase their saliency for targeted visitors. This, in turn, enables the identification of destination brands that compete against other destinations from a tourist perspective. This strategy enables the managers to evaluate the relative position of their brand in terms of competition, and consider the uniqueness and superiority of their brands.

7.4 Limitations and Future Research:

This study has several limitations that need to be considered for future research. Firstly, the proposed hypothetical Destination Brand Equity Model was created from the information collected from the Turkish tourists only. Thus, the generalization of the findings is limited. In order to enhance the model's generalizability future

researchers may want to repeat a similar study focusing on tourists from various countries representing international point of view. .

Secondly, current study questionnaires are rather designed to lead the tourist opinion for definite answers. Also, allocation of questions for each brand equity dimension to perform its designated role is not fairly balance, For example, there were very few questions to invoke the respondent's opinion of Destination image. Future researchers should carefully review and improve the questionnaires originally designed by Boo, S (2006), prior to conducting a similar research.

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APPENDIX

Appendix A – Questionnaire

Sayın Cevaplayıcı,

Çalışmanın amacı Kuzey Kıbrıs Türk Cumhuriyeti'nin destinasyon değerinin belirlenmesidir. Bu amaçla sizin görüşlerinize başvurulmuştur. Aşağıdaki 26 ifadeyi, KKTC'deki deneyimlerinizi gözönüne alarak (1) den (5) e doğru derecelendirilmiş bulunan ölçek üzerinde değerlendiriniz. Cevaplayıcı olarak kişisel bilgileriniz bu çalışmada yer almamakta yalnızca genel görüşlerinize başvurulmaktadır. Anket formunun doldurulması yaklaşık **10** dakika sürecektir.

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		Kesinlikle katılmıyorum	Katılmıyorum	Tarafsızım	Katılıyorum	Kesinlikle katılıyorum
1.	KKTC tatil beldesi olarak benim kişiliğime uygundur.	1	2	3	4	5
2.	KKTC'de sunulan hizmetlerden çok memnun kalacağımı düşünüyorum.	1	2	3	4	5
3.	KKTC'nin imajı benim imajımı yansıtır.	1	2	3	4	5
4.	KKTC'ye gelmeyi seviyorum.	1	2	3	4	5
5.	KKTC'de; konaklama, ulaşım, alışveriş,eğlence gibi yüksek kaliteli hizmetler sunulmaktadır.	1	2	3	4	5
6.	KKTC tatil için tercih edebileceğim bir yerdir.	1	2	3	4	5
7.	KKTC'ye duygusal olarak bağlandım.	1	2	3	4	5
8.	KKTC tatil beldesi olarak iyi bilinir.	1	2	3	4	5
9.	KKTC benim için aşinalığımın olduğu tanıdık bir ülkedir.	1	2	3	4	5
10.	KKTC'nin sembolü yada logosunu kolayca hatırlayabilirim.	1	2	3	4	5
11.	KKTC'nin olumlu ve iyi bilinen bir ismi vardır.	1	2	3	4	5
12.	Genel olarak kendimi; KKTC'yi sürekli ziyaret eden birisi olarak tanımlayabilirim.	1	2	3	4	5
13.	Bu gezi için ödediğim ücreti düşünürsem, paramın karşılığını fazlasıyla alacağımı düşünüyorum.	1	2	3	4	5
14.	KKTC'de geçirdiğim zaman boyunca kaliteli tatil geçireceğim.	1	2	3	4	5
15.	Yabancı bir ülkede tatil denince hemen KKTC aklıma gelir.	1	2	3	4	5
16.	KKTC'de tatil yaparsam çevrem hakkımda olumlu düşünür.	1	2	3	4	5
17.	Kumarhane dendiğinde aklıma ilk gelen yerlerdendir.	1	2	3	4	5
18.	KKTC herkes tarafından bilinir.	1	2	3	4	5
19.	KKTC'nin fiyatları uygundur.	1	2	3	4	5
20.	KKTC'nin turizm kalitesi tutarlı ve süreklidir.	1	2	3	4	5
21.	KKTC'de tatil yapmanın maliyeti, ödediğim paraya değer.	1	2	3	4	5
22.	KKTC'de tatil yapan turistler benim tarzımda kişilerdir.	1	2	3	4	5
23.	KKTC'de ödediğim paranın karşılığını fazlasıyla aldım.	1	2	3	4	5
24.	KKTC'ye gelmek ekonomik olarak uygundur.	1	2	3	4	5
25.	Çevremdekilere KKTC'ye gelmelerini tavsiye edebilirim.	1	2	3	4	5
26.	KKTC'ye önümüzdeki yıllarda tekrar gelmeyi düşünürüm.	1	2	3	4	5

27.	Ziyaretinizden edindiğiniz deneyimi yandaki kutucuklardan birini işaretleyerek ifade ediniz.	Hiç memnun kalmadım	Memnun kalmadım	Ne memnun kaldım nede kalmadım diyemem	Memnun kaldım	Çok memnun kaldım
	KKTC'yi ziyaret etmekten,	1	2	3	4	5

II. Bölüm

Lütfen aşağıdaki soruları size en uygun gelen seçeneğe göre işaretleyiniz. Aşağıdaki bilgiler yalnızca araştırma amaçlı olarak kullanılacaktır.

1. Cinsiyetiniz Kadın Erkek
2. Lütfen yaş aralığınızı belirtiniz 18-25 26-35 36-45 46 ve üzeri
3. Lütfen eğitim durumunuzu belirtiniz İlkokul
 Ortaokul
 Lise
 Meslek Yüksek Okulu-İki Yıllık
 Yüksek Okul / Fakülte
 Yüksek Lisans / Doktora
4. Ortalama yıllık toplam gelirinizi belirtiniz 10.000-25.000 YTL
 25.001-40.000 YTL
 40.001-55.000 YTL
 55.001-70.000 YTL
 70.001 YTL ve üzeri

Çalışmamıza verdiğiniz katkıdan dolayı teşekkür ederiz