

**THE DIRECT AND INDIRECT EFFECT OF PREDICTOR
VARIABLES ON DESTINATION BRAND LOYALTY IN
JORDAN**

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**Thesis Submitted to
Othman Yeop Abdullah Graduate School of Business,
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ABSTRACT

Destination branding literature generally lacks empirical data evaluating the effectiveness of brand campaigns, particularly in terms of enhancing destination brand loyalty. In particular, little is known about the relationship between destination brand awareness, destination brand image, destination brand quality, destination brand promotion, and destination brand loyalty. To fill this gap, this study examined the relationships between destination brand awareness, destination brand image, destination brand quality, and destination brand promotion on destination brand loyalty. Based on the Theory of Brand Equity, this study had the following objectives: (1) to identify the relationship between destination brand awareness, destination brand image, destination brand quality, and destination brand promotion on destination brand loyalty; (2) to examine the relationship between destination brand awareness, destination brand image, destination brand quality, and destination brand promotion on destination perceived value; and (3) to determine the mediating effect of destination perceived value on the relationship between destination brand awareness, destination brand image, destination brand quality, and destination brand promotion with destination brand loyalty. The data was collected at Jerash, Petra, and the Dead Sea, Jordan, during November and December 2010. Of the 700 tourists participating in the 54-questions, face-to-face intercept survey, 600 or about 86% responded. After dropping incomplete questionnaires, 550 usable responses were analyzed using SPSS. Multiple regression analysis was performed to investigate the relationship between destination brand awareness, destination brand image, destination brand quality, destination brand promotion, and destination brand loyalty. Results showed significant, positive relationships between destination brand awareness, destination brand image, destination brand quality, destination brand promotion and destination brand loyalty. However, the study found no significant relationships between destination brand image and destination perceived value. Finally, destination perceived value was found to mediate the relationship between destination brand awareness, destination brand quality, destination brand promotion, and destination brand loyalty.

Keywords: Destination Brand Loyalty, Destination Brand Awareness, Destination Brand Image, Destination Brand Quality, and Destination Perceived Value.

ABSTRAK

Karya tentang penjenamaan destinasi menunjukkan masih terdapat kekurangan data empirikal yang menilai keberkesanan kempen jenama, terutamanya dari segi peningkatan kesetiaan jenama destinasi. Secara khususnya, pengetahuan tentang hubungan antara kesedaran jenama destinasi, imej jenama destinasi, kualiti jenama destinasi, jenama promosi destinasi, dan kesetiaan jenama destinasi masih sangat sedikit. Untuk mengisi jurang ini, kajian ini meneliti hubungan antara kesedaran jenama destinasi, imej jenama destinasi, kualiti jenama destinasi, jenama promosi destinasi, dan kesetiaan jenama destinasi. Berdasarkan Teori Ekuiti Jenama, objektif kajian ini adalah untuk (1) mengenal pasti pengaruh langsung dan signifikan kesedaran jenama destinasi, imej jenama destinasi, kualiti jenama destinasi, dan promosi jenama destinasi terhadap kesetiaan jenama destinasi; (2) meneliti pengaruh langsung dan signifikan kesedaran jenama destinasi, imej jenama destinasi, kualiti jenama destinasi, dan promosi jenama destinasi terhadap nilai tanggapan destinasi; dan (3) menentukan kesan perantara nilai tanggapan destinasi terhadap hubungan antara kesedaran jenama destinasi, imej jenama destinasi, kualiti jenama destinasi, promosi jenama destinasi dengan kesetiaan jenama destinasi. Data dikumpul dari Jerash, Petra dan Laut Mati, Jordan, pada bulan November dan Disember 2010. Daripada 700 pelancong yang terlibat dalam kajian yang melibatkan 54 soalan ini, 600 atau hampir 86% daripada responden memberikan maklumbalas. Selepas menyingkirkan soalselidik yang tidak lengkap, 550 respons yang boleh diguna pakai dianalisa menggunakan program SPSS. Analisis regresi berganda dijalankan untuk mengkaji hubung kait antara kesedaran jenama destinasi, imej jenama destinasi, kualiti jenama destinasi, promosi jenama destinasi, dan kesetiaan jenama destinasi. Keputusan menunjukkan hubungan yang signifikan dan positif antara kesedaran destinasi, imej destinasi, kualiti destinasi, promosi destinasi dan nilai tanggapan destinasi. Bagaimanapun, kajian ini mendapati tiada hubungan yang signifikan antara imej jenama destinasi dan nilai tanggapan destinasi. Keputusan juga menunjukkan nilai tanggapan destinasi sebagai pengantara hubungan antara kesedaran jenama destinasi, kualiti jenama destinasi, promosi jenama destinasi, dan kesetiaan jenama destinasi.

Kata kunci: Kesetiaan Jenama Destinasi, Kesedaran Jenama Destinasi, Imej Jenama Destinasi, Kualiti Jenama Destinasi, Nilai Tanggapan Destinasi.

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LIST OF ABBREVIATIONS

DBL:	Destination Brand Loyalty
DBA:	Destination Brand Awareness
DBI:	Destination Brand Image
DBQ:	Destination Brand Quality
DBP:	Destination Brand Promotion
DPV:	Destination Perceived Value
TBE:	Theory Brand Equity
GDB:	Gross Domestic Product
MOT	Ministry of Tourism and Antiquities
N:	Population
N:	Sample size

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

This chapter presents an overview of the background of the study and tourism industry in Jordan. It then introduces the statement of the problem, research questions, and research objectives. The chapter also highlights the significance of the study, scope of the study and definition of key terms. Lastly, it concludes with a presentation of the research organization.

1.2 Background

Over the past two decades, the significance and contribution of the tourism industry to the world economy has been widely acknowledged and discussed. In the last few decades, travel and tourism have passed various stages of development especially for the economic growth worldwide (Al-muala, 2010; Hui, Wan, & Ho, 2007). In this development process, travel and tourism industry has grown at a remarkable pace and played a vital role in the economic growth for many developed and developing countries (Al-muala, 2010; Lea, 1988).

World tourism organization (2010) reported that tourism is the world's largest growing industry and is one of the major contributors to the world economy. For example, in 2010, tourism contributed US\$7.3 billion to the world economy, and this is expected to increase to US\$13.6 billion by 2019. According to WTO (2010), tourism industry

contributed 4% of the global gross domestic products (GDP) in 2010. Tourism industry also creates better employment opportunities (Jahmani, 2008; Mohamed, 2008). This sector represents 6.7% of world's total employment, with 219,000,000 jobs and this is expected to increase to 275,000,000 jobs by 2019. In fact it is predicted that 1.6 billion tourist will travel by 2020 (Jahmani, 2008).

Although, many studies have been conducted to investigate and demonstrate how the travel and tourism sector can be improved, but research in the area of travel and tourism, especially concerning the destination brand loyalty, remains scarce (Harahsheh, 2010). Yuksel, Yuksel, and Bilim (2010) note that tourist loyalty is a key area of examination as tourist loyalty has implications to the economic development of a country. Till date, not many studies have been conducted to understand tourist loyalty (Bianchi & Pike, 2010). Boo, Busser, and Baloglu (2009) highlight that investigating destination loyalty is a challenging task due to the paucity of research in this arena. However, they believe that such study is important as it has important repercussions to the tourist and travel industry.

The underlying assumption for this research is that retaining loyal tourists is vital for any destination towards increasing revenues in this industry. Furthermore, attracting new tourists is more expensive than retaining existing ones (Mohamed, 2008). Many authors suggest that loyal tourists are competitive assets that increase tourist retention through stable and reciprocal relationship between tourist and service providers (Bianchi & Pike, 2010; Chanrity, 2007). Moreover, previous studies revealed that loyal tourists spend a lot

in the destination and tend to return and recommend new tourists to the destination (Mechinda et al., 2009; Oppermann, 1999; Yue, 2008).

Currently, majority of researches and academic literatures have been emphasizing on customer loyalty in different settings such as the product and service sector (Adkins, 2005; Backman & Crompton, 1991a; Binkowska, 2005; Bin Azizan, 2010; Bodet, & Chanarat, 2010; Brodie, Whittome, & Brush, 2009; Chan, & Wang, 2011; Chen, & Hu, 2010; Chiu, Cheng, Yen, & Hu, 2011; Cronin, Brady, & Hult, 2000; Edward, & George, 2010; Ha, John, & Multhaly, 2011; Hung, 2008; Hyun, 2009; Ismail, 2009; Juntunen, Uuntunen, & Juga, 2011; Kim & Kim, 2005; Kim, Kim, & Lee, 2010; Kim & Hyun, 2011; Kheng, Mahamed, Ramayah, & Mosahab, 2010; Lai, Griffin, & Babin, 2009; Lee, 2010; Li & Robert, 2011; Li, 2006; Lin & Wang, 2006; Mohamed Shariff, 2002; Park, Chung, & Rutherford, 2011; Rauyruen & Miller, 2007; Rios & Riquelme, 2008; Santouridis & Trivellas, 2010; Schoenbachler, Gordon, & Aurand, 2004; Taylor, Celuch, & Goodwin, 2004; Taylar, Hunter, & Lindberg, 2007; Tsai, Cheung, & Lo, 2010; Vesel & Zabkar, 2009; Xu & Chan, 2010). But only a few researches have focused on destination brand loyalty in tourism settings (e.g. Bianchi & Pike, 2010; Konecnik & Gartner, 2007; Pike, Kerr, & Patti, 2010).

More specifically, this study intends to examine the predictors of destination brand loyalty among international tourists by using Theory of Brand Equity (BE). This research also investigates the mediating impact of destination perceived value in the relationship between destination brand awareness, destination brand image, destination brand quality,

and destination brand promotion, on destination brand loyalty. This research adopts Theory of Brand Equity (TBE) (Aaker, 1991) and focuses on destination brand loyalty in the Jordanian context as studies within this context are very limited. Destination brand loyalty deals with basic issues in the travel and tourist industry that helps tourist and travel agents, managers and lawmakers understand the tourists' loyalty processes and guide them to adopt appropriate programs.

1.3 Tourism Industry in Jordan

Jordan, a country in the region of Middle East, is rich with a wide range of tourist attractions. Diversity of nature and the deep rooted cultural heritage are the main sources of tourism development in this region (Abu Al Haija, 2010). There are many interesting destinations to visit in the Middle Eastern regions such as Jordan, Syria, and Egypt. In Jordan, for example, Petra is considered one of the Seven Wonders of the World. Egypt alone managed to attract 12.5 million tourists in 2010, followed by Syria with 7 million arrivals recorded in 2010 (Harahsheh, 2010), and Jordan with 5.4 million tourists (MOT, 2010).

Recently, the contribution of service sector in Jordanian economy has been growing steadily from 40% in 2006 (Central Bank of Jordan, 2006) to 62% in 2010 (Central Bank of Jordan, 2010). Among the service sectors, the tourism sector alone generated JD1, 460, 8 million in 2006 and JD1, 559, 200 million in 2010, which accounts for approximately 13% of the country's gross domestic product (GDP) (Ministry of Tourism and Antiquities [MOTA], 2011). Not only that, tourism in Jordan has been growing as a major source of employment sector, and it was the second largest private sector employer, and the second

highest producer of foreign exchange that created 31, 063 jobs in 2006 and about 39, 896 in 2010 (MOTA, 2011). So, it is obvious that tourism plays a very important role to the economy of Jordan.

Jordan's tourism is the most promising and vital sector with a plethora of luxury hotels and resorts, advanced transport infrastructure, a wide range of activities and cultural events, and spas operating throughout in the country for serving international tourists (Al muala, 2010). Furthermore, the Jordan government has recognized all these potentials and determined to make tourism as one of the most important pillars in the overall economic development of the country. Therefore, vigorous efforts have been taken to position and promote Jordan as a tourist destination (MOTA, 2010). Thus, destination loyalty in the tourist and travel industry in Jordan is regarded as an important issue for travel agents to promote and market the country worldwide.

The travel and tourism industry particularly destination loyalty in Jordan has a vital role in the development and growth of the national economy by offering huge revenues for travel and tourism agents (Harahsheh, 2002, 2010) and hence contributing to the economic development of the country (Abu Al Haija, 2010; Magablih, 2002). Travel and tourism plays a significant role in promoting communication, relations, understanding and cooperating between Jordan and the outside world. Therefore, it is most suitable to focus on the Jordanian context for promoting travel and tourism, particularly the destination loyalty so that the weak areas in the growth of tourism are identified and rectified (Al-Muala, 2010). Additionally, Jordan earns a huge foreign exchange from

tourism including tax revenues, increased employment, and additional sources of income (Abu-AL-Haija & Al-faqih, 2008) that is strongly associated with re-visitation of international tourists and economic performance. In recent years the Jordan tourism industry saw a gradual decline in the number of international tourists from 6,712,804 in 2006 to 5,413,919 in 2010 (MoTA, 2011), indicating the need to investigate the reason for the decline. Specifically, there is a need to investigate the variables that could influence destination brand loyalty towards generating repetitive visits of loyal tourists and expanding the industry's market share (Harahsheh, 2010; Yue, 2008; Mechinda, Servivan, & Guld, 2009). Toward this end, the study considers destination brand awareness, destination brand image, destination brand quality, and destination brand promotion as the potential variables that could affect destination loyalty in Jordan.

1.4 Statement of Problem

As highlighted in the previous sections, tourist loyalty is considered a vital factor for the success of tourism industry as retaining existing ones is less expensive than attracting new tourists in today's competitive and changeable market place (Boo et al., 2009). Also, loyalty is quite important since it can bring real advantage by increasing repeat-visit and saving marketing cost through word-of-mouth (Chanrity, 2007; Oppermann 2000). Moreover, brand loyalty can be refers as the strength of preference for a brand compared to other similar available options (Chanrithy, 2007).

The importance of destination brand loyalty cannot be fully appreciated if the formation of the loyalty is not fully understood. Hence, it is pertinent to understand variables affecting tourists' decision making and destination loyalty. Destinations brand awareness,

destination brand image, destination brand quality, destination brand promotion and destination brand loyalty are important and are the main concepts in tourism field, which are closely linked (Bianchi & Pike, 2010; Badarneh & Puadmatom, 2010; Chanrithy, 2007; Konecnik & Gartner, 2007; Mohamed, 2008). In addition, it is also asserted that those concepts appear to provide a strong explanation for the formation of destination perceived values and are related to destination brand loyalty (Boo et al., 2009; Chen & Chen, 2010; Hsieh, 2010). However, empirical study to support them is still too few (Travassos, 2008).

According to several scholars (e.g. Bianchi & Pike, 2010; Konecnik & Gartne, 2007; Mohamed, 2008; Qu, Kim, & Im, 2010; Tien, 2008; Travassos, 2008; Yuksel et al., 2010), destination brand loyalty is an important aspect that has not been given sufficient focus in the literature. Yet, destination brand loyalty is the most powerful tool in destination marketing because loyalty can help create exciting destination branding that is considered critical to the success of tourism industry (Bianchi & Pike, 2010; Dmitrovic, Cvelbar, Kolar, & Zabkar, 2009; Marzano & Scott, 2009; Pik et al., 2010). As such, this study identifies five issues as follows.

1.4.1 Declining Destination Brand Loyalty

It is apparent that Jordan is facing a problem in destination brand loyalty as the number of international tourists in Jordan between the years 2006 and 2010 was declining. For example, during the last five years, the number of international tourists in Jordan for the years 2006 was recorded at 6, 712, 804, and followed by 6, 528, 626, recorded in 2007, and 6,152, 370 recorded in 2008, and 5, 710, 260, recorded in 2009 and declined

gradually to 5, 413, 919 in year 2010 (MoTA, 2011). Consequently, in the year 2010 there was a decrease in the number of tourist arrivals to Jordan, which was equally accompanied by a decrease in tourism receipts. This was due to the negative loyalty to revisit or recommendation to others to the destination (Al muala, 2010, Harahsheh, 2010). Table 1.1 provides a list of income and number of inbound tourists to Jordan between 2006 and 2010. Although, the Jordan government spends considerable effort promoting the destination, so it is important to understand how actual and potential tourists perceive this destination. There is substantial literature on destination loyalty, some concentrating on specific attractions and facilities, others adding a more holistic approach. However, for Jordan to focus on attracting high-yield visitors, it engage in, developing niche products, enhancing the visitor experience, increasing international marketing, improving infrastructure and building a positive and strong destination loyalty within the region and in international markets. As a result, the role of destination loyalty with respect to the future of Jordanian tourism is of considerable significance.

Furthermore, the degree of tourists' awareness to a destination is reflecting in their intentions to revisit the destination and to make recommendation to others. In addition, poor loyalty of a destination and/or little awareness created as well as negative word-of-mouth recommendations affect seriously the attractiveness of that destination to be selected by tourists or repeat visitors. Therefore, Harahsheh (2010) concludes that a decrease in visitation in many places reflects the problem of low tourist awareness and inappropriate marketing activities and destination loyalty in Jordan. According to Alhroot (2007), there is a weak intention of revisit amongst tourists in Jordan for various

reasons attributed to brand image, brand quality, promotion, and perceived value. This requires more promotion campaigns using different methods to reach all parts regionally and globally. More specifically, the role of awareness is becoming an increasing concern to customers' and marketers because it is one of the most powerful forces in today's marketplace.

Finally, the literatures indicate limited on the impact of destination brand awareness, destination brand image, destination brand quality, destination brand promotion, and destination loyalty (Boo, et al, 2009; Bianchi and pike, 2010; Konecnik & Gartner, 2007; Pike et al., 2010). In addition, there is limited research that has examined the relationship between destination perceived value and destination brand loyalty in Jordan tourism settings (Al-Tarawneh, 2007; Al-Muala, 2010; Harahsheh, 2010). Therefore, tourists' loyalty plays a vital role in the tourism industry in Jordan; the Jordanian Ministry of Tourism finds it necessary to explore ways to develop tourist loyalty for the benefits of the economy (Al-Kahatib, 2009; Al-Fahize, 2009). Unfortunately, to date, limited studies are available despite the existence of many attractive places in Jordan that have the potential to develop destination loyalty among tourists especially those from abroad (Al-Tarawneh, 2007; Al-Haj Mohammad, 2010).

Table 1. 1

List of Income and Number of Tourists' Arrival to Jordan From 2006 and 2010

Year	Number of tourists arrivals	Tourism Income (JD)	Relative change % tourists	Relative change % income
2006	6,712,824	1,680,800	100%	100%
2007	6,528,626	1,660,500	3%	1,2%
2008	6,152,370	1,620,300	6%	2,4%
2009	5,710,260	1,569,100	7%	3,9%
2010	5,413,919	1,559,200	5%	1,2%

Source: Ministry of Tourism in Jordan (2011)

1.4.2 Predictors of Destination Perceived Value and Destination Brand Loyalty

Brand awareness, brand image, brand quality, and brand promotion have been examined to influence perceived value. However, previous studies mostly examined the influence of perceived value on company image (Brodie et al., 2009; Cretu & Brodie, 2007; Mohamed Shariff, 2002; Ryu, Han, & Kim, 2008; Chi & Qu, 2008), service quality (Allan & Ahmad, 2007; Edward, & George, 2010; Wong & Dean, 2009; Kuo, Wu, & Deng, 2009; Hsu, 2008; Yunus, Ismail, & Juga, 2009; Feng & Morrison, 2007), brand awareness (Rios, & Riquelme, 2008; Rios, 2007; Oh & Jeong, 2004), promotion (Heidarzadeh & Sharanda, 2011; Hsu, 2008; Park & Lennon, 2009), trust (Brodie et al., 2009; Forgas, Moliner, & Palan, 2010; Rios, 2007), and satisfaction (Chen, 2010; Tam, 2004). Few have looked at the influence of perceived value within the tourism context, with some exceptions (e.g. Bianchi & Pike, 2010; Boo et al., 2009). Hence, this study aims to examine the relationship of destination perceived value with four variables such as destination brand awareness, destination brand image, destination brand quality, destination brand promotion.

The concept of brand loyalty has been proposed by many authors as a dimension of the brand equity (Aaker, 1991; Keller, 1993). According to Aaker (1991), brand loyalty is a major component of brand equity, which means the attachment that a customer has a brand. On the other hand, one of the most comprehensive and accepted definition of brand loyalty offer by Oliver (1997) who defined brand loyalty as “ a deeply held commitment to re buy or re patronize and marketing efforts having potential to cause switching behavior. Collectively, and as stated by Tepeci (1999), brand loyalty is a

function of both behavior and attitudes. Understandingly, the definition emphasized on the behavioral and attitudinal perspectives of brand loyalty. While the attitudinal loyalty includes a degree of dispositional commitment in terms of some unique value associated with the brand. The behavioral loyalty is composed of repeated patronage of the brand. In general, and as can be seen in Oliver's conceptualization of brand loyalty, customer loyalty has been measured by three different indicators including intention to continue buying the same product, intention to buy more of the same product, and willingness to recommend the products to others. Furthermore, Loyalty has always been important since it can bring practical benefit by increasing repeat-patronage and saving marketing cost by spreading word-of-mouth (Keller, 1993).

Understanding concept of destination brand loyalty is critical to attract and retain tourists to make wider opportunity for success and growth of tourism industry. More specifically, unlike the concept of loyalty in the manufactured or consumer goods industry, some researchers suggested that the loyalty concept in the tourism and hospitality industry should focus on the attitudinal and behavioral components. Travel to destinations can be considered as a product, therefore, repeat purchase or recommendations to friends and relations as well as other people are the most usually referred to as tourist's loyalty in the marketing literature (Yoon & Uysal, 2005). In terms of tourists' loyalty and tourists' behavior research, two conceptual perspectives have been used to assess tourists' loyalty, the tourists' behavioral aspect (Oppermann, 1998), the attitude aspect (Pritchard & Howard, 1997). As for tourists' consumption behavior, repeat visitation has been used to assess tourists' destination loyalty (Oppermann, 1998). For those who never return to the

destination, they simply want to discover new places and seek different travel experiences in new destination even though they maintain loyalty to the previously visited destination. In sum, all of the previously mentioned tourists' loyalty indicators whether they are behavioral and/ or attitudinal aspects are based on that the tourists' must experience the service or the products in the first place. In other word, they are implemented on the current and/ or the past tourists.

Currently, majority of the previous studies have identified several predictors of customer loyalty in different settings such as brand awareness (Heidarzadeh & Sharanda, 2011; Kim & Kim, 2005; Adkins, 2005; Backman & Crompton, 1991a; Binkowska, 2005), company image (Boohence & Agyapong, 2011; Brunner et al., 2007; Cretu & Brodie, 2007; Choi, et al., 2011), service quality (Brodie et al., 2009; Chen & Tseng, 2010; Chan & Wang, 2011), promotion (Ayob, 2010; Azizan, 2010; Casalo et al., 2010; Tsai, Cheung, & Lo, 2010; Vesel & Zabkar, 2009), perceived value (Ayob, 2010; Brodie et al., 2009; Chen, & Tsai, 2008), but a few previous studies have identified predictors of destination brand loyalty in the tourism setting, such as destination awareness (Boo et al., 2009), destination image (Bigne et al., 2009), destination quality (Chen, 2010), and destination perceived value (Bianchi & Pike, 2010). Furthermore, most of the previous studies were conducted on service sector, and products. In addition, these studies were performed in Malaysia, Korea, Western countries like the USA, Spain, Brazil, New Zealand and Australia. Few studies, however, were conducted in Arab countries such as Jordan. Furthermore, there is a lack of studies carried out in tourism. Therefore, this study was performed in the tourism industry in Jordan.

Furthermore, there is a lack of prior studies that used Theory of Brand Equity in the tourism sector (Boo et al., 2009; Konecnik & Gartner, 2007) even though such theory has been applied in a wide variety of contexts such as manufacturing and service sector (Brunner et al., 2008; Baldauf et al., 2009; Chen & Tseng, 2010; Gallarza & Saura, 2006; Hanno, 2007; Kim & Kim, 2005; Lee et al., 2010; Mohamed Shariff, 2002; Ramos & Franco, 2005; Tsai et al., 2010), and has been tested in developed countries such as in the USA, Slovenia, and Vietnam (Aaker, 1991). The study of Brand Equity is increasingly popular, as some researchers have concluded that brands are one of the most valuable assets that an organization has. High Brand Equity levels are known to lead to higher consumer preferences and purchase intentions (Cobb-Walgren et al. 1995). Besides, high Brand Equity brings an opportunity for successful extensions, resilience against competitors' promotional pressures, and creation of barriers to competitive entry (Keller, 1993). Thus, the emergence of Brand Equity has enhanced the significance of marketing strategies and attracted the focus of managers and researchers (Keller, 2003). In short, because the content and structure of memory for the brand will influence the effectiveness of future brand strategies, it is critical that managers understand how their marketing programs affect tourist learning and thus subsequently decides to visit or revisit. To the researcher's knowledge, brand equity theory is yet to be tested in Jordanian tourism's context or in developing countries or non-Western context.

Because this study included promotion within brand equity theory as an external variable to be considered in influencing destination loyalty, the theory needs to be tested to see the extent of influence of promotion in further developing the theory. Bianchi and Pike

(2010) opine that external variables need to be considered to improve the strength of Brand Equity theory. In a similar vein, Williams (2010) also proposes adding external variables to Brand Equity theory to provide theoretical insights into the development of loyalty. Moreover, there is limited study on tourist loyalty that has used Brand Equity as an underpinning theory in the past (Boo et al., 2009).

1.4.3 Inconsistent Results

The literature points out inconsistent results on the influence of destination brand awareness, destination brand image, destination brand quality, destination brand promotion, and destination brand loyalty. While some found significant findings (Bianchi & Pike, 2010; Barrett & Miller, 2011; Chen, 2010; Konrncnik & Gartner, 2007, Tsai *et al* ., 2010; Cretu & Brodie, 2007), others did not any find any significant results (Bigne *et al.*, 2009; Cretu & Brodie, 2007; Edward & Georg, 2010; Tong & Hawley, 2009, Kayamang & Hawley, 2009).

Furthermore, there are inconsistent results of destination brand awareness, destination brand image, destination brand quality, destination brand promotion, and destination perceived value. Some researchers found significant findings (Chanrity, 2007; Hsu, 2008; Kheng et al., 2010), while other found insignificant results (Boo, 2006; Cretu & Brodie, 2007; Chen & Tsai, 2007). Additionally, there are inconsistent results regarding to destination perceived value and destination brand loyalty in which some researchers found significant findings (Boo et al., 2009; Hsieh, 2010; Lee et al., 2010; Mechinda et al., 2009; Sun, 2004), while others found insignificant result (Bigne et al., 2009; Garretson, Fisher, Burton, 2002; Taylor et al., 2004).

As mentioned above, the positive and negative results found in previous studies, some studies found the impact of brand awareness, brand image, brand quality, brand promotion on brand loyalty to be insignificant. Even though numerous studies had been carried out to examine the relationship between brand awareness, brand image, brand quality, brand promotion and perceived value, unfortunately the results produced were inconsistent. This suggests that more research is required to establish the relation between brand awareness, brand image, brand quality, brand promotion and brand loyalty.

Furthermore, in response to the suggestion by Konecnik and Gartner (2007), although research on brand awareness, brand image, brand quality, and brand loyalty is diverse, limited studies were conducted in the Jordan. He suggested that further study should be conducted to fill this gap. More so, considering the cultural and environment differences between the western countries where most of the studies are conducted and Jordan, it is believed that this study can go along in handling the inconsistent findings.

1.4. 4 Mediating Impact of Destination Perceived Value

This study considers destination perceived value as the mediator between destination brand awareness, destination brand image, destination brand quality, destination brand promotion, and destination brand loyalty. Furthermore, majority of the previous studies on perceived value were conducted in the United states of America and other countries such as Slovenia, Vietnam (Boo et al., 2009; Konecnik, & Gartner, 2007, Tien, 2008). However, the findings of these studies in many cases have produced very mixed results. And these are inconsistent to each other. This leads to the conclusion that the influencing factors of perceived value may not be consistent.

The mixed and inconclusive findings raised some suggestions to further explore the possibility of other mediating variables (Boo et al., 2009). Their argument is based on the premise that brand awareness, brand image, brand quality, brand promotion influence brand loyalty indirectly through intervening variable (perceived value) and future research should be directed to explore this mediating variable. However, studies that looked in to the role of destination perceived value as a mediating variable in Jordan are very limited. According to Zabkar, Brencic and Dmitvonic, (2010), and Chen and Chen (2010) suggested that perceived value could be included in the model to act as a mediator in the relationship between variables and brand loyalty. In addition, many previous studies on tourism in Jordan focused only on revisit intention of tourists and its direct impact on actual visit behavior (Al-Mualala, 2010; Alhroot, 2007; Mustafa, 2005). Furthermore, the literature points out inconsistent findings. For example, some studies found destination perceived value as a mediating variable that has effect on brand image, brand quality, satisfaction, trust, and brand loyalty (Boo et al., 2009; Brodie et al., 2009; Cretu & Brodie, 2007; Kuo et al., 2009). But others did not find destination perceived value as a mediator between brand awareness, service quality, and brand loyalty (Boo, 2006; Lai et al., 2009; Sun, 2004). Due to the inconsistent results, this study aims to examine further destination perceived value as a potential mediator between destination brand awareness, destination brand image, destination brand quality, destination brand promotion, and destination brand loyalty.

Finally, destination brand awareness, destination brand image, destination brand quality, destination brand promotion included in this study are expected to strongly influence

destination perceived value, and perceived value is expected to affect destination loyalty, there is possibility that perceived value mediates the relationship between destination brand awareness, destination brand image, destination brand quality, destination brand promotion and destination brand loyalty. As there is a lack of prior studies on the mediating effect of perceived value in the tourism industry, the present study intended to fill this gap.

More specifically, tourism in Jordan attracts tourists from around the world and is well known of its diverse tourist sites and activities. Furthermore, Jordan has many iconic tourist attractions; its important world heritage sites, such as Petra (which was selected in 2007 as the second world wonder), the Dead Sea, Madaba (Church of the Map), Nebo Mountain, Jerash, and the Baptism site in the Jordan Valley. It is also attractive to tourists because of its political stability which, for as long as 40 years, has been considered one of the safest countries in the region. Furthermore, Petra became one of the new wonders of the world in mid-2007. In addition, the lowest point is the Dead Sea at -408 meters, and the highest point is Mount Rum at 1734 meters (MoTA, 2007a). These situation helped Jordanian tourism to attract foreign investments as well as the attention of tourists to visit Petra. In addition, the geographical location of Jordan has given it a crucial role in facilitating trade between East and West as well as North and South. Jordan has maintained importance in international trade today because of its location. It has been the target of many invasions and crusades throughout military history. It has been a settlement for many civilizations that had economic interests such as the Sumerians,

Mesopotamian, and other empires, and being dominated and controlled by the rule of the Greek, Roman and Persian classical civilizations (Kennedy, 2004).

Therefore, to bridge the gap in the destination brand loyalty literature, one of the main purposes of this study was to offer an integrated approach to understanding destination brand loyalty and examines the theoretical and empirical evidence on the causal relationships between destination awareness, brand image, brand quality, brand promotion and destination loyalty. A research model was proposed and tested. The model investigated the relevant relationships among the constructs by using a SPSS approach.

1.4.5 Competition in the Market place

In today's intense competitive market, the marketers are looking towards building a long term profitable business relationships with the customer. The whole marketing orientations has changed from the production concept to the marketing and societal concept (Kotler & Armstrong, 2010). From the marketing point of view, competitive advantage can be achieved through a series of intermediate objectives such as perceived quality, achieving image, greater commitment and confidence on the part of customers, as well as a final objective, which is to enhance loyalty.

Furthermore, in order to increase the brand loyal customer base, it is suggested that an organization needs to create the awareness, image, promotion, perceived quality, and brand quality of its product (Shaharudin et al, 2010). However, the Jordan tourism industry has been facing increasing competition from other developing countries such as Egypt and Syria in the Middle-East to capture the tourism market share as these countries

have been aggressively attracting tourists, particularly from the long-haul markets (U.S. and Europe). In sum, currently, tourism in Jordan is facing an unstable inbound tourists flow, has no clear scenario of revisiting situation, and has insufficient promotions published in the reputed dailies (Al-Khatib, 2009; Al-Fahiz, 2009). According to Fayez (2009), the number of tourists in Jordan is decreasing. Moreover, literatures show no research to date has been carried out to investigate the real cause for the decline. Therefore, this research is motivated to fill the gaps with the following considerations.

1. The lack of empirical research that investigates the effects of destination brand awareness, destination brand image, destination brand quality, destination brand promotion on destination perceived value, and on destination brand loyalty.
2. The limited number of studies that investigate the role of destination perceived value as an intervening variable on the relationship between destination brand awareness, destination brand image, destination brand quality, destination brand promotion, and destination brand loyalty.

1.5 Research Questions

Based on the discussion above, this study aims to find answers to the following research questions:

- Q1: Is there any relationship between destination brand awareness, destination brand image, destination brand quality, destination brand promotion and destination brand loyalty?

- Q2: Is there any relationship between destination brand awareness, destination brand image, destination brand quality, destination brand promotion and destination perceived value?
- Q3: Is there any relationship between destination perceived value and destination brand loyalty?
- Q4: Does destination perceived value mediated the relationship between destination brand awareness, destination brand image, destination brand quality, destination brand promotion, and destination brand loyalty?

1.6 Research Objective

The objectives of this study are to evaluate the destination brand loyalty amongst international tourists in Jordan. Particularly, the research objectives are as follows:

1. To identify the relationship between destination brand awareness, destination brand image, destination brand quality, and destination brand promotion on destination brand loyalty.
2. To examine the relationship between destination brand awareness, destination brand image, destination brand quality, and destination brand promotion on destination perceived value.
3. To identify the relationship between destination perceived value on destination brand loyalty.
4. To determine the mediating effect of destination perceived value on the relationship between destination brand awareness, destination brand image, destination brand quality, destination brand promotion, and destination brand loyalty.

1.7 Significance of Study

This study is expected to contribute both to theory and practice.

1.7.1 Practice

From the practical perspective, the findings of the study are important to the development of tourism industry in the Middle East region in general and in Jordan in specific, where little research has been done before in this area. Tourism industry in Jordan proves itself to be one of the most successful and dynamic industries. Therefore, this study provides evidence for the application of the conceptual model and contributes to the existing body of knowledge on destination brand loyalty and its influence on tourist behavior. Competition among tourism destinations is usually accomplished by creating and transmitting a favorable image to potential tourists in target markets (Goodall, 1990). The results of this study are of empirical value to loyalty formation and destination planning for Jordan as well as competitive strategies of other overseas destinations interested in Jordanian market.

Furthermore, this research helps to identify and assess the loyalty factors contributing to tourists' favorable attitude and future decision. The knowledge acquired from this research could also help destinations to design and implement appropriate image formation strategies and enable destinations to manage their limited resources more effectively in this endeavor. The proposition that tourism marketing and customer policy should be based on customer viewpoint and preferences (Van Raaij, 1986) has received substantial support. However, the findings of the present study may help the governments of Jordan plan its strategies to foster and encourage international tourists to visit Jordan.

Destination brand loyalty is a critical paradigm in the concurrent world and this study may help find out suitable programs to increase the number of international tourists. Moreover, investigations of destination brand loyalty will significantly help government policy makers and investors to adopt appropriate strategies for targeting tourist segments based on their level of loyalty to Jordan in the future.

The study may also be beneficial to Jordanian decision makers particularly the ministries that are directly involved in tourism activities like the Ministry of Jordanian Tourism and Ministry of Jordanian Planning through developing strategies to maximize tourist loyalty for ensuring more re-visitation and for creating national policies to increase support and improvement of domestic products that may improve image and loyalty to the country (Abbas, 2009). Loyal tourists usually visit repeatedly the destination, recommend friends to visit and arguably they generate greater income flow for any nation and Jordan is not an exception.

The understanding of the level of quality and perceived value may be helpful to the marketer and the government to develop suitable strategies to improve and position the desired destination image to potential tourists. In addition, upgraded promotional campaign may be used for correcting, improving and disseminating the desired destination image to the target markets (Harahsheh, 2010). Assessment of tourists' loyalty will benefit tourist management to attract and retain tourists through understanding their preferences that will in turn, increase the growth of Jordan's tourism. As marketers need to improve their understanding of tourist's loyalty both from an

individual's viewpoint and also in groups, this research would help them grasp and implement relevant plans, policies and procedures based on that understanding.

1.7.2 Theory

From the theoretical perspective, Van Raaij (1986) suggested that customer behavior studies on tourism should be a basis of marketing strategy. In fact, an understanding of customer behavior is required in order to make adequate marketing decisions. Customer behavior studies have attained increasing importance in the travel and leisure literature in the past decade. Loyal tourists are preferred by destinations since they are more likely to return to the destination or bring in new tourists. Establishing a positive image is a way to create and retain the destination loyalty of tourists (Boo et al., 2009). Therefore, the pre-visit perception of destination image and post-visit awareness towards the destination were both measured in this study. Their relative importance to the loyal behavior was also evaluated.

A review of previous studies reveals a lack of understanding between destination brand awareness, destination brand image, destination brand quality, destination brand promotion, and destination brand loyalty. Yue (2008) assert that is obviously a need to develop a better understanding destination brand loyalty. Furthermore, Some scholars (e.g. Bianchi & Pike, 2010; Boo et al., 2009; Lim, 2009; Konecnik & Gartner, 2007; Qu et al., 2010; Tien, 2008; Travassos, 2008; Yuksel et al., 2010) emphasize the need for empirical studies in destination brand loyalty arena as existing studies are scarce. In this manner, the present study adds to the literature on destination brand loyalty in Jordan as

well as Arab countries and filling the existing contextual gap as previous studies have been mostly conducted in the West.

Therefore, this research is further contributes to the literature of tourism marketing by investigating the influence of destination brand awareness, destination brand image, destination brand quality, destination brand promotion on loyalty in Jordan through destination perceived value (Al-Tarawneh, 2007, Boo et al., 2009). By incorporating these variables in a single study, our understanding of the differential impacts of the predictor variables on destination loyalty could be ascertained. However, this study attempts to contribute to an expanding researches that includes findings from many countries by adding the Jordanian perspective about tourism industry. It is important to explore this issue in Jordan in response to the viewpoint which indicated that empirical findings developed with data in the western countries might not be valid in other countries (Wong, & Yeh, 2009).

Finally, this study helps fill the gap of previous researches with the use of brand equity in developing countries especially in Jordan as most studies have applied this theory in the Western context (Aaker, 1991; Keller, 1998). Therefore, the study contributes to the body of knowledge by testing the applicability of equity theory in the context of an Arab country such as Jordan. Adding extra variable in the model of brand equity will add new dimension of the brand equity theory in predicting tourist's loyalty. The addition of a new variable is in line with the recommendation made by Biachi and Pike (2010), and

Konecnik and Gartner (2007). Additionally, this study hopes to find out variables influencing destination brand loyalty among international tourists in Jordan.

1.8 Scope of Study

The study attempted to examine destination brand loyalty and destination image amongst international tourists who visited Jordan during 2010/2011. This study used multistage cluster sampling procedure where 700 respondents were selected from three regions such as North, Middle, and South Jordan.

1.9 Definition of Variable

1.9.1 Destination Brand Loyalty

Destination loyalty is defined as a tourist's intention to return to a destination and make recommendations to others. According to Bianchi and Pike (2010), loyalty can be in the form of attitudinal and behavioral loyalty. In relation to that, numerous references in tourism use tourists' recommendation of the visit to others as an indicator of attitudinal loyalty (Chen & Gursoy, 2001; Oppermann, 2000), while repetitive visit as an indicator of behavioral loyalty (Juaneda, 1996; Petrick & Backman 2001; Sonmez & Graefe 1998).

1.9.2 Destination Brand Awareness

Destination brand awareness means the accessibility of the brand in tourists' memory that can be measured through brand recall and brand recognition (Konecnik & Gartner, 2007). Brand recall is the ability of tourists to retrieve the brand from memory at the time of given the product category (Boo et al., 2009). On the other hand, brand recognition means the ability of tourists to authenticate past exposure to the brand. (i.e. recognize that

it is an “old” destination brand that they have seen before and not a “new” brand that they are seeing for the first time (Keller, 2003).

1.9.3 Destination Brand Image

Tourists’ cognitive and affective evaluation on the attractiveness of destination attributes represent destination image. Cognitive evaluation indicates the beliefs or knowledge of attributes of a destination, whereas affective evaluation means the emotional attachment that tourists have to that destination (Bianch & Pike, 2010; Baloglu, & Brinberg, 1997).

1.9.4 Destination Brand Quality

Keller (2003) identified seven dimensions of product quality: performance; features; conformation quality; reliability; durability; serviceability; and style and design. Among Keller’s seven dimensions, brand performance was included in the model employed in this study to measure destination brand quality because brand performance relates to the ways in which the destination attempts to meet tourists’ functional needs (Keller, 2003).

1.9.5 Destination Brand Promotion

Destination brand promotion refers to destination brand advertising which is targeted to traveling customers (Dore & Grouch, 2003).

1.9.6 Destination Perceived Value

Perceived value is the tourists’ overall evaluation over the utility of a destination based on perceptions on what is received and what is given (Zenithal, 1988). Perceived value is also considered as the customer’s holistic evaluation of the benefit of a product relied on

observations of what is found and what is sacrificed (Zeothaml, 1988), a difference between perceived benefits and perceived costs (Lovelock, 2000).

1.10 Organization of Thesis

The present study has five chapters. Following is a summary of each chapter.

The first chapter introduces the study by highlighting the need to carry out the research on destination brand loyalty, research questions, objectives of the study, and significance of study. This chapter has also given an overview of tourism industry in Jordan.

The second chapter is about the relevant literatures, starting from general information about Jordan, destination branding, destination brand loyalty, brand equity theory, and the variables that influence destination brand loyalty. This chapter then proceeds with the theoretical framework and hypotheses generated for this research.

Chapter three presents the research design and methodology. This chapter discusses issues such as sampling design, sampling technique, target population, sample size, data collection procedure, pilot study, measurement of variables, and data analysis procedures.

The fourth chapter is devoted to the findings of the research. Profile of the respondents, descriptive statistics, data screening, goodness of data, factor analysis, and outcomes of hypotheses testing, regression analysis, correlation of analysis, and reliability tests are presented.

The fifth chapter discusses further the findings presented in the previous chapter in relation to research objectives, research context, the underlying theory as well as the

existing literatures. Implications and limitations of the present study are also discussed. This chapter then highlights the theoretical contribution and managerial implications. It then goes on by recommending areas for future research and offering concluding remarks.

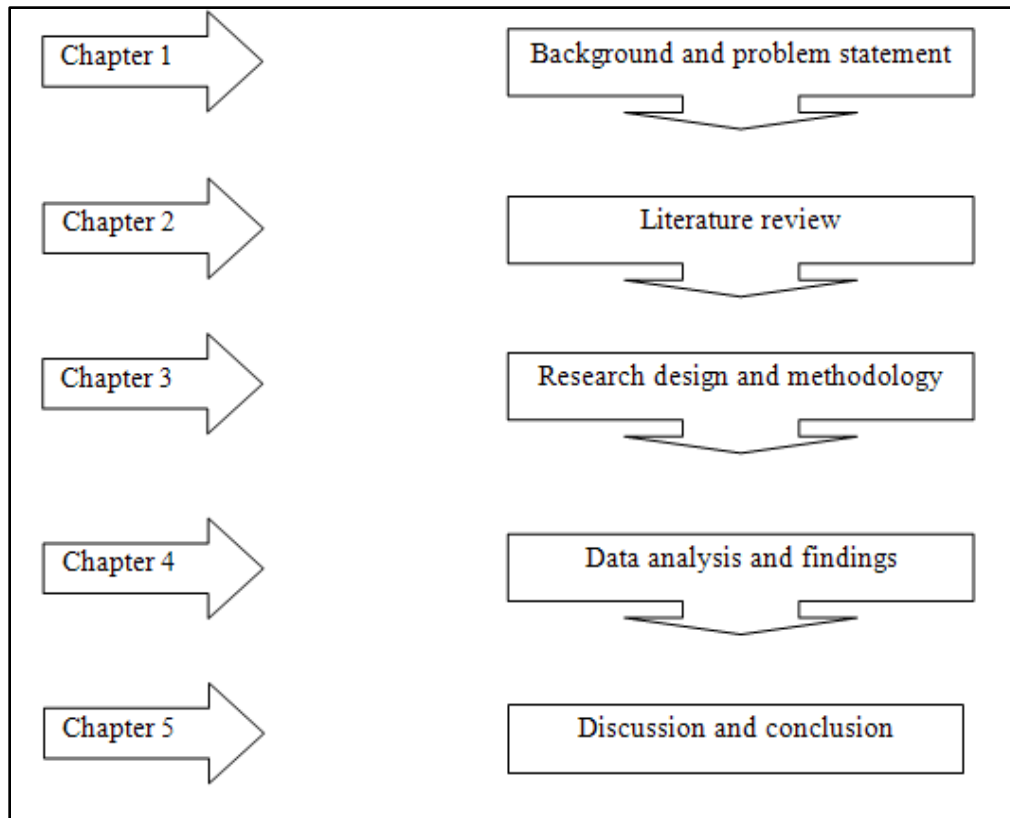


Figure 1. 1
Organization of Thesis

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

In general, this chapter provides a discussion on the variables influencing destination brand loyalty such as destination brand awareness, destination brand image, destination brand quality, destination brand promotion, and destination perceived value. This chapter also introduces the underpinning theory used in the study. Lastly, this chapter discusses the mediating effect of destination brand loyalty, research framework and hypotheses of the study.

2.2 General Information about Jordan

Jordan is physically and politically bordered by five neighboring countries, the Kingdom of Saudi Arabia to the east and south, Syria to the north, Palestine and Israel to the west, Iraq to the northwest (MoTA, 2007a). Furthermore, Jordan is one of the most stable and secured countries in the Middle East, with a population of six million. Geographically, Jordan is a country located in an attractive place among Arab countries. This naturally attracts attention from international tourists to visit.

In 1988, the Jordanian government established the Ministry of Tourism and Antiquities (MoTA) for the tourism industry in Jordan to develop tourism through the conservation, management and development of all attractive sites (such as historical, archaeological, religious) and to increase the number of visitors (MoTA, 2005). As far as tourism in

Jordan is concerned, it is considered is one of the most important economic drivers that play a vital role in earning hard currencies (Ministry of Jordanian Planning, 2007).

Jordan has a real heritage, deeply rooted culture, and land visitors can enjoy through the valleys, hills and plains (JTB, 2009). Its name has become part of the human history because of the many prophets who had passed through its land and crossed its rivers. In addition, Jordan is a land of exciting beauty with a conventional cross road of ancient trade routes on which most of the great historical civilizations have left marks and traces, from the Moabites to the Romans and crusaders (Alhroot, 2007; MoTA, 2009; Nasser, 2000; Vine, 1987). The beauty of Jordan is illustrated in its historical sites. For example, the Nabatean city of Petra (discovered in 1812 by Burchhardly) is listed in the UNESCO's World Heritage Site for its marvelous universal value. Other sites that have been earmarked by UNESCO are Qaser Amra at Azrag; the Greco-Roman city of Jerash, one of the best protected prehistoric cities; the mosaic map of Madaba; Islamic and crusader castle at Ajloun, sites of the Lawrence of Arabia legend; and the Roman-Arabesque fortress at Azrag (Alhroot, 2007; Al-Muala, 2010; Harahshe, 2002; Nasser,2000). These archeological and historical monuments, buildings and sites are the great attractions for world tourists who come from all over the world to enjoy and document the sites (MOTA, 2009).

The unique geographical, geological and environmental sites of Jordan like the charming scenery of Wadi-rum, the Madaba mosaics crafting of the Byzantine era, the curative benefits of the Dead Sea and the coral reefs of Aqaba are real examples of multi-cultural

heritage that calls for tourism. Besides all the sites and places that have been mentioned in the earlier paragraph, Jordan still has about 2000 archaeological sites (65%) that are still unknown and unexplored (Nasser, 2000; Khoury, 2002). Many of the sites have been brightened for landscape miracles, excavations and reserves and slowly made open to visitors (Al-Bashaireh, 2008; MoTA, 2009).

2.3 Destination Branding and Destination Brand Loyalty

2.3.1 Destination Branding

The word destination is widely used in various fields like tourism marketing, planning and development and general research that contains some tourism aspects and can be found in various dimensions and on various regional levels (Al- Hroot, 2007)). Crompton (1992) states that because a destination provides various tourism products and services, tourists could choose any destination of their preference. Various factors may influence destination selection i.e. quality, income, awareness, image, and motivation. Destination nature and preference sets can be conformed to a certain psychographic profiles of tourists (Chang, 2008; Witt & Wright 1992; Uysal & Hagan, 1993; Moscardo, 1996). However, destination development is important to attract outside interests. Branding, a powerful weapon in the marketing is part of destination development that is confronted by increasing rivalry, product parity and substitutability (Dimanche, 2003; Blain et al., 2005). Understanding destination branding is critical as destination branding can act as a promotion and communication to attract and retain tourists that make wider opportunity for success and growth in the tourism industry.

Blain, Lery, and Ritchie (2005) define destination branding as: “the set of marketing activities that: (1) support the creation of a name, symbol, logo, word mark or other graphic that readily identifies and differentiates a destination; (2) consistently convey the expectation of a memorable travel experience that is uniquely associated with the destination; (3) serve to consolidate and reinforce the emotional connection between the visitor and the destination; and (4) reduce consumer search costs and perceived risk” (p.337).

Similarly, Ritchie and Ritchie (1998) suggest that a destination brand is a name, symbol, logo, word mark or other graphic visuals that both identify and differentiate the destination from others. Morrison and Anderson (2002) note that destination branding is a communication effort to promote one destination’s unique identity so as to differentiate that destination from its competitors (i.e. other destinations). Furthermore, Fuchs and weirmain (2003) define destination brand as a combination of attractive features related to tourism attributes and services of a place that tourists or trip groups choose to visit or which providers selects to promote. Buhalis (2000) indicate that destination brand is viewed by tourists as a brand that is a collection of suppliers and services. Therefore, the branding has to be distinguished in terms of tourism sector properties and destination features (Keller, 2003). Cai (2002) specifically addresses destination branding as an established brand to recognize and differentiate a destination through positive image building. Moreover, Blain et al. (2005) particularly suggest that destination branding is the most influential marketing tool available to contemporary destination marketers as productivity, substitutability, and competition increases. Some studies emphasize a

unique combination of functional, symbolic, and experiential branding that builds a unique destination identity (Law, 1995; Williams et al., 2004).

The definitions of destination branding have emerged from the general marketing literature because the idea of branding can be utilized fruitfully to tangible and intangible offerings (Aaker, 1991; Clifton, 2003; Murphy, 1998; Wardlight, & Goldstein, 1999). The definitions suggest literally that there are two main words to describe a destination: branding identification and differentiation technique of a brand. Destination branding is considered a modern concept applied to destination and a component of marketing activities to create image, logo, and symbol accurately perceived by tourists (Blain, 2001; Chang, 2008). The significance of destination branding is important in tourism management in Jordan to reflect the investments at the national as well as at the regional level. It is the heart of the tourism development process (Al-Hroot, 2007). The growth of branding in the service sector, particularly in tourism, has led the concept to become a significant component of tourist loyalty (Al-Hroot, 2007; Deslandes, 2003; Marzano, 2007).

Previous studies indicate that destination branding has a positive impact on building relation between branding elements that influence tourist's emotions and believe to react to promotional activities (Chang, 2008). Moreover, most researchers have attempted to identify destination branding as a modern idea, which is extensively used in the marketing area (Tasci, Gartner, & Carusgil, 2007; Cai, 2002; Morrison & Anderson, 2002). Additionally, Murphy, Pritchard, and Smith (2000) point out that in comparison to

manufactured items, a tourism destination is considered a combination of products and experience opportunities united from a total experience at the time of visit. Therefore, destination branding is challenging as it attracts a variety of customers and offers customized products with matching customers' need that is alike to corporate brands, as they act as umbrella brands for a portfolio of leisure, investment and business tourism, and stakeholder and nonprofit offerings (Konecnik & Gartner, 2007).

Finally, destination branding is considered an important issue of the present destination management sector in widening tourist opportunities and travel spot that has resulted in the growing substitutability and decreasing differentiations among destinations nowadays (Pike, 2005). Moreover, destination branding is a competitive asset that increases tourist retention through stable and reciprocal relationship between tourists and service providers (Bianchi & Pike, 2010).

2.3.2 Definition of Destination Brand Loyalty

Recently, competitive and changeable market place and customer loyalty are seen to be critical factors to the success of business firms because attracting new customers is more expensive than retaining exiting ones (Lee, 2010). Numerous studies have suggested that loyal customers are a competitive asset and that a way to retain customers is through secure and collaborative relationship between customers and service providers (Ismail, 2009).

Customer loyalty has defined in numerous different but similar ways by different researchers. Kheng et al. (2010) treat customer loyalty in behavioral term like repeat

purchasing frequency or relative volume of same-brand purchasing. Oliver (1997) defines customer loyalty as “a deeply held commitment to re-buy or re-patronize a preferred product/service consistently in the future” (p.34). According to Lee (2010), loyal customers are defined as those customers who hold favorable attitude toward a product, recommend the product to other customers and exhibit repurchase behavior. Most marketing literature defines customer loyalty as repeat purchases or recommendations to other people (Li & Robert, 2010). To measure the success of a marketing strategy, loyalty is one of the often used critical indicators (Flavian, Martinez, & Poloy, 2001).

Understanding destination loyalty is critical to attract and retain tourists to make wider opportunity for success and growth of tourism industry. Furthermore, destination loyalty is considered a major dimension of brand equity but has attracted relatively limited interest in the destination branding literature (Bianchi & Pike, 2010; Boo et al., 2009; Oppermann, 2000). In the tourism literature, although there are various definitions and measures of destination loyalty, there is no consensus on a single definition. Rather it is a multi-faceted concept, defined and measured in terms of behavioral and attitudinal dimensions. Destination loyalty refers to tourists’ intention to revisit and recommend to others (Bianchi & Pike, 2010; Oppermann, 2000; Yoon & Uysal, 2005). This loyalty indicates committed behavior, which implies participation in a certain recreation service (Backman & Crompton, 1991a; Jones & Taylor, 2007). Similarly, Jones and Sasser (1995) also argue that re-visit intention is a very strong indicator of future behavior and many tourism researchers have used tourists’ recommendation to others as a measure of attitudinal loyalty (Chen & Gursoy, 2001; Chanrithy, 2007; Oppermann, 2000). For

example, Chen and Gursoy (2001), opine that willingness to recommend the destination to tourists may be a strong indicator to measure the destination loyalty. On the other hand, Hosany, Ekinci, and Uysal, (2006) suggest that loyalty in tourism occurs when tourists visit a tourism destination repeatedly and not only one previous visit. Thus, a re-visit is a valid indicator for measuring loyalty. Oppermann (1999) also notes that tourists who become satisfied with a past destination choice may not even want to get information of other destinations for their next trip.

Most researchers propose that destination loyalty involves both attitudinal and behavioral approaches (Boo et al., 2009; Bianchi & Pike, 2010). Attitudinal loyalty means a tourist's attitude of a destination's attributes that can further impact his/her intention to visit or recommend a place to others (Bigne, Sanchez, & Sanchez, 2001, 2001; Boo et al., 2009). Behavioral loyalty is the result of previous experiential familiarity that influences today's and tomorrow's tourism decisions, especially destination choice (Konecnik & Gartner, 2007). In contrast, Morgan (2000) notices that the term destination loyal can be explained in several ways, ranging from affective loyalty (what I feel) to behavioral loyalty (what I do). Hence, destination loyalty definition emphasizes two principal aspects of loyalty: behavioral and attitudinal. But these two aspects of destination loyalty seem to have received widely attention from researchers in the tourism industry as many have focused on customer loyalty. Like many other studies, this study defines destination loyalty as a tourist's intention to return to a destination and make recommendations to others. In relation to that, numerous references in tourism use tourists' recommendation of the visit to others as an indicator of attitudinal loyalty (Chen and Gursoy, 2001; Oppermann,

2000), while repetitive visit as an indicator of behavioral loyalty (Juaneda, 1996; Petrick & Backman 2001; Sonmez & Graefe 1998).

2.3.3 Importance of Destination Brand Loyalty

In recent years, customer loyalty has been a significant focus in the studies of marketing scholars for many decades, and has gained a continual interest in recent years. This is because of the emergence of the marketing paradigm relationship (Gronroos, 1994; Nguyen, et al., 2011; Sheth & Parvatiyar, 1995). Research into customer loyalty has more than 40 years of history (Oppermann 2000). Because customer loyalty has very often been defined as a result of decision-making process (Jacoby & Chestnut, 1978; Ramos & France, 2005), a theoretical justification for customer loyalty will be made through making clear the customers' decision-making or choice options.

Customer loyalty has been evaluated by one of the following methods: (1) the behavioral approach, and (2) the attitudinal approach (Jacoby & Chestnut, 1978; Yee & Faziharudean, 2010). In the behavioral approach, customer loyalty means that consumers prefer the product and purchase it frequently. The approach is criticized because it has conceptual lacking, and generates only the constant output of a dynamics (Dick & Basu, 1994; Williams, 2010). It also does not explain the attributes that affect customer loyalty. In the attitudinal approach, the basis of consumer' brand choices or desire to purchase, consumers express their loyalty in the context of psychological commitment or the form of preference. The combined approach is a blend of the behavioral and attitudinal approaches (Rios & Riquelme, 2009), which argue that customers who buy and have loyalty to certain brands must have a favorable attitude to those brands.

Majority of prior studies indicate that higher customer loyalty often results in higher profitability and more customer stability (Travassos, 2008). Loyal customers represent a stable source of revenue as well as free word-of-mouth (WOM) advertising channels that link networks of friends, relatives and other potential consumers to a product/service informally (Shoemaker & Lewis, 1999). Customer loyalty offers a commitment of customers to brand (Shang, Chen, & Liao, 2006) that forms repeat purchasing behavior based on a rational decision to buy a product continuously with a particular brand or trademarks (Chaudhuri & Holbrook, 2002). It is said that customer's loyalty is the ability to make a consumer repeatedly search for and buy one brand (Shang et al., 2006). Hence, marketing literature proposes that customer loyalty is focused in two ways, which is related to the individual's degree of loyalty toward the product, and behavioral loyalty, which is related to continuing purchase from the product (Li & Robert, 2011).

In the last decades, while researchers have reported customer loyalty largely in the wider marketing field, destination loyalty literature has received little attention (Chi, 2005; Yoo & Uysal, 2005). A negligible number of studies have uncovered the issue of repeat visitation (Bianchi & Pike, 2010; Bowen & Shoemaker, 1998; Fakeye & Crompton, 1991; Gitelson & Crompton, 1984; Gyte & Phelps, 1989; Mohamed, 2008), and determined primary tourist loyalty typologies (Backman & Crompton, 1991a; Baloglu, 2001; Chanrithy, 2007; Oppermann, 1997, 1999). Loyalty and its applications to tourism products or services has been limited when compared with other variables of tourism, despite the fact that loyalty has been observed as one of the key motivating forces in the competitive market (Boo, 2006; Yoon & Uysal, 2005). Destination loyalty research is

generally a new phenomenon in tourism, hospitality and recreation leisure, which relatively goes back to 10 years ago (Boo et al., 2009; Backman & Crompton 1991a, 1991b; Campo et al., 2008; Prithard & Howard 1997). More specifically, in the tourism literature, hospitality and tourism scholars have given a clear interest in prioritizing “loyalty” as a subject of special practical importance for research (Chanriyhy, 2007; Iwasaki & Havitz, 1998; Shoemaker & Lewis, 1999). Therefore, destination loyalty has become important to researchers as they discuss the relationships among consumer engagement, perceived quality, awareness, image, perceived value and destination loyalty (Boo, et al., 2009; Han & Back, 2008; Lee, 2003; Yuksel et al., 2010). Oppermann (2000) asserts that loyalty must not be neglected in the area of destination brands and some scholars agree to his assertion (Badarneh & Puadmatsom, 2010; Bigne, et al., 2001; Fakeye & Crompton 1991).

Badarneh and Puadmatsom (2010) argue that repeat tourists are assets on which many destinations rely heavily. Although the visitors may not be visiting the destination again, with a positive attitude toward it, they may still provide a positive word-of-mouth to others. As recommendations play a vital role to attract potential tourists (Gartner 1993; Sa’nche et al., 2006), this type of loyalty becomes extremely crucial. Likewise, Keller (1998) notes that destination loyalty is sometimes evaluated in a behavioral attribute with the criterion of revisit frequency of destination. It seems that when a tourist selects a destination to visit instead of another it is because he/she has become loyal to the destination. Similarly, Bianchi and Pike (2010) suggest that destination loyalty becomes clear from observing lifelong visitation behavior. As a result, behavioral loyalty can be

shown to be a successful indicator of future destination choice. Hence, tourism literature proposes that destination loyalty is focused in two ways, which is related to tourists' degree of loyalty toward destination, and behavioral loyalty, which is related to revisit destination (Boo et al., 2009).

In recent times, a few theoretical and practical studies have investigated the variations between first-time and repeat visitors (Fakeye & Crompton, 1991; Gitelson & Crompton, 1984; Gyte & Phelp, 1989), and the influence of prior arrival experience on future destination preference (Chon, 1990; Crompton, 1992; Mansfeld, 1992). In addition, a few studies have looked into the factors of how repeat visitation impact on tourists' decision making. According to Boo et al. (2009), a few empirical researches has been conducted on the link between destination brand awareness, destination brand image, destination brand quality; destination perceived value, and destination brand loyalty in tourism context and recommended that more empirical research to understand this relationship is carried out. Furthermore, Yoon and Uysal (2003) proposed a structural model testing the effects of tourist image and perceived value on destination loyalty (operationalized as revisit and recommendation intentions). Their empirical findings revealed that image influences perceived value, which in turn affects destination loyalty. As new emerging destination are competing in the international tourism market, tourist destinations need to attain sound competitiveness by ensuring more repeat visitations. Usually, revisit in a stable market derives free advertising in the form of positive word-of-mouth from family and friends (Lau & Mckercher, 2004).

Finally, understanding the determinants of customer loyalty will allow management to concentrate on the major influencing factors that lead to customer retention. A number of previous studies have examined the causes of repeat purchase intentions. Results of this body of research have shown that awareness, image, quality, satisfaction, and different other variables are good predictors of customer intended loyalty. The more aware the customers are, the more likely they are to repurchase the product/service and to encourage others to become customers. In order to retain customers, organizations must seek to satisfy them, but a further objective must be to establish customer loyalty. In the same way, the success of marketing destinations should be guided by a thorough analysis of destination loyalty and its interplay with tourist awareness and destination image. Nevertheless, the tourism studies to date have addressed and examined the constructs of image, awareness, quality, perceived value, and loyalty independently; lacking are studies discussing the causal relationships among destination awareness, destination image, destination quality, destination perceived value, and destination loyalty. Therefore, it is time for practitioners and academics to conduct more studies of loyalty in order to have greater knowledge of this concept, to encourage repeat visits, it is necessary to examine the antecedents of intention to revisit and hence destination loyalty so that the influential factors could be ascertained.

2.3.4 Previous Studies on Destination Brand Loyalty

Currently, majority of the previous studies have identified several predictors of customer loyalty in different settings such as brand awareness (Heidarzadeh & Sharanda, 2011; Kim & Kim, 2005; Kayaman, & Arasli, 2007; Nguyen, Barrett, & Miller, 2011; Pappu et al., 2005; Rios, & Riquelme, 2008; Tong & Hawley, 2009; Tsai et al, 2010; Rios, 2007),

brand image (Boohence & Agyapong, 2011; Brunner, Brunner, Stocklin, & Opwis, 2007; Cretu & Brodie, 2007; Choi, Tkachenko, & Sil, 2011; Chiu et al., 2011; Hung, 2008; Ha, 2011; Helgesen, Havold, & Nasset, 2010; Ismail, 2009; Juntunen et al., 2011; Lai et al., 2009; Martinez, Vadell, & Ruize, 2009; Ogba & Tan, 2009; Tsai et al., 2010), service quality (Brodie et al., 2009; Chen & Tseng, 2010; Chan & Wang, 2011; Chiu et al., 2011; Dmitrorvic et al., 2009; Gallarza, & Saura, 2006; Gile et al; 2007; Garretson et al., 2002; Ha et al., 2011; Heidarzadeh & Sharanda, 2011;Huq, 2005; Han, & Korean, 2008; Ismail, 2009; Kheng et al., 2010; Lee et al., 2010; Lin, 2005; Liu, Guo, & Lee, 2011; Mandhachitara & Poolthong, 2011; Rauyruen & Miller, 2007; Tong & Hawley, 2009; Tsai et al., 2010; William, 2010; Xu & Chan, 2010), promotion (Bin Ayob, 2010; Bin Azizan, 2010; Casalo et al., 2010; Campo & Yague, 2008; Huq, 2005; Kim, & Hyun,2011; Ramos & Franco, 2005; Yee, & Sidek, 2008), perceived value (Bin Ayob, 2010; Brodie et al., 2009; Chen, & Tsai, 2008; Chen, & Hu, 2010; Chan & Wang, 2011; Edward, & George, 2010; Forgas et al., 2010; Flint, Blook, & Boutin, 2011; Gruent et al., 2006; Garretson, 2002; Hsieh, 2010; Kim et al., 2010; Krasna, 2008; Lin, & Wang, 2006; Musa, 2009; Rios, & Riquelme, 2008 ; Taylor et al., 2004; Vesel, & Zabkar, 2009; Yee & Faziharudean, 2010; Musa, 2009; Rios, & Riquelme, 2008 ; Taylor et al., 2004; Vesel, & Zabkar, 2009; Yee & Faziharudean, 2010). A few previous studies have identified predictors of destination loyalty in the tourism setting, such as destination awareness (Boo et al., 2009, Konecnick, & Gartner, 2007), destination image (Bigne, Sanchez, & Andren, 2009; Mechinda, Serivan, & Gulid, 2010), destination quality (Chen, 2010; Pike et al 2010),and destination perceived value (Bianchi & Pike, 2010; Chanrity, 2007).

Table 2.1

Previous Studies of Brand Loyalty

Author	Year	Area	Predictor	Country	Respondent
Mohamed Shariff	2002	Mobile phone	Image	Malaysia	Users
Brunner <i>et al.</i>	2008	Service companies	Image	German	Customers
Park	2009	Restaurant chains	Image	U.S.A	Consumer
Gallarza & Saura	2006	Travel group	Service quality	Spain	Student
Taylor <i>et al.</i>	2004	Manufactures	Value	U.S.A	Customers
Pappu <i>et al.</i>	2005	Companies	Awareness	Australia	Consumer
Gile <i>et al.</i>	2007	Product (milk, olive)	Quality	Spain	Young adults
Kayaman, & Arasli	2007	Hotel industry	Awareness	Cyprus	Customers
Rios, & Riquelme	2008	Online companies	Value	Australia	Students
Martinez <i>et al.</i>	2009	Dairy product	Image	Spain	Students
Brodie <i>et al.</i>	2009	Airline	Value	New Zealand	Customers
Cretu, & Brodie	2007	Company	Image	New Zealand	Customers
Kim & Hyun	2011	Company	Promotion	Korea	Consumers
Bin Azizan	2010	Products	Promotion	Malaysia	Consumers
Bin Ayob	2010	Mobile phone	Promotion	Malaysia	Customers
Han & Korean	2008	Company	Quality	Korea	Customers
Ismail	2009	Banking sector	Quality	Malaysia	Customers
William	2010	Health clubs	Quality	U.S.A	Customers
Liu <i>et al.</i>	2011	Mobile phone	Quality	Taiwan	Users
Mechinda <i>et al.</i>	2011	Gulf	Awareness	Thailand	Tourists
Yee & Sidek	2008	Sport wear brand	Promotion	Malaysia	Consumers
Lee	2010	Mobile phone	Perceived value, quality	Korea	Users
Chen & Tseng	2010	Airline company	Image, quality	Taiwan	Passengers
Ismail	2009	Mobile phone	Image, quality	Malaysia	Users
Brodie <i>et al.</i>	2009	Airline company	Value	New Zealand	Customers
Santouridis & Trivellas	2010	Mobile phone	Quality	Greece	Users
Kheng <i>et al.</i>	2010	Banking channels	Quality	Malaysia	Customers
Hung	2008	Insurance public	Image	Taiwan	Customers
Ki & Kim	2005	Firm's	Quality	Korean	Travelers
Chen, & Hu	2010	Coffee industry	Perceived value	Australia	Consumers
Tsai <i>et al.</i>	2010	Macau casinos	Awareness	U.S.A	Customer
Boohence & Agyapong	2011	Vodafone's	Quality, image	Ghana	Users
Bianchi & Pike	2010	Tourist destination	Image, awareness	Japan	Tourists

As demonstrated in Table 2.1 above, most of the previous studies were conducted on mobile phone, and banking services and products. In addition, these studies were performed in Malaysia, Korea, Western countries like the USA, Spain, Brazil, New

Zealand and Australia. Few studies, however, were conducted in Arab countries such as Jordan. In addition, there is a lack of studies carried out in tourism. Therefore, this study was performed in the tourism industry in Jordan.

2.4 Underpinning Theory of Brand Equity

Brand Equity is accepted as the overall utility that customers place in a brand compared to its competitors (De chernatony & McDonald, 2003; Vazquez, Belendel Rio, & Iglesias, 2002; Keller, 2003). This argument is in line with Aaker (1991), who proposes a model of brand awareness, brand image, brand quality, perceived value, and brand loyalty linkage. In addition, this study used Brand Equity theory as the main Theory to explain international tourists' loyalty towards visiting Jordan. The following section will discuss brand equity theory.

2.4.1 Brand Equity Theory

In general, the concept of brand equity has appeared as one of the most crucial topics for customer-based viewpoints in marketing management since the 1990s (Aaker, 1991, 1996; Keller, 1993; Kim & Kim, 2005) and has been recognized as an significant factors for creating competitive market advantages and marketing strategies of differentiation. It has aroused intense interest among business strategists from a wide variety of industries as brand equity is closely related with brand loyalty and brand extensions. Besides, successful brands provide competitive advantages that are critical to the success of organizations (Keller, 1993). However, there is no consensus with regard to the definition of brand equity and its measurement (Yoo & Donthu, 2001).

Aaker (1991) defines Brand Equity as the brand assets and liabilities connected to a brand, its name and symbol that add to or subtract from the value offered by a product or service to a firm and or to that firm's customers. He has mentioned five Brand Equity constructs: brand awareness, brand image, brand quality, perceived value, and brand loyalty. On the other hand, Lassar et al. (1995) assert Brand Equity as the advancement in the perceived utility and desirability. A brand name indicates a product, and usually, it is the tourist's perception of the overall supremacy of a destination carrying that brand name at the time of comparing it to other destination brands (Gile et al., 2007). These numerous definitions imply that effective marketing programs in Brand Equity have incremental value in the minds of customers', which might foster greater confidence in customers' to induce customers' to be loyal and to pay a premium price for a brand. In addition, the customer-based definitions agree that a strong brand increases the strength of customers' attitude towards the product associated with the brand and it is the added value of the brand to the customers.

More specifically, the concept of Brand Equity has been recently applied to the tourism destination as it plays a vital role in tourism destination success. Having viewed past studies on tourism, there is a lack of previous studies that applied Brand Equity Theory in the tourism industry (Boo et al., 2009, Konecnik & Gartner, 2007). A number of studies have been conducted in the U.S.A, Slovenia, and Tokyo using brand equity to investigate tourists' loyalty. Konecnik and Gartner (2007) have been the first who studied the concept customer based brand equity and apply it for a destination as proposed in Aaker (19991) and Keller's (1993). In their study, they found that destination loyalty plays a

very important role in destinations evaluation from the customer perspective. However, it is not the only destination dimension that should be considered. They argued that all dimensions of destination Brand Equity (destination awareness, destination image, destination quality, and destination loyalty) should be also examined. Furthermore, it is important to mention that Konecnik and Gartner (2007) have studied the destination loyalty component as one of the brand equity dimensions. But in their research, they looked at both past as well as potential customers and have studied the perceptual and behavioral dimensions of brand equity. As tourism, destination loyalty is subjectively related to those who have past experience with destination.

As mentioned in the earlier discussion, the current study adopts Brand Equity Theory. This is because previous studies (e.g. Keller, 2003; Low & Lamb, 2000; Yoo & Donthu, 2001) indicate stronger support for this Theory. Furthermore, the study by Konecnik and Gartner (2007) also found that Brand Equity theory is better than other theories in enhancing destination brand loyalty. This is because Brand Equity signifies something extra, namely the favorable status of the brand in the consumer's mind. However, the importance of Brand Equity is that it increases the probability of brand choice, leads to brand loyalty and insulates the brand from a measure of competitive threats. This finding is support by Boo et al (2009) who also show support for Brand Equity Theory. Therefore, due to the lack of evidence, that other theories are better than Brand Equity Theory, this study intends to examine destination brand loyalty among international tourists using this theory. The model emphasizes brand awareness, brand image, brand quality, brand promotion, perceived value, and brand loyalty, as the main factors.

In sum, the researcher agrees with the findings of these studies and opines that there is an essential need for investigating destination loyalty on a larger scale. In addition, the researcher agrees that Brand Equity Theory is an appropriate model to be used for investigating destination loyalty in a similar context such as Jordan.

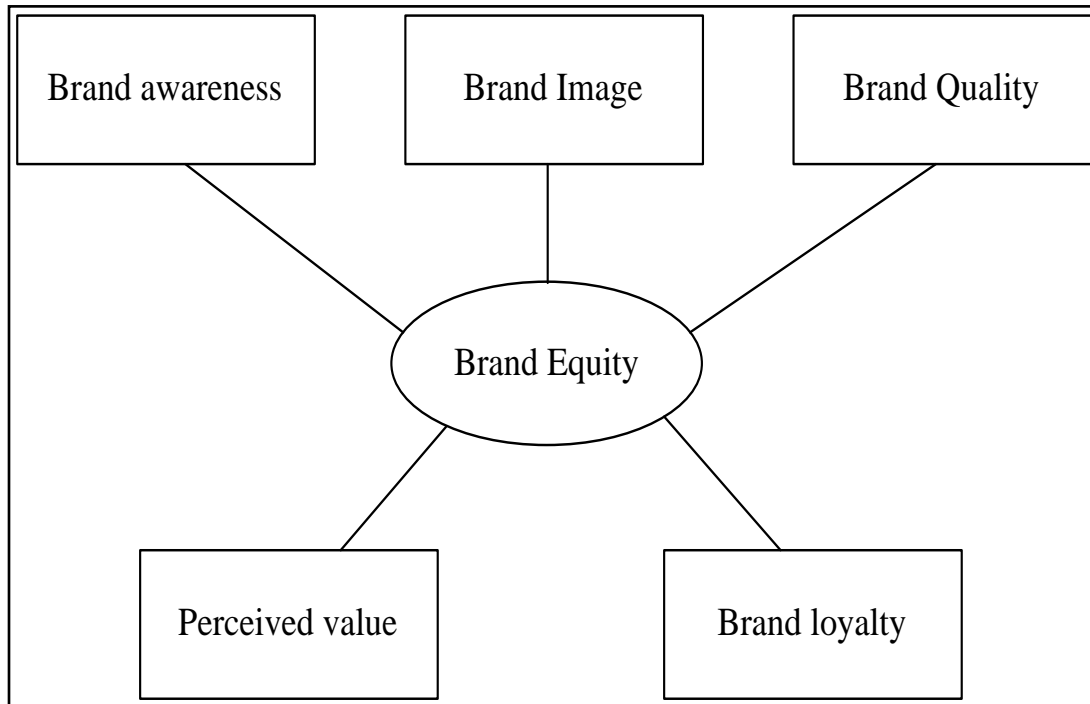


Figure 2. 1
Managing Brand Equity, Aaker, (1991)

Figure 2.1 above demonstrates that the main components of TBE are brand awareness, brand image, brand quality, perceived value, and brand loyalty (Aaker, 1991). Having discussed the utilities of the theory to the present study (TBE), the researcher found that theory of brand equity contributed to the examinations on destination perceived value and destination brand loyalty. Theory of brand equity is the most appropriate theory to explain destination brand loyalty in the Jordanian context as it has been used by many scholars in the area of tourism (Aaker, 1991).

2.4.2 Previous Studies of Brand Equity

Five conceptually independent determinants such as brand awareness, brand image, brand quality, brand promotion and perceived value, for brand loyalty are portrayed by Theory of Brand Equity (Aaker, 1991). Many studies (e.g. Bianchi & Pike, 2010; Chen, 2010; Konecnik & Garter, 2007; Pike et al., 2010) conducted on loyalty has confirmed the reliability of Brand Equity Theory. Since the Theory is associated with leisure and events, it is appropriate to be used in predicting the loyalty of tourists. For example, Boo et al. (2009) used Brand Equity theory to predict the intentions of visiting Las Vegas. They showed that brand awareness, brand image, brand quality, and perceived value are the most significant predictors of tourists' loyalty to visit Las Vegas (casino resorts).

2.4.2.1 Awareness in Theory of Brand Equity (TBE)

Brand awareness is the primary factor in building loyalty propensity before a certain loyalty emerge (Bianchi & Pike, 2010). Brand awareness indicates the strength of a brand's attachment in consumers' minds (Heidarzadeh & Sharanda, 2011). Brand awareness is also essential for brand equity to sustain any product or service that is common to both. Aaker's (1991) and Keller's (1993) models of brand equity indicate the way consumers easily and likely recall a brand name. In developing equity, brand awareness is the first priority to be built as it impacts on the width and depth of brand loyalty. Tourists are not able to choose a destination if they do have not enough knowledge of the brand (Keller, 1993). In consumer decision-making process, brand awareness or tourists' ability to recall and recognize a brand from memory plays a significant role (Keller, 1993). At the time of thinking of a specific product category, it is important to encourage consumers to retrieve the name and features of the brand.

Therefore, brand awareness is a vital antecedent of destination loyalty (Tong & Hawley, 2009). In short, it can be said that brand awareness is the first and necessary condition to re-visit a destination leading to loyalty (Tong & Chang, 2009). Brand awareness is treated as a major element of a brand's impact in hospitality and tourism (Kim & Kim, 2005; Kaplanidou & Vogt, 2003; Lee & Back, 2008; Oh, 2000), and in the way consumers make purchasing decision (Belonax & Javalgi, 1989; Kwun & Oh, 2004; Oh, 2000; Sivakumar & Raj, 1997; Webster, 2000). In other words, brand awareness is a supplementary aspect of brand equity (Keller, 2003), and a major attribute of a brand (DeChernatory & MC Donald, 2003; Motameni & Shahrokhin, 1998).

After having a visit to Jordan, one's willingness to return to the country is referred to as "brand awareness" in this research. By applying theory of brand equity, this research focuses international tourists' propensity to revisit Jordan, as destination loyalty is one of the key issues that need to be investigated in the Jordanian context. For the economic and tourism growth in the country, visit and revisit intention are very critical for managers, travel agents and law-makers.

2.4.2.2 Image in Theory of Brand Equity (TBE)

An image of a place influences tourists' decisions. This evidence is clear from early and more recent research (Bianchi & Pike, 2010; Baloglu & McCleary 1999; Goodrich 1978; Hunt 1975; Lim, 2009; Nadean, Heslop, & O'Reilly, 2008; Pike & Ryan 2004; Tapachai & Waryszak 2000; White, 2004). Yoo and Donth (2001) note that as brand equity is the outcome of marketing activity, it is vital for marketers to grasp the process of brand equity building. In the context of tourism, the right approach to brand image management

is significant for building destination brand equity and managers need to know and realize how to execute effective brand strategies (Al-Muala, 2010).

Furthermore, researchers acknowledge brand images as a significant source of brand equity (Keller, 1998; Lassar et al., 1995). Thus, tourism and hospitality brand image has been regarded as a major dimension of brand equity (Konecnik & Garter, 2007; Kim & Kim, 2005). Similarly, brand image and brand awareness have strong impact on the value perception of a customer that enhances brand equity (Hunt & Morgan, 1995; Park & Schocker, 1996). Destination image also affects behavioral intentions of tourists (Pan, 2008). Many studies have also highlighted that destination images have an impact on tourist loyalty (Mechinda et al., 2010). Although it is inferred that brand image has a significant role in developing brand equity (Aaker, 1992; Keller, 1993), there is not enough understanding about its impact on the customer value-loyalty process. From a theoretical view point, Keller's (1993) customer-based-brand equity model proposes that brand image is a vital stimuli to explicit the features, benefits, and feelings towards the brand. Similarly, Cai (2002) regards that developing a brand image is a significant element in forming a destination branding model. Similarly, CAI (2002) regarded that to develop brand image is a significant element in the formation of a destination branding model.

According to Park et al. (1986), brand image has a main impact on the brand's market performance as it is key make successful brands. Brodie et al. (2009) indicate that destination image is observed as a bundle of advantages of nature and characterized by

the significant ideas of brand personality. Finally, several studies mentioned that a favorable image of destinations impacts destination loyalty (Hernandez, Moliner-tena, & Sanchez, 2006; Mechinda et al., 2010), and preference of revisitation (Gibson, QI, & Zhang, 2008; Kaplannidou & Vogt, 2007).

2.4.2.3 Quality in Theory of Brand Equity (TBE)

Brand quality is another important construct of loyalty (Boo et al., 2009). Previous studies found that brand quality is an important variable for the success of destination brand loyalty (Rashid, 2007; Ueltsh, Laroche, & Ying, 2009). Brand quality refers to measuring the attributes of a service by a tourist for choosing a destination to revisit (Baker & Crompton, 2000; Chanrithy, 2007).

Lai et al. (2009) suggest that quality measurement could contribute to the understanding of tourists' loyalty. Brand quality is one of the main aspects of brand equity (Boo, 2006), and perceived quality is treated a key or primary aspect in the customer based brand equity frameworks (Aaker, 1996; Dyson, Farr, & Hollis, 1996; Farquhar, 1989; Keller, 1993). Brand quality is treated as intangible, total feeling of quality that a customer possesses about a brand and is normally based on different aspects that include the nature of the product to which the brand is associated with such as reliability and performance (Deslandes, 2003). Furthermore, most previous studies have considered elements of perceived quality such as destination infrastructure affecting brand loyalty. Also, in the literature review of service quality, consumer behavior and tourism are identified as the determinants of a visitor's behavioral intention and propose hypotheses regarding the causal relationship between the constructs (Zabkar et al 2009).

2.4.2.4 Perceived Value in Theory of Brand Equity (TBE)

Perceived value specifies the branding programs that create purchase trust and lead to brand loyalty by offering unique benefits about the tangible characteristics of a firm's product or service (Tasi, 2005). The term perceived value is originated in added value, which is said to be highly significant of a brand's specification and used as the basis for differentiating a brand from a product (Wong, 2005). Perceived value of a brand is treated as an observable aspect of brand equity (Lassar et al., 1995) and customer preference of a brand relies on a seeming balance between price of product and all its attributes (Boo, 2009). Unique value is the logical consequences of designing of destination loyalty (Boo, 2006).

Furthermore, perceived value has been found as one of the most significant measures for obtaining competitive edge (Anuwichanont & Mechinda, 2009) and the key indicator of customers' repurchase intentions (Parasuraman & Grewal, 2000, Mechinda et al., 2009). Moreover, perceived value and quality are treated as a good anticipator of entertainment vacations as well as desire to revisit a destination (Chanrithy, 2007; Petrick, et al., 2001). Bolton and Drew (1991) note that future intention to visit is influenced partly through perceived value. They conclude that the effect of perceived value on behavioral loyalty is as important as that of quality.

To summarize the above-mention concepts, destination loyalty through destination perceived value is established by the following four factors: destination brand awareness, destination brand image, destination brand quality and destination brand promotion,

according to the Theory of Brand Equity. However, for Jordanian tourism, international tourists' perceptions are valuable assessment in this study. Theory of brand equity reflects an integration of four variables that may lead to a better assumption and interpretations of loyalty. Beliefs lead to attitudes towards loyalty in theory of brand equity. Thus, tourists who have visited any tourist destination would have a favorable or unfavorable perception or belief. Therefore, family, friends, and tourists' personal factors influence tourists' loyalty. External and internal constraints of tourists may lead to positive or negative attitude towards loyalty that influences tourists' intention to revisit Jordan.

2.4.2.5 External Variable in Theory of Brand Equity

In theory of brand equity, brand awareness, brand image, and brand quality are predictors of perceived value, and are predictors of brand loyalty also. Park and Lennon (2009), and Baldauf, Cravens, and Roth (2009) assert that promotion affects perceived value or loyalty indirectly. Based on this, Aaker (1991, 1996) proposes that the effect of all other external variables on brand loyalty is indirect. In contrast, other variable effects on destination perceived value directly will explain destination loyalty more than indirect effects (Al-muala, 2010; Heijden, 2001).

Promotion has a strong relationship with Brand Equity (Aaker, 1991). Ayob (2010) notes that promotion helps build brand loyalty and educate consumers about the various attributes or aspects of a brand that can be made through information, persuasion, and reminding messages (Fakeye & Crompton, 1991). Aaker (1991) also emphasizes that promotion importantly builds customers' perception of brand loyalty, awareness, perceived quality, perceived value, and other proprietary's. Aaker found that promotion is

a key driver of brand equity through integrated advertising and has a greater share of industry advertising.

Marketing academics and practitioners are in consensus on the influential connection between promotion and Brand Equity (Kim & Hyun, 2011). The influence of promotion on customer attitudes and Brand Equity has been studied extensively for a long time. Not only that, the strength of promotion in building powerful destination brands has been suggested by marketing practitioners (Campo & Yague, 2008; Garretson et al., 2002; Mohamed, 2008; Yee, & Sidek, 2008) and academics (Aaker, 1991, 1996). Most promotional techniques are implemented with certain aims to improve customer's attitude (Huq, 2005; Mohamed, 2008). Moreover, promotions are a vital aspect of competitive factors in destination brand markets with other brand to attract tourists (Ailawadi, Beaucham, & Donthu, 2009; Hsu, 2008). Importantly, promotion, as it is more commonly referred to, is a crucial aspect of a destination brand in marketing mission and a major determinant for its success (Casalo et al., 2010; Kim, & Hyun, 2011; Kim, 1989). This research focuses on the impact of promotions on destination loyalty. Promotion also influences indirectly a favorable predisposition toward repeat visit destinations (Baldauf et al., 2009; Dore, & Crouch, 2003).

Yee and Sidek (2008) found that promotion affects customer loyalty to a brand. Promotion has positive effects on brand as a whole and on each of the elements it is made up of: brand image, awareness, perceived quality, and brand loyalty (Aaker, 1991), which means that there is a causal relationship between various promotion programs and aspects

of Brand Equity. Therefore, promotion activities have positive impacts on brand because promotions create brand awareness for the total destination (Florence, Guizani, & Merunka, 2009). Promotion is another vital determinant of perceived value (Heidarzadeh & Sharanda, 2011). When promotion is used people have more favorable perceptions of product value than when it is not used (Oliver & Shor, 2003; Park & Lennon, 2009). To encourage tourists to visit destinations, promotions are vital (Campo & Yague, 2008; Hsu & Liu, 1998; Oliver and Shor, 2003; Park & Lennon, 2009; Sun et al., 2003). In this way, an external variable is necessary to predict theory of brand equity fully and strongly (Keller, 2008). In this study, promotion is considered as an external variable so that it enhances understanding on the perceived value and destination loyalty among international tourists to ensure more revisit.

2.4.2.6 Empirical Studies on Theory of Brand Equity in Tourism

There is a lack of previous studies that have used Theory of Brand Equity in the tourism industry. In contrast, the theory has been applied to a wide variety of contexts in products research (e.g. Brunner et al., 2008; Baldauf et al., 2009; Chen & Tseng, 2010; Gallarza & Saura, 2006; Hanno, 2007; Kim & Kim, 2005; Lee et al., 2010; Mohamed Shariff, 2002; Ramos & Franco, 2005; Tsai et al., 2010) to predict loyalty and perceived value, such as predicting user perceived value to use IT in the software sector (Kim, & Hyun, 2011; Kim et al., 2010). Table 2.2 shows the use of Theory of Brand Equity particularly in tourism industry in the past. However, this is the first study that uses Theory of Brand Equity in the tourism sector in Jordan to the researcher's knowledge. Although a few studies have been conducted in the tourism industry using Brand Equity Theory (Boo et al., 2009;

Bianchi & Pike, 2010; Konecnik, & Gartner, 2007), most of these studies were conducted in developed countries, as shown in Table 2.2.

Table 2. 2
Previous Studies on Theory of Brand Equity in Tourism

Authors	Year	Country	Predictors	Findings
Boo <i>et al.</i>	2009	U.S.A	Awareness, image, quality	Significant impact on perceived value and destination loyalty
Konecnik and Gartner	2007	Slovenia	Awareness, image, quality	Significant impact on destination loyalty
Bianchi and Pike	2010	Tokyo	Image, awareness	Significant impact on perceived value and destination loyalty
Sun	2004	U.S.A	Quality, awareness, image	Significant impact on perceived value and re-visit intention
Chanrithy	2007	Taiwan	Value, quality	Destination loyalty

Table 2.2 above shows that perceived value is an important issue in destination brand loyalty. Sun (2004) conducted a study to investigate the relationship between quality, trust, and perceived value in Oklahoma City. The sample of the study consisted of 277 tourists. The study was a quantitative research and used theory of brand equity. The study demonstrated a significant effect on perceived value. Boo et al. (2009) used Theory of Brand Equity to examine the relationship between destination brand awareness, destination brand image, destination brand quality, and destination brand loyalty. The results showed significant relationships between awareness, image, quality, and destination brand loyalty. They also recommend that Theory of Brand Equity be used for future research to examine tourist's loyalty in similar contexts. Bianchi and Pike (2010) carried out a study in Tokyo to investigate the effects of brand awareness, brand image, and brand perceived value on destination loyalty. The sample of the study consisted of 1000 tourists. They found that perceived value has an important and significant impact on

destination loyalty. Thus, the findings of the research validate theory of brand equity (TBE) by applying it to destination research. In sum, researchers tend to agree that theory of brand equity is influential in examining destination loyalty.

2.4.2.7 Empirical Studies on Theory of Brand Equity in Different Research

Settings

Theory of Brand Equity has been adopted in studies on brand loyalty in different settings (Bodet & Chanarate, 2010; Chen & Tseng, 2010; Juntunen et al., 2011; Kim & Kim, 2005; Lee et al., 2010; Ross, 2006; Ramos & Franco, 2005; Tsai et al., 2010; Williams, 2010; Yasin et al., 2007). For example, Cretu and Brodie (2007) investigated the relationship between brand image and perceived quality towards customer value in New Zealand. The sample of the study comprised 377 consumers. The theoretical framework of the study was based on TBE theory. They found that brand image and service quality have significant and positive impact on customer value. In a different study, Yasin et al. (2007) investigated the relationship between country image and brand loyalty. They demonstrated a significant relationship between country image and brand loyalty. Additionally, theory of brand equity showed a predictive power with the significance of paths considered, and multiple fit indices were reported. Similarly, Williams (2010) used theory of brand equity in the U.S.A to how service quality, and brand associations can influence brand loyalty. He found a significant relationship between service quality, brand association, and brand loyalty. The results also provided support for TBE and provided a good fit to the data. Yoo and Donthu (2001) investigated Brand Equity measure items based on Aaker's (1991) and Keller's (1993) conceptualizations of Brand Equity. They evaluated and validated the multifaceted Customer-Based Brand Equity

model. They applied commercial brands from three product classes (athletic sports, camera quality, and color TV sets) for assessment among three consumer groups (American, Korean American, and South Korean). They revealed that brand image and service quality have significant and positive impact on brand loyalty. Table 2.3 summarizes key research in this area.

Table 2.3
Previous Studies Predicting Theory of Brand Equity in Different Areas

Authors	Year	Context	Country	Predictors	Findings
William	2010	Health club	U.S.A	Service quality	Significant impact on brand loyalty
Yasin <i>et al.</i>	2007	Products	Malaysia	Country image	Significant impact on brand loyalty
Kim & Kim	2005	Hotel	Korea	Image, service quality	Significant impact on brand loyalty
Juntunen <i>et al.</i>	2011	Products	Finland	Image, awareness,	Significant impact on brand loyalty
Lanza	2008	Automotive industry	U.S.A	Perceived quality	Significant impact on perceived value
Higgins	2006	sport organizations	U.S.A	Brand awareness, brand image	Significant impact on customer loyalty
Jung & Sung	2008	products	U.S.A	Brand awareness	Significant impact on customer loyalty
Kayaman.&Arasli	2007	Hotel industry	Cyprus	Awareness, image, quality	Significant impact Customer loyalty
Gile <i>et al.</i>	2007	Products	Spain	Awareness, quality	Significant impact on customer loyalty
Wang <i>et al.</i>	2008	Product-market	China	Awareness, quality	Significant impact on repurchase intention
Pappu <i>et al.</i>	2005	Products	Australian	Awareness, quality	Significant impact on brand loyalty
Broyles	2005	Products	U.S.A	Quality	Significant impact on purchase intent
Taylor <i>et al.</i>	2004	Equipment manufacturers	U.S.A	Value	Significant impact on customer loyalty
Tong & Hawley	2009	Clothing market	China	Awareness, quality	Significant impact on customer loyalty
Tsai <i>et al.</i>	2010	Macau Casinos	U.S.A	Awareness, image	Significant impact on customer loyalty
Chen & Tseng	2010	Airline industry	Taiwan	Quality	Significant impact on customer loyalty
Lee <i>et al.</i>	2010a	Products	India	Awareness, quality	Significant impact on customer loyalty
Lai <i>et al.</i>	2009	Mobile phone	China	Value, quality	Significant impact on customer loyalty
Lee <i>et al.</i>	2010b	Products	Taiwan	Perceived value	Significant impact on customer loyalty

Tsai et al. (2010) used Theory of Brand Equity to identify important beliefs that may be targeted to improve Macau casino employees' loyalty. Result of this study demonstrated a significant relationship between perceived quality, brand image, brand awareness, and customer loyalty. It also demonstrated that theory of brand equity can be used to explain employees' and customers' loyalty. A study performed in Taiwan by Chen and Tseng (2010) used Theory of Brand Equity to investigate and encourage passengers to adopt airline services. The result demonstrated a significant relationship between perceived quality, brand awareness, brand image, and customer loyalty, and found that theory of planned behavior can predict brand loyalty. In another study performed in Finland by Juntunen et al. (2011), Theory of Brand Equity was employed to explore factors that affect brand loyalty. They found the applicability of the brand image and brand awareness impacts brand loyalty. Similar result was reported by Ross (2006), who found a significant impact between brand image, brand awareness, and perceived value.

In sum, the researcher agrees with scholars such as Boo et al. (2009), Konecnik, and Gartner. (2007), Bianchi and Pike (2010), Juntunen et al. (2010), and William.(2010), who suggest that researchers and scholars examine brand loyalty and perceived value at different levels and contexts that include both developed and developing countries by applying theory of brand equity. This can be argued that without possessing concurrent theoretical and conceptual framework, destination managers and tourism operators may depend on only the expectations and strategies that they have achieved during their work experience to realize the destination loyalty of tourists (Al-Muala, 2010). Subsequently, this may not be useful for the development and growth of the national economy and

tourism market. Thus, it can be concluded that the theory of brand equity has much utility in destination image studies area and showed significant empirical evidence to predict destination loyalty.

2.4.2.8 Why use Theory of Brand Equity?

Theory of Brand Equity has been used in multiple contexts relating on customer loyalty. As Tables 2.2 and 2.3 have shown, some studies found Brand Equity as a predictor of customer loyalty in a wide range of fields. In this study, Theory of Brand Equity is used to explain the loyalty process resulting from one's personal control to help understand destination loyalty and decision making on re-visit to Jordan by international tourists. Theory of Brand Equity, along with a new variable promotion, reflects a tourist's perceived ease or difficulty towards developing loyalty. In reality, promotion helps a tourist facilitate/constrain the acts needed to deal with a certain condition. Thus, Theory of Brand Equity explains the tourist's loyalty more accurately through inclusion of promotion.

2.5 Variables Influencing Destination Brand Loyalty

A review of work in the area of tourism industry indicates that a few studies have examined destination loyalty (Bianchi & Pike, 2010; Forgas et al., 2010). Current studies have emphasized the need to modify and examine the dimensionality of the brand equity format. So, creating a multidimensional scale for brand equity and testing its psychometric characteristic is a great interest in recent studies (Boo et al., 2009; Yoo & Donth, 2001). However, Bianchi and Pike (2010) note that developing an instrument to measure brand equity from a customer viewpoint has been lacking although the

significance of the brand equity paradigm is growing fast. Moreover, Kaplanidou and Vogt (2003) indicate that some other factors can be used to measure brand equity such as brand awareness, visitors' perceptions about the brand and its identity, visitor's opinions and attitude, brand loyalty, and traveling behaviors. Blain et al. (2005) suggest that destination branding impressiveness is vital to measure and can be specified through customer research. The research must be done in such a way that measurement of the destination logo and image in the eye of tourists might be evaluated, and the image should be communicated to the prospects so that it can be matched by real experience, which forms the core of tourist's loyalty.

The literature review reveals variables that affect creation of successful destination brand loyalty. Among the predictor variables that have been investigated and reported are destination brand image (Boo et al., 2009; Som et al., 2011), destination brand awareness (Kayaman & Arosili, 2007; Rios & Riquelme, 2008), destination brand value (Bianchi & Pike, 2010; Chen & Chen, 2010), destination brand quality (Mohamed, 2008; Cretu & Brodie, 2007), and destination brand promotion (Campo & Yague, 2008; Huq, 2005). Deslands (2003) investigated variables that influence the level of consumer perception of tourism destination loyalty. The revisit intention of the tourists was found to be affected by perceived quality, perceived price, perceived value, perceived satisfaction, country image, and destination image.

Another study by Jung (2003) revealed that destination brand image influences all image and tourists destination choice behavior. Moreover, it is widely accepted among tourism

researchers that destination brand image has impact on tourist loyalty (Badarneh & Puadmatsom, 2010; Chon, 1990; Fakeye, & Crompton, 1991; Um & Crompton, 1990). Yoo and Donthu (2001) explored the positive relationship between brand awareness, brand image, brand quality, and brand loyalty aspects of various product categories across different cultures. Konecnik and Gartner (2007) also found the relationship between brand awareness, brand quality, brand image, brand loyalty and it was revealed that all aspects are vital in destination comparison and can be explained through the concept of customer-based brand equity tourism destination (CBBETD).

Konecnick (2006a) reports that, in his model, brand awareness, perceived quality, and brand loyalty are considered dimensions on which branding impacts are evaluated through tourists' perception of destination. Based on Aaker's (1991, 1996) and Keller's (1993, 2001, 2003) suggestion about brand equity, the independent variables were adjusted from Konecnik's (2006a) scale model of customer-based brand equity for a tourism destination. Four dimensions were projected: brand awareness, brand image, perceived quality, and brand loyalty (Konecnik, 2006a). Brand awareness means the ability of prospects to recognize or recall that a brand offers a certain product category (Aaker, 1991; Kapferer, 1997; Keller, 1993, 2003). Brand image refers to the dissimilar perceptions that consumer hold in the mind (Keller, 1993, 2003). The facet of observed quality means the extent of brand supremacy based on customers' evaluation of brands. Additionally, the dimension of brand loyalty means commitment to repurchase involving both repeated patronage and favorable attitude (Aaker, 1991, 1996). Ooi (2004) reported that the majority of the destination loyalty studies focus on the way brand images and

messages are formed. To build and maintain the desired image of the destination, destination branding is needed as it can attract tourists on the basis of the perception of the brand. Destination branding shapes the behavior of tourists by helping them prefer a place through evaluating brand perception (Blain, 2001). Kaplanidou and Vogt (2003) note that branding can derive other destination brand aspects after positioning an image that differentiates a destination from its competitors.

Cai (2002) attempted to portray a dynamic destination branding model compiled by brand component mix, brand identity, and brand image development, but he failed to provide certain information on their formation and measurements. Brand impression is a very important aspect of destination brand loyalty. Gnoth (2002) suggests that a destination brand can be positioned at three levels such as functional, empirical and symbolic, in addition to brand features. Consistency in delivered attributes within and across these three levels is necessary for accomplishing a destination brand.

Finally, various studies have appeared in recent times that measure some dimensions of tourist perception of destination brand loyalty, but they do not offer certain information on measurement techniques and hence, their effects cannot be compared. Thus, an empirical study that operationalized brand perception of tourist as a multi-aspect construct needs to be carried out. A comprehensive review of the literature will be performed to choose the most suitable way to measure each variable treated in this study. As measurement of destination branding is comparatively new, measurement weapons from general marketing should be changed properly in the context of destination. Thus,

the study is going to attempt to narrow down the above shown gaps by empirically testing the effect of brand awareness, brand image, brand quality, brand promotion, brand value, and brand loyalty and apply them to the tourism industry.

2.5.1 Destination Brand Awareness

Brand awareness influences destination loyalty and it is a critical factor to assess tourists' potential for revisiting as it suitably predicts destination loyalty (Boo et al., 2009). There are several methods in how brand awareness is categorized. For example, brand awareness can be categorized into brand recall and brand recognition. Brand recall is the ability of tourists to retrieve the brand from memory at the time of given the product category. On the other hand, brand recognition means the ability of tourists to authenticate past exposure to the brand. (i.e., recognize that it is an "old" destination brand that they have seen before and not a "new" brand that they are seeing for the first time (Konecnik & Gartner, 2007).

A number of studies have attempted to define brand awareness. Researchers have used both brand recall and brand recognition measures to define and assess brand awareness (Boo et al., 2009). Motameni and Shabhrokhi (1998) define brand awareness as the accessibility of the brand in memory that can be measured through brand recall and brand recognition. Likewise, Cai (2002) defines brand awareness as the tourists' ability of identifying or recognizing the brand, while Keller (2003) refers to it as having both brand recognition and brand recall. Konecnik and Gartner (2007) note that brand awareness means to what someone knows or thinks they have information about a destination. According to Keller (2003), brand recall indicates the power of retrieving the brand from

memory. Gil et al. (2007) refers to brand awareness as the capacity of a prospect for recognizing or recalling a brand that it is a member of a specific product group. In contrast, Aaker (1991) notes various degrees of brand awareness, ranging from more recognition of the brand to prevalence, which indicates the situation where the brand can be reminded by a tourists. In short, brand awareness is mentioned as the power of a prospect to recognize or recall that a brand is within a certain product category (Davise, Golcic, & Marquard, 2009). Hence, brand awareness emphasizes two principal aspects of brand awareness: brand recall and brand recognition.

Essentially, in the tourism literature, increasing awareness of a destination is the purpose of the destination marketing by establishing a unique brand (Awaritefe, 2004; Jago et al., 2003). It reflects the strength of the brand's position in the mental set up of the target market for a long time (Aaker, 1996). In addition, awareness of the destination is strongly based on the possibility that tourists visit the destination (Tong, 2006). In addition, brand awareness encourages tourists to be loyal to a destination (Bianchi & Pike, 2010; Tepeci, 1999). According to Rios and Riquelme (2008), brand awareness plays a critical role in the tourists' decision-making process and it also stimulates tourists to retrieve the name and attributes of the brand at the time of thinking of a certain product category.

Besides, brand awareness is more than simple information of a destination i.e. how likely the destination will take a position in tourists' destination choice set (Crompton, 1992). Furthermore, not all brands are the same in their brand awareness in the context of both their depth and breadth (Hoeffler & Keller, 2002; Keller, 1998). The depth of brand

awareness means how easily and promptly the elements (e.g. brand name, logo, symbol, or else) will come to mind. When potential tourists think of a specific destination over others in travel planning then higher depth of destination awareness occurs, whereas breadth of destination awareness expresses the range of travel motives in which the destination name may come to mind (Keller, 1998). However, higher breadth of brand awareness means how likely potential tourists will think of a destination over various setting options whenever suitable (Tong & Hawley, 2009).

Normally, brand awareness is evaluated by means of brand recognition, which indicates the ability of tourists to recall the brand without any cue at all or a slight cue such as the name of the product category or a feature (Aaker, 1996). Therefore, brand awareness is a vital component for developing an attachment with the image of a brand, which cannot be done by any other form of communication effects (Aaker, 1991; Macdonald & Sharp, 2003).

More specifically, brand awareness has mostly been examined in tourists' behavior studies (Bianchi & Pike, 2010; Goodall, 1993; Konecnik & Gartner, 2007; Woodside & lysonski, 1989). Most models of tourists' behavior argue that awareness is a first and necessary but insufficient step for visit destination. Awareness creates an image of the destination that prevails in the minds of prospects (Gartner, 1993). The success of a destination depends on achieving tourist awareness first and a positive image next (Milman & Pizam 1995). Therefore, brand awareness can influence consumer perceptions. Tourists feel more comfortable if they are familiar with items known to them

(Aaker & Joachimsthaler, 2000). Tourists might be able to recognize the brand whenever they prefer a destination category that increases the brand's probabilities of becoming a member of the preference set, the bundle of brands from which the tourists may chose. Not only that, brand awareness can strengthen brand loyalty (Higgins, 2006).

Aaker (1996) shows brand awareness is the first thing that needs to be considered in shaping customer's perception. Research has focused on two dimensions of brand awareness: brand recognition and brand recall and both have normally been functioned by cuing tourists a number of brand logos (Heidarzadeh & Sharanda, 2011; Fischer et al.,1991), brand attributes (Derscheid, Kwon, & Fang, 1996), or advertisements (Goldberg, 1990; Macklin, 1983). In brand recall, tourists are wanted to name the certain brand with the help of the stimulus cues. In brand recognition, respondents are asked to select from some of presented visual alternatives (Valkenburg & Buijzen, 2005). In this study, brand brand awareness means the accessibility of the brand in tourists' memory that can be measured through brand recalls and brand recognition. Brand recall is the ability of tourists to retrieve the brand from memory at the time of given the product category. On the other hand, brand recognition means the ability of tourists to authenticate past exposure to the brand.

Eventually, the literature review has introduced the issue of destination awareness and highlighted its fundamental role in the context of the tourists' decision-making process. Awareness communication is a never- ending responsibility of marketers as people and tend to forget place, people, and products. Therefore, a product or service must have a

high level of awareness in order to be successful in the market place. In fact, brand awareness refers to the strength of a brand's presence in the consumer's mind (Aaker, 1996). It is a measure of the percentage of the target market that is aware of a brand name (Keller, 1993). Marketers can create awareness among their target audience through repetitive advertising and publicity (Keller, 2003). Brand awareness can provide a host of competitive advantage for the marketer. Furthermore, brand awareness plays a critical role in consumer decision making especially under low level of involvement by bringing three advantages; learning advantages, consideration advantages, and choice advantages. In addition, brand awareness is essential request in order to build a brand image and brand loyalty in the long-term effects of advertising. However, brand awareness has two levels through customer's memory; brand recall and brand recognition. Recognition, which is the easiest level of brand awareness that the advertising must achieve is identifying something and remembering that you saw or heard of earlier. On the other hand, recall is a higher level of awareness, which is bringing something back from memory. As mentioned earlier, tourism products intangibility plays a critical role in marketing strategies. Because potential customer cannot test the service before, brand awareness is instrument of predominant selection amongst consumers without previous experience.

2.5.1.1 Previous Studies between Destination Brand Awareness and Destination Brand Loyalty

Brand awareness influences destination loyalty directly and may also affect destination perceived value. Here, perceived value is a modifying factor for tourists' loyalty (Aaker, 1991). Table 2.4 presents a few studies that examined the relationship between

destination brand awareness and destination brand loyalty in tourism. Where some past studies found a significant relationship between destination brand awareness and destination brand loyalty (Konecnik, & Gartner, 2007; Mechinda et al., 2010), others found an insignificant relationship (Boo, 2006; Kayamang, & Arasli, 2007, Tong, & Hawley, 2009).

Konecnik and Gartner (2007) conducted a study in Germany to investigate the relationship between destination awareness and destination loyalty to visit Slovenia City. The result of this study showed that the relationship between the destination awareness and destination loyalty is significant and positive. Similar findings are also reported by Bianchi and Pike (2010), who examined the relationship between brand awareness and brand loyalty among 1000 tourists' in Tokyo, they demonstrated that brand awareness is significant in the hotel industry. Tsai et al. (2010) explored the factors that affect brand loyalty in Macau Casinos among 204 customers. One of these factors is brand awareness. Results of this study showed a significant impact between brand awareness and brand loyalty.

On a contrary, in a study conducted by Kayamang and Arasli (2007) to examine the relationship between brand awareness and brand loyalty among 345 tourists in North Cyprus hotels, they found that brand awareness is insignificant in the hotel industry. Boo (2006), in his study to investigate the relationship between destination brand awareness and destination brand loyalty among 300 students in Las Vegas and Atlantic City, also found insignificant impact between destination brand awareness and destination brand

loyalty. Similar results was also reported by Tong and Hawley (2009), who explored the factors that affect brand equity among 304 sportswear makers.

Table 2. 4

The Relationship Between Brand Awareness and Brand Loyalty

Author	Year	Area	Country	Results	Respondents
Tsai <i>et al</i>	2010	Macau Casinos	U.S.A	Significant	Customers
Kim & Hyun	2011	IT Company	Korea	Significant	Employees
Juntunen <i>et al.</i>	2011	Companies	Finland	Significant	Employees
Kayamang & Arasli	(2007)	Hotels	Cyprus	Insignificant	Customers
Chen & Tseng	2010	Airline	Taiwan	Significant	Passengers
Konecnik & Gartner	2007	Tourism destination	Slovenia	Significant	Tourists
Tong & Hawley	2009	Sports	China	Insignificant	Customers
Mechinda <i>et al.</i>	2010	Golf	Thailand	Significant	Tourists
Rios & Riquelme	2008	Online companies	Australia	Significant	Students
Heidarzadeh & Sharanda	2011	Hotel industry	Iran	Significant	Students
Kim & Kim	2005	Airport	Korea	Significant	Travelers
Bianchi & Pike	2010	Tourism destination	Tokyo	Significant	Tourists
Barrett & Miller	2011	Products	Thailand and Vietnam	Significant	Consumers
Lee <i>et al.</i>	2010	Products	India	Significant	Consumers
Bodet & Chanarat	2010	Football clubs	China	Insignificant	Customers
Sun	2004	Hotel industry	U.S.A	Insignificant	Tourists

As shown in Table 2.4, various studies had been conducted to examine the relationship between brand awareness and brand loyalty; but they produced inconsistent results. This needs more investigation to examine the linkage between destination brand awareness and destination brand loyalty. Mustafa (2005) found limited studies in Jordan and suggested conducting further research to fill this gap.

2.5.2 Destination Brand Image

Another factor affecting destination loyalty is brand image, which is considered in marketing literature as a vital factor for creating, building and maintaining relationships (Konecnik& Gartner, 2007). Tourism researchers, industry practitioners and destination

marketers pay substantial attention to brand image (Baloglu et al., 1999) because the successful destination marketing relies on developing and assessing a unique image of a destination as well as positioning it (Chen, 2010; Echtner&Ritchie, 1991). Therefore, brand image is a vital aspect in effective tourism development and destination marketing that is related to the overall success of a destination in tourism (Boo et al., 2002; Chen & Kertetter, 1999; Cropton, 1979).

Previous studies on destination image can be traced back to the early 1970s with Hunt (1975) dominating work evaluating the role of image in tourism improvement. After reviewing the literature from 1973 to 2000, Pike (2002) identifies a variety of areas such as the role and impact of brand image on consumer behavior, image construct, and the creation of a scale for brand image. Bigne et al. (2009) note that destination image is the combination of beliefs, ideas, impressions and expectations that a tourist holds of a destination. A large number of researches support the opinion that destination image contains two dimensions: cognitive and affective (Bianchi & Pike, 2010; Hosany et al., 2006; Lawson & Band-Bovy, 1977). The cognitive part can be described as beliefs and knowledge related to physical attributes of a destination, while the affective part points out the attachments to the attributes and environments (Mechinda et al., 2010). Thus, destination image includes a variety of elements related to cognitive image and affective aspect (Baloglu&Mc- Cleary, 1999; Bigne et al., 2001; Pike & Ryan, 2004).

Many researchers in tourism and marketing emphasize the significance of destination image as a critical issue in promotional strategy (Chen & Tsai, 2007; Hunt, 1975;

Woodside, 1982; Woodside & Jacobs, 1985; Yue, 2008). Establishing and maintaining a positive image in the minds of tourists is a crucial factor for any country, where a negative or a positive destination image could make a difference (Echtner & Ritchie, 1991; Qu et al., 2011; Reilly, 1990). Core of destination marketing is how the image is observed and behaved by future tourists' (Andersen et al., 1997; Chon, 1991; Konecnik & Gartner, 2007), as it is usually perception rather than encouragement that stimulates tourists' to visit a destination (Anderson et al., 1997; Gallarza et al., 2002). Hence, a marketer's objective is to fit the offered image and the perceived image in the consumer's mind to overcome a vague destination image (Konecnik, 2006; Mackay & Fesemaier, 1997). Having not enough knowledge of a destination appeal from the potential tourist viewpoint is a tough obstacle for building a destination image (Watkins, 2006). One of the most significant advantages of destination image is its applications by tourism marketers as a basis for market segmentation and customized communication programs to more receptive targets (Boo, 2006; Deslands, 2003).

Watkins et al. (2006) suggest that image is an important marketing tool in the tourism sector as destination marketers face a growing stiff competition and product substitutability in the global market place. Developing a distinguished and unique brand image in the tourism sector plays a crucial role in positioning the destination in the consumer's mind and operates as key to discriminate (Aaker, 1996; Farquhar, 1989).

According to Lin et al. (2007), brand image shapes tourists' preferences and decisions to visit specific destinations. They portray an integrated brand image formation models and

its impact on tourists' preferences for destination. Their result showed that the dimensions of brand image (cognitive, affective) are drivers of tourists' preferences where cognitive image is shaped as the belief and knowledge of attributes of destination and affective image is tourists' emotional attachment to the destination. Similarly, Gartner (1993) offers a conceptual framework where brand image is formed by two clearly different but hierarchically interconnected components: cognitive and affective; cognitive image refers to the beliefs or knowledge of attributes of a destination, whereas affective image indicates emotion to the destination (Badarneh & Puadmatsom, 2010; Gartner, 1993).

However, tourists evaluate the cognitive and affective image through the information provided by information channels before traveling to the destination. It represents the attractiveness of the destination for pulling tourists to the destination since cognitive image and affective image are vital dimensions of brand image (Baloglu et al., 1997; Holbrook, 1994; Mehinda et al., 2010; Pike et al., 2010). According to Yue (2008), a brand image analysis contains cognitive and affective elements and it further shows the complexity of the relation between brand image and selection. Usually, positive perception of a destination encourages the likelihood of selecting a destination for visit (Birgit, 2001).

Therefore, many studies have made clear that brand image has an important effect on the future visitation behavior of tourists (Bigné et al., 2001; Chen & Tasi, 2007). The significance of the tourists' destination image is universally known as it influences an

individual's subjective viewpoint and consequent behavior, as well as destination selection (Chen & Tasi, 2007; Qu et al., 2011). Furthermore, destination image is an intricate concept with links to different determinants, which is the sum of ideas and impressions that a potential tourist has of a specific destination (Badarneh & Puadmatsom, 2010; Cropton, 1979). In addition, the touristic decisions are influenced by the image of a destination and it is supported by early and more recent research (Baloglu and Mc Cleary, 1999; Pike & Ryan, 2004; Tapachai & Waryszak, 2000). The tourist's selection processes, the measurement of that destination and repeat visit depend on the image of a destination (Bigne et al., 2001; Pike et al., 2010; Yue, 2008). In other words, destinations with much favorable images usually influence the decision making process. Furthermore, researcher acknowledged brand images as a significant source of brand equity (Keller, 1998; Lassar, Mittal, Sharma, 1995).

In sum, previous studies have shown that destination image has become one of the most popular subjects in tourism marketing research and an influential marketing tool. Furthermore, Destination image has a considerable influence on tourists' decision-making process and buying behavior repeat visits to a destination can modify the tourist's image of that destination. In fact, destination images are important because of the role they play in the potential tourists' decision-making process. They are also significant because of how they affect the level of loyalty with the tourist experience, which is critical as regards positive word-of-mouth recommendations and return visits to the destination. However, Review of the literature revealed a lack of research regarding Jordan's image as a tourist destination. Given the increasingly competitive and changing

nature of the global tourism environment, and the importance of destination image as a means of attracting tourists, the need for image research relating to Jordan is clearly. Therefore, it is essential to study destination image because it has its impact on the tourist behavior of visiting a certain destination.

2.5.2.1 Previous Studies Between Destination Brand Image and Destination Brand Loyalty

Bianchi and Pike (2010) state that the image level tourists have are vital when they plan to visit. However, past studies found many predictors of destination loyalty such as brand image. This study aimed to quantify the factors affecting destination loyalty in Jordan. The literature on destination loyalty in Jordan identifies a lack of brand image as one of the main reasons for slow growth of destination loyalty in Jordan. The relationship between destination brand image and destination loyalty is an important issue to be discussed in the present study. Table 2.5 shows a few studies that linked between destination image and destination loyalty. Some of these studies found a significant relationship (Faullant et al., 2008; Boo et al., 2009), while others found insignificant relationship (Chen and Tsai, 2007; Bigne et al., 2009).

Faullant et al. (2008) investigated the casual relationship between brand image and brand loyalty in Austria, Switzerland, and Italy. A total of 6,172 tourists' were sampled on Alpine ski resorts. Results of this study showed a significant impact. Similar finding were reported by Chitty et al. (2007), who investigated the antecedents of backpacker loyalty of Australia, and explored brand image as an important predictor of brand loyalty. Likewise, Boo et al (2009) explored the factors that affect destination loyalty; one of

these factors was destination image. This study was a conducted by Lasvegas and Atlantic City among 300 adult gamblers. Results of this study showed a significant impact. Konecnik and Gartner (2007) investigated the causal relationship between destination brand image and destination brand loyalty in Slovenia City, Germany among 777 tourists. Results of this study showed a significant impact.

A study conducted by Chen and Tsai (2007) explored the factors that affect behavioral intention; one of these factors was brand image. This study conducted in Kengtin in southern Taiwan among 500 tourists. Results of this study showed an insignificant impact. Bigne et al. (2009) also reported a similar result. They investigated the casual relationship between brand image and revisit intention in a Spanish city. A number of 400 tourists were involved in the study. Results of this study showed no significant influence on the intention to return to the destination for the next holiday.

Table 2. 5
The Relationship Between Brand Image and Brand Loyalty

Author	Year	Area	Country	Results	Respondents
Cretu & Brodie	2007	Hair salons	New Zealand	Significant	Customers
Ismail	2009	Banking sector	Malaysia	Significant	Customers
Choi <i>et al.</i>	2011	Tourism destination	Korea	Significant	Tourists
Konecnik	2006	Tourism destination	Slovenia	Significant	Tourists
Bigne <i>et al.</i>	2009	Tourism destination	Spain	Insignificant	Tourists
Chen & Tsai	2007	Tourism destination	Taiwan	Insignificant	Tourists
Park	2009	Restaurants	Columbus	Insignificant	Customers
Brunner <i>et al.</i>	2007	Companies	German	Significant	Customers
Kim & Hyun	2011	IT company	Korea	Significant	Employees
Tsai <i>et al.</i>	2010	Macau casinos	U.S.A	Significant	Customers
Boohence &Agyapong	2011	Telecommunication	Ghana	Significant	Customers
Meng <i>et al.</i>	2011	Travel industry	Taiwan	Significant	Customers
Mechinda <i>et al.</i>	2010	Medical tourism	Thailand	Insignificant	Tourists
Park	2009	Companies	U.S.A	Insignificant	Consumers
Mohamed Shariff	2002	Companies	Malaysia	Insignificant	Consumers
Hung	2008	Insurance company	Taiwan	Significant	Customers
Kim & Kim	2005	Company	Korea	Significant	Travelers

As demonstrated in Table 2.5 above, brand loyalty factors can be predicted by brand image. Also, destination brand image is an important factor that can explain destination brand loyalty. Therefore, destination brand image is considered in this study. Furthermore, Abu-Al Haija and Al Faqih (2008) found limited studies in Jordan although research on brand image is diverse. Hence, they suggest further research to be carried out to fill this gap.

2.5.3 Destination Brand Quality

Brand quality is a main dimension of brand equity (Aaker, 1996; Keller, 2003), and has been used interchangeably with customer perceived quality. In addition, brand quality is a major phenomenon for the core competency and is significant for sustainable tourism development of the industry and for generating and expanding job opportunities (Chanrithy, 2007). Thus, promoting quality in tourism industry and tourism related products are a preference in various tourism activities (Chanrithy, 2007). Brand quality encourages organizations to be competitive, as favorable quality affects customer loyalty, arises desire to return and inspires expected behavior. It is also widely acknowledged that perceived quality is a necessary aspect of visit evaluation (Benitez, Krnnedy, &Coote, 2007; Konecnik, 2006).

Brand quality has been defined as a customer's perception of the ultimate quality or superiority of a product or service in the context of its desired purpose, and relative alternative (Aaker, 1991; Zeithaml, 1988). An accepted definition is the customer's judgment of the ultimate excellence, or superiority of a brand (with respect to its intended purposes) in relation with alternative brands (Boo et al., 2009). Similarly, brand quality is

defines as the consumer's judgment of a product or services linking to its desired purpose. It can also be evaluated of excellence or superiority, as an attitudinal assessment (Aaker, 1991; Higgins, 2006; Netemeyer, Krishnand, Wang, & Wirth, 2004).

Keller (2003) treats brand quality as one vital way of brand judgments. There are seven dimensions of product quality in the customer-based brand equity model (Keller, 2003) such as performance, features, conformation quality, reliability, durability, serviceability, and design of which brand performance will be included to evaluate destination brand quality as brand performance relates to the ways in which the destination tries to satisfy tourist's functional needs (Keller, 2003). Hence, brand quality definition emphasizes one principle aspect of quality i.e. performance that has been studied a few in past studies.

Higgins (2006) found two types of brand quality such as affective quality and cognitive quality. A cognitive judgment of quality happens when the attributes of a product are assumed better before consumption; on the other hand, an affective judgment of quality occurs when the attributes are guessed higher in the actual consumption. According to Barrett and Miller (2011), perceived quality is not the real quality of the product but consumer's subjective judgment of the product. Previous studies suggested that brand quality is an important type of evaluation that customers experience with a product (Boo et al., 2009; Bolton & Drew, 1991; Cronin & Taylor, 1994; Rashid, 2007). It is mentioned that brand quality would importantly affect customer-purchase perception that leads to customer loyalty, positive word of mouth, contribution to profit as well as market share, and to staying competitive (Kim & Hyun, 2011; O'Neill, 2000; Pun & Ho, 2001).

Brand quality has been playing a vital role for the success of destination loyalty (Chen, 2010; Ueltsh et al., 2009). In a highly competitive industry like tourism, it is projected that it can no longer compete on the basis of cost alone. Brand quality is, therefore, a major element for competitiveness in this industry.

In the literature review of brand quality, consumer behavior and tourism are identified as the determinants of a visitor's behavioral intention (Konecnik & Gartner, 2007; Zabkar et al., 2010). However, past researches in the context of destination development indicate that only a few of them were found to consider brand quality (Bianchi & Pike, 2010; Fick, & Ritchie, 1991; Keane, 1997; Murphy et al., 2000; Weiermair & Fuchs, 1999). Tourist's evaluation of a destination is a blend of products, services, and experiences, and above all quality is critical aspect that affects customer behavior (Konecnik & Gartner, 2007). For measuring customer perceptions of brand quality, various models have been developed (Higgins, 2006).

According to Chang (2008), tourists always prepare their minimum level of acceptance of what they may desire to perceive from visiting destinations. He also states that destination authority must grasp these basic requirements and standards, and need to build some unique attributes for destination differentiation. Tsai et al.'s (2010) service quality paradigm was the first attempt to measure brand quality. They measure service quality based on the result of the service performance, and functional quality, which indicates the subjective perception of the way service is delivered. However, past

research has considered elements of perceived quality such as destination infrastructure impacting brand loyalty (Buhalis, 2000; Bianchi & Pike, 2010).

Feng and Morrison (2007) mention that to achieve the aims of relationship marketing, brand quality needs to perform as the chief facilitator in terms of commitment to the brand, emotional attachment, and active interaction. Buhalis (2000) suggests a framework that analyzes destinations concerning products, services, and experiences. Murphy, Pritchard, and Smith (2000) develop a conceptual model of a destination product where they include destination environments and service infrastructure to help understand destination branding aspects (Williams et al., 2004). These elements can be used in measuring destination brand performance.

Finally, the literature on brand quality shows seven dimensions of product quality: performance; features; conformation quality; reliability; durability; serviceability; and style and design. Among seven dimensions, brand performance was included in the model employed in this study to measure destination brand quality because brand performance relates to the ways in which the destination attempts to meet tourists' functional needs. Also, brand performance, as a dimension of brand quality, has been considered as a main determinant of brand equity. In addition, Service quality, a consumer's judgment about the overall superiority of a product or service (Zeithaml, 1988), is widely acknowledged as one of the important determinants of brand loyalty. Furthermore, perceived quality has been found to positively relate to brand loyalty.

2.5.3.1 Previous Studies between Destination Brand Quality and Destination Brand Loyalty

Researchers and practitioners have substantial interest on repeat visitation where quality plays a vital role. In addition, repeat tourists are lucrative for a destination as they are economically viable (Konecnik, 2006; Oppermann, 1999). Table 2.6 demonstrates several studies performed between brand quality and brand loyalty in different areas. Some of these studies found a significant relationship between destination brand quality and destination brand loyalty (Boo, 2006; Konecnik& Gartner, 2007; Yee&Sidex, 2008; Cretu&Brodie, 2007), but a few studies found an insignificant relationship (Chen &Chin, 2010; Sun, 2004; Chen & Tsai, 2007).

Boo, (2006) investigated the casual relationship between destination quality and destination loyalty in Lasvegas and Atlantic City among 300 adult gamblers. Results of this study showed a significant impact. Similar findings were reported by Konecnik and Gartner (2007), who investigate the causal relationship between destination image and destination loyalty in Germany among 777 tourists. Yee and Sidex (2008), who examined the relationship between brand quality and brand loyalty in Malaysia among 100 respondents, demonstrated that product quality plays a significant role in influencing consumers to be brand loyal. Cretu and Brodie (2008) explored the factors that affect customer loyalty, and one of these factors was brand quality. This study was a conducted in New Zealand among 377 consumers. Results of this study showed that there is a significant impact. In contrast, a study by Chen and Chin (2010), who examined the relationship between quality and behavioral intention in Taiwan among 447 tourists, in

Tainan heritage found no significant effect. Similar result was indicated by Sun (2004), who examined the causal relationship between quality and revisit intention in Oklahoma City among 277 tourists, and by Chen and Tsai (2007). They explored the factors that affect behavioral intention, and one of these factors was brand quality. This study was conducted in Kengtin in southern Taiwan among 500 tourists. Results of this study showed that there is an insignificant impact.

Table 2. 6
The Relation Between Brand Quality and Brand Loyalty

Author	Year	Area	Country	Results	Respondents
Yee & Sidex	2008	Sport wear	Malaysia	Significant	Consumer
Konecnik & Gartner	2007	Tourism destination	Germany	Significant	Tourists
Sun <i>et al.</i>	2004	Hotel industry	U.S.A	Insignificant	Tourists
Tsai <i>et al.</i>	2010	Macau casinos	China	Significant	Customers
Kim & Kim	2005	Firms	Korea	Significant	Travelers
Tsai	2007	Tourism destination	Taiwan	Insignificant	Tourists
Kheng <i>et al.</i>	2010	Banking channels	Malaysia	Significant	Customers
Shaharudin <i>et al.</i>	2010	Motor cycle	Malaysia	Significant	Consumers
Santouridis & Trivellas	2010	Mobile phone	Greece	Significant	Users
Ha <i>et al.</i>	2011	Products	Korea	Significant	Consumers
Chan & Wang	2011	Online shopping	Taiwan	Significant	Customers
Mandhachitara & Poolthong	2011	Banking sector	Thailand	Significant	Customers
Garretson <i>et al.</i>	2002	Products	U.S.A	Significant	Consumers
Huq	2005	Products	Bangladesh	Significant	Consumers
Chanrithy	2007	Tourism destination	Taiwan	Significant	Tourists
Bianchi & Pike	2010	Tourism destination	Tokyo	Insignificant	Tourists
Yee & Faziharudean	2010	Internet banking	Malaysia	Insignificant	Customers
Ismail	2009	Banking sector	Malaysia	Significant	Customers
Vesel & Zabkar	2009	Club	U.S.A	Significant	Customers
Kim & Hyun	2011	IT software	Korea	Significant	Customers
Boohene & Agyapong	2011	Vodafone	Ghana	Significant	Customers
Brodie <i>et al.</i>	2009	Airline	New Zealand	Significant	Customers
Lee	2010	Mobile phone	Koreans	Significant	Users
Chen & Tseng	2010	Airline	Taiwan	Significant	Passengers
Barrett <i>et al.</i>	2011	Products	Thailand	Significant	Customers
Bodet & Chanarat	2010	Football club	China	Significant	Customers
Tong & Hawley	2009	Clothing market	China	Significant	Consumers

As demonstrated in Table 2.6 above, several studies had been conducted to investigate the relationship between brand quality and brand loyalty. Unfortunately, the results are

inconsistent. This suggests that more studies need to be carried out to investigate further the linkage between brand quality and brand loyalty. As many studies found that brand quality has a significant, direct positive relationship with brand loyalty, as shown in Table 2.6 above, therefore, brand quality is considered in the present study. Furthermore, Al-muala (2010) found limited studies in Jordan although research on brand quality is diverse. He even suggests that further research be conducted to fill this gap.

2.5.4 Destination Brand Promotion

Another factor that influences destination loyalty is promotion. This variable is considered in marketing literature as an important factor necessary for the creation, building and success of tourism industry in Jordan (Al-hroot, 2007). Promotion is one of the key elements of 4Ps in the marketing mix (Dibb et al., 1994) and obviously plays a vital role in building successful destination loyalty. Importantly, promotion plays a competitive advantage in destination marketing for attracting tourists (Ailawadi, 2009).

There are numerous definitions and measures of promotion, but there is no consensus on a single definition. The definition of promotion in the literature refers to the communication between a destination brand and tourists that highlight the merits and unique attributes of a certain brand for stimulating the prospects to visit (Mohamed, 2008; Shimp, 2003). Promotion also viewed as representing the collection of all components in a brand's marketing mix that encourages transactions by aiming the brand to a group of customers. In other words, it is about positioning the brand to be somehow different from competitive brands, and sharing the brand's reality by pointing out the differences to the brand's target audience (Ramos & Franco, 2005; Westberg, 2004).

According to Peattie and Peattie (1994a), promotion is a marketing activity used in a certain time period, for a place or customer group, which directs a positive response from consumer or marketing middlemen, through the offer of extra advantages.

In communication with tourists, promotion is a tool of marketing mix that includes the use of advertising, sales promotions, personal selling and publicity. Advertising, a non-personal and paid form of presentation from a known sponsor for conveying messages in mass media, influences customer images, beliefs and attitudes towards products and brands which in turn chances their visit decision (Hsu, 2008; Yee & Sidek, 2008). Thus, promotion can position ideas or perceptions in the minds of tourists that distinguish destination against other destinations at the same time (Mohamed, 2008).

Recently, destinations are communicating information about themselves to its potentials through the different news, information and entertainment media using various promotion tools such as news, speeches, special events, written materials, and audio-visual materials, corporate identity materials and community service activities (Heidarzadeh & Sharanda, 2011; Kotler et al. 1998). Promotion can also be made in many ways such as advertising, for example, targeting either travel consumers or likewise the travel trade. Customer advertising mainly uses print, television, radio, outdoor and internet media widely. Destinations use trade advertising that also have a great importance (Dore & Crouch, 2003). According to Rowley (1998), promotion is a vital element of destination marketing strategy. Promotion aims at communicating with customers with respect to product offerings. Sales promotions tools are used by most firms to encourage advertising

and public relations activities, and are targeted toward consumers as final users. Furthermore, Srinivasan and Anderson (1998) acknowledge that promotion tools are utilized by newcomers to shift consumer' brand loyalty from established brands. The optimum promotion expenses contribute to the success of a destination brand as stated in some studies (Boulding, Lee, &Staelin, 1994; Chay&Tellis, 1991; Maxwell, 1989; Simon & Sullivan, 1993).

Tong (2006) found that promotion expenditures have been increasing in brand advertising and promotion budget, in order to encourage tourists to visit destination repeatedly (Li, 2007). Therefore, promotional strategy plays some critical roles such as increasing sale, building or maintaining market share, and improving brand recognition (Yoon, 2000). As competition grows, brand promotion plays a vital role in the destination marketing (Mohamed, 2008). Most of the scholarly articles on tourism promotion focused on fixing up programs using various promotion tools whereas the issue of timing of promotional message received little attention (Dore & Crouch, 2003).

Promotions are also important for attracting new tourists as well as for inspiring them to visit again (Ramos & Franco, 2005; Darke &Dahi, 2003) and for persuading them to switch from other destinations (Mohamed, 2008). Thus, it is significant to realize the positive impact of promotions (Garretson et al., 2002; Raghubir, 2004). Ailawadi (2001) found a positive long-term effect between visitation a destination and promotions because promotion motivates customers to change perception to brands and to visit more. According to Peattie andPeattie (1993), if the customers are with the promoted

destination brand, they will visit it later after the promotion is over. In a similar vein, Ailawadik and Neslin (1998) noted that promotions motivate customers to visit destination brand more than once, and customers in numbers. Promotion refers to the marketing activity wherein a brand is offered for the time being to visit destination brand that is advertised in newspapers (Li, 2007). Hence, destination brand promotion refers to destination brand advertising, which is targeted to traveling customers.

As mention discussion above, promotion is one of the most visible marketing activities. Generally, researchers confirm that promotion is successful in building brand equity, having a sustaining and accumulative impact on this asset (Wang et al., 2009). However, promotion effects depend on both the amount invested and the types of messages communicated (Martínez et al., 2009). Several authors have investigated how actual and perceived promotion influences brand loyalty. Both approaches find positive relationships between promotion and brand loyalty. Researchers conclude that perceptions of high promotion contribute to developing a more positive perception of brand loyalty (Yoo et al., 2000). However, these issues have received little attention in brand equity research. Promotion is a powerful way of communicating a brand's functional and emotional values (de Chernatony, 2010). In sum, promotion creates brand loyalty, links strong, favorable, and unique associations to the brand in customers' memory, and elicits positive brand judgments and feelings (Keller, 2007). However to achieve these results, the promotion needs a suitable design and execution. Furthermore, Ailawadik and Neslin (1998) noted that promotions motivate customers to visit destination brand more than once.

2.5.4.1 Previous Studies between Destinations Brand Promotion and Destination Brand Loyalty

The term repeat visitation has gained substantial interest from researchers and practitioners, which help to encourage tourists' revisit destination. As repeat tourists bring much economical benefit to a destination (Oppermann, 1999), several prior studies have been performed to investigate the link between promotion and destination loyalty in different areas. Some of the prior studies found a significant relationship between promotion and destination loyalty (Yee & Sidex, 2008; Park & Lennon 2009; Balduf et al., 2009), but a few studies found an insignificant relationship (Tong & Hawley, 2009; Raghurir, 2004).

Yee and Sidex (2008) investigated the relationship between promotion and brand loyalty in Malaysia among 100 respondents. Results of this study showed that promotion plays a significant role in influencing consumers to be brand loyal customers. Similar results was reported by Park and Lennon (2009), who investigated the casual relationship between promotion and behavioral intention in USA among 392 students considered as a sample of this study, were conducted in Midwestern University. Bin Ayob, (2010) investigated the casual relationship between promotion and brand loyalty in Malaysia among 764 customers. Results of this study found a significant influence of promotion on brand loyalty. Furthermore, Huq (2005) found a positive relationship between customer promotion and brand loyalty. But, Garretson et al. (2002) found that promotion has a negative influence on brand loyalty. Similar finding was also report by Raghurir (2004) who found a negative influence of promotion on consumer responses. He argued that if a

free gift is offered with a purchase of a product, customers may infer that the real price of a product is likely to be inflated in order to cover the cost of a free gift. Moreover, customers may not be interested in having free gifts because they do not want to use them (Raghubir, 2004). A study conducted in China by Tong and Hawley (2009) explored the factors that affect loyalty, and one of these factors was promotion. This study was conducted among 304 Chinese sportswear makers. Results of this study showed an insignificant impact.

Table 2. 7
The Relation Between Brand Promotion and Brand Loyalty

Author	Year	Area	Country	Results	Respondents
Yee & Sidex	2008	Sportswear	Malaysia	Significant	Consumer
Tong & Hawley	2009	Sportswear	China	Insignificant	Consumer
Balduf <i>et al.</i>	2009	Products	Australia	Significant	Customers
Kim & Hyun	2011	IT company	Korea	Insignificant	Customers
Bin Ayob	2010	Mobile phone	Malaysia	Significant	Users
Bin Azizan	2010	Products	Malaysia	Significant	Consumers
Casalo <i>et al.</i>	2010	Products	Spain	Significant	Consumers
Garretson <i>et al.</i>	2002	Products	U.S.A	Insignificant	Consumers
Huq	2005	Products	Bangladesh	Significant	Consumers
Ramos & France	2005	Washing machine	Spain	Significant	Consumers
Mohamed	2008	Tourism destination	Egypt	Insignificant	Tourists
Nuzuar	2005	Tourism destination	Indonesia	Significant	Tourists
Ha <i>et al.</i>	2011	Products	Korea	Significant	Consumers
Campo & Yague	2008	Tourism destination	Spain	Insignificant	Tourists
Chi <i>et al.</i>	2010	Products	Taiwan	Insignificant	Consumers

As demonstrated in Table 2.7, there is linkage between promotion and brand loyalty amongst different industries as shown by most researches. Thus, the researcher concludes that promotion can predict destination loyalty. Furthermore, promotion is treated in this study as an external variable and an important variable that can explain destination loyalty better than other variables. Park & Lennon, (2008) and Oliver & Shor, (2003) also found that there is a positive relationship between promotion and brand loyalty.

Furthermore, Abu-AlHaija (2010) found limited studies in Jordan although research on promotion is diverse and he suggests that more studies are conducted to fill this gap.

2.5.5 Destination Perceived Value

Marketers are increasingly emphasizing brand value as a recent line of research (Sanchez et al., 2006) as present-day firms are becoming interested in creating value for their distinctive target publics. Perceived value becomes a competitive advantage of the first order in the present times to create and transmit value to tourists, in the midst of global competition and more demanding tourists' (Bianchi & Pike, 2010; Flagested & Hope, 2001; Ryan, 2002). In the past decade, several researches have focused on the role that perceived value plays in generating and persisting destination loyalty (Anderson, Jain, & Chintagunt, 1993; Bianchi & Pike, 2010; Butz & Goodstein, 1996; Gale, 1994; Monroe, 1990; Parasuraman & Grewal, 2000; Rocereto, 2007; Sirdeshmukh, Singh, & Sabol, 2002; Li & Robert, 2011; Thaler, 1985; Woodruff, 1997; Zeithaml, 1988).

Although there is no usually approved or common definition of perceived value (Day & Crash, 2002; Hsieh, 2010; Flint, Woodruff, & Gardial, 2002; Parasuraman, 1997), in many cases, researchers have expressed perceived value as an outcome of a customer's cognitive anticipation of perceived differences between benefits and costs. Perceived value is also treated as the customer's holistic evaluation of the benefit of a product relied on observations of what is found and what is sacrificed (Zeithaml, 1988), a difference between perceived benefits and perceived costs (Lovelock, 2000). In tourism, perceived value is defined as the tourists' evaluation of the ability of a brand that what it can do based on viewpoint of what is given up for and what is got (Rust, Lemon, & Zeithaml,

2004). Perceived value is defined as the margin between function of a brand and cost (Sweeney & Soutar, 2001).

The most important phenomenon in marketing is creating perceived value (Albrecht, 1992; Anderson, 1957; Anderson, 1982; Anderson & Narus, 1999; Doyle, 2000; Woodruff, 1997). Hence, the role of marketing is to aid the destination to develop value for its consumers that is the best in the market (Lindgreen & Wyntra, 2005). When customers are satisfied with a destination service that provides value, customers remain loyal to that destination and make revisit to that destination (Bolton & Drew, 1991; Eriksson & Fornell, 1992; Reichheld, 1996; Rust & Zahorik, 1993; Scheuing, 1995). Thus, perceived value relating to destination is expressed on the basis of tourists viewpoint of the emotional meaning of the symbols of a destination, the relationship emerged in the midst of tourists and destination, the way destination is positioned, as well as the emotional attachment that can be built between tourists and destination (Bianchi & Pike, 2010).

Perceived value has been found as one of the most significant measures for obtaining competitive edge (Mechinda, 2010) and the key indicator of tourists' revisit intentions (Parasuraman & Grewal, 2000, Mechinda et al., 2009). In addition, perceived value and satisfaction are treated as a good anticipator of entertainment vacations as well as desire to revisit a destination (Mechinda et al., 2009; Petrick, et al., 2002). According to Bolton and Drew (1991), future intention to visit is influenced in part by perceived value. For taking the decision to come back to the service provider, customers usually consider

whether or not they got value for their money (Zeithaml, 1988). In a similar vein, Mechinda et al. (2010) state that perceived value is the consumer's total evaluation of the utility of a product on the basis of perception of what is obtained and what is given. In brief, perceived value is the consequence or benefits customers obtain in return to total costs (Woodruff, 1997). Similarly, Sweeney and Soutter (2001) conceptualize perceived value as the difference between perceived benefit and perceived sacrifice that is assessed by customers, or the trade-off of ultimate benefits found in comparison to cost paid to receive the benefit (Holbrook, 1994; Zeithaml, 1988).

Li (2006) notes that perceived value influences tourists' loyalty with destination services. Other scholars indicate that perceived value is key for enhancing destination loyalty (Boo et al., 2009, Boo, 2006; Baker & Crompton, 2000; Oh, 2000). As perceived value is earning margin between what tourists accept, like quality, benefits, and utilities, and what they spend, like price, opportunity cost, time and efforts (Kuo *et al.*, 2009), hence, perceived value is the measurement of the gains of a product or a service by customers on the basis of their advance expenses and ex-post perceived outcome when they visit destination (Agustin & Singh, 2005; Parasuraman & Grewal, 2000).

Recently, tourism researchers have begun to focus on perceived value and tested its relationship with other post-purchase phenomena such as benefits, satisfaction, and behavioral intentions (Gallarza, & Saura, 2006; Murphy, Pritchard, & Smith, 2000; Oh, 2000; Petrick & Backman, 2002). Perceived value is one of the key measures for obtaining a core competency in customer behavior research (Pan, 2008) such as market

segmentation variable (Boo, 2006), product differentiation (Yunus, Ismail, & Juga, 2009), a destination's competitive edge (Chanrithy, 2007), product choice (Zeithaml, 1988), purchase intentions (Dodds, Monroe, & Grewal, 1991) and quality and satisfaction (Cronin, Brody, & Hult, 2000; Oliver, 1997).

Finally, the role of perceived value is becoming an increasing concern to customers and marketers, because it is one of the most powerful forces in today's marketplace. In marketing, perceived value is typically described from the consumer's perspective. The most widely accepted conceptualization of perceived value in marketing is defining it in terms of performance/quality and price. Thus, in this study, perceived value can be described as the customer's overall appraisal of the net worth of the service, based on the customer's assessment of what is received (benefits provided by the service), and what is given (costs or sacrifice in acquiring and utilizing the service). More specifically, customers choose one product over another because they believe it will provide better value and because of its importance in decision processes, customer perceived value is fundamental in marketing activities. Currently, most previous studies suggest that perceived value may be a better predictor of repurchase intentions than satisfaction.

2.5.5.1 Previous Studies Between Destination Perceived Value and Destination Brand Loyalty

Table 2.8 indicates that prior studies found a significant relationship between perceived value and brand loyalty (Boo, 2009; Lin, & Wang, 2006; Gruen, Osmonbekor, & Czaplewski, 2006; Li, & Robert, 2011), while others demonstrated an insignificant relationship (Flint et al., 2011, Bigne et al., 2009). Similar results was reported by Brodie

et al. (2009), who investigated the relationship between perceived value and brand loyalty in an airline company in New Zealand among 300 customers. The results demonstrate a significant relationship between perceived value and brand loyalty. Mechinda et al. (2009) investigate the antecedents of tourist's loyalty towards a tourist destination in Thailand and explored that destination attitudinal loyalty was mostly driven by perceived value. In a different study, Chen and Hu (2010) found a significant and positive relationship between perceived value and brand loyalty. The study was carried out in Australia to investigate the relationship between perceived value and brand loyalty to use online purchase. Other studies (e.g. Bianchi & Pike, 2010; Boo et al., 2009; Lee, 2010; Mechinda et al., 2009) also found a positive and significant relationship between perceived value and destination loyalty.

Table 2. 8
The Relationship Between Perceived Value and Brand Loyalty

Author	Year	Area	Country	Results	Respondents
Li & Robert	2011	Airline	U.S.A	Significant	Customers
Chen & Hu	2010	Products	Australia	Significant	Customers
Brodie <i>et al.</i>	2009	Airline	New Zealand	Significant	Customers
Thuy &Hau	2010	Banking services	Vietnam	Significant	Consumer
Kim <i>et al.</i>	2010	Products	Korea	Significant	Consumer
Hsieh	2010	Museums	Taiwan	Significant	Visitors
Flint <i>et al.</i>	2011	Products	U.S.A	Insignificant	Consumer
Lin & Wang	2006	Mobile	U.S.A	Significant	Users
Cretu & Brodie	2007	Products	New Zealand	Significant	Consumers
Boo <i>et al.</i>	2009	Tourism destination	U.S.A	Significant	Tourists
Gruent <i>et al.</i>	2006	Products	U.S.A	Significant	Customers
Yu	2010	Products	Taiwan	Significant	Customers
Bigne <i>et al.</i>	2009	Tourism destination	Spain	Insignificant	Tourists
Lee <i>et al.</i>	2010	Products	Taiwan	Insignificant	Customers
Garretson <i>et al.</i>	2002	Products	U.S.A	Insignificant	Consumers
Chanrithy	2007	Tourism destination	Taiwan	Significant	Tourists
Krasna	2008	Products	Slovenian	Significant	Consumers
Bianchi & Pike	2010	Tourism destination	Tokyo	Significant	Tourists
Li & Robert	2011	Airline	U.S.A	Significant	Consumers
Chen & Hu	2010	Products	Australia	Significant	Consumers
Lee	2010	Mobile phone	Koreans	Significant	Users
Thuy&Hau	2010	Banking services	Vietnam	Significant	Consumers

As demonstrated in Table 2.8, most of the prior studies on perceived value and brand loyalty were conducted on various services and products such as airline and mobile phone. Furthermore, the studies were performed in other parts of the world like the USA, Taiwan, New Zealand, and Korea. No studies were performed in Arab countries such as Jordan. Moreover, there is a lack of studies in tourism. Therefore, this study was performed in the tourism industry in Jordan.

2.5.6 The Relationship between Destination Brand Awareness and Destination

Perceived Value

Brand awareness indicates the strength of the brand node in memory. It indicates how easy it is for the tourist to remember the brand (Keller, 1993; 2003). Brand recall is the most common method to evaluate brand awareness. Numerous studies discussed the impact of brand awareness on perceived value in general; some of the past studies, as shown in Table 2.9, found a significant relationship between brand awareness and perceived value (Rios & Riquelme, 2008; Rios, 2007). On the other hand, other studies found an insignificant relationship (Boo et al., 2009; Sun, 2004). This research focused on the linkage between destination brand awareness and destination perceived value. Boo *et al.* (2009) investigate the relationship between destination brand awareness and destination perceived value. The result showed that brand awareness is positively related to perceived value.

Recently, Oh and Jeong (2004) explored the relationship between brand awareness, perceived quality and perceived value among university students. The result indicated that brand awareness is positively related to perceived value. In addition, a study

conducted at a university in Australia by Rios and Riquelme (2008) found that the brand awareness, trust and perceived value were the main factors of success. The study involved 503 students. Results of the study showed that brand awareness plays a significant role in influencing perceived value among consumers. Prior to that, Rios (2007) examined the relationship between brand awareness and perceived value to use online business services. He found a significant and positive relationship between brand awareness and perceived value to use the online business. In contrast, Sun (2004) investigated the casual relationship between brand awareness and perceived value in Oklahoma City Airport, USA. A total of 146 tourists were involved. Results of this study found an insignificant influence of perceived value. An insignificant finding between brand awareness and perceived value was also reported by Boo et al. (2009), who explores the relationship between brand awareness and perceived value among 224 visitors in two cities of Las Vegas and Atlantic City.

Table 2. 9
The Relationship Between Brand Awareness and Perceived Value

Author	Year	Area	Country	Results	Respondents
Rios & Riquelme	2008	Online companies	Australia	Significant	Students
Rios	2007	Products	Australia	Significant	Consumers
Sun	2004	Hotel industry	U.S.A	Insignificant	Tourists
Boo	2006	Tourism destination	U.S.A	Insignificant	Tourists
Boo	2009	Tourism destination	U.S.A	Insignificant	Tourists
Oh & Jeong	2004	Products	U.S.A	Significant	Students

As showed in Table 2.9, previous studies have shown inconsistent results between brand awareness and perceived value. Because of the inconsistent finding, the researcher investigated further the influence of brand awareness on perceived value. Furthermore,

brand awareness is treated in this study as an important variable that can explain tourists' awareness during their visits to Jordan.

2.5.7 The Relationship between Destination Brand Image and Destination Perceived Value

Brand image refers to strong, favorable and unique brand associations in memory (Keller, 2003), which results in perceived value, a positive attitude and overall positive impact. Several studies have been undertaken to examine the relationship between destination brand image and destination perceived value (e.g. Brodie et al., 2009; Saraniemi, 2010). As shown in Table 2.10, while some studies found a significant relationship between brand image and perceived value (Brodie et al., 2009; Saraniemi, 2010; Boo et al., 2009), others found an insignificant relationship (Chen, & Tsai, 2007; Cretu, & Brodie, 2007; Mohamad Shariff, 2002).

Brodie et al. (2009) investigated the relationship between company image and perceived value in an airline company, and used a sample 300 customers. The results demonstrate a significant relationship between company image and perceived value. In addition, Dmitrovic et al. (2009) found a similar result. They proposed and examined an integrative model of brand image, perceived quality and perceived value in a hotel industry. They found that the brand image has a positive impact on perceived value. In a different study, Meng et al. (2011) demonstrated that cruise image is positively related to perceived value, in a study that explored the relationship among cruise image, satisfaction and perceived value in a travel industry. In contrast, Chen and Tsai (2007), who examined the relationship between destination image and destination perceived value in

Kengtin region among 500 students, found that destination image has an insignificant role in influencing perceived value. Cretu and Brodie (2007) investigated the casual relationship between brand image and perceived value in New Zealand. A total of 377 consumers were involved in this study that was conducted in New Zealand hair salons. Results of this study found an insignificant influence of perceived value. A similar finding was reported by Mohammad Shariff (2002), who examined the relationship between brand image and perceived value in Malaysia. This study showed that brand image has no significant effect on perceived value.

Table 2. 10
The Relationship Between Brand Image and Perceived Value

Author	Year	Area	Country	Results	Respondents
Brodie <i>et al.</i>	2009	Airline	New Zealand	Significant	Customers
Saraniemi	2010	Tourist destination	Finland	Significant	Tourists
Dmitrovic <i>et al.</i>	2009	Tourist destination	Slovenia	Significant	Tourists
Chen and Tsai	2007	Tourist destination	Taiwan	Insignificant	Students
Cretu and Brodie	2007	Hair salons	New Zealand	Insignificant	Customers
Boo <i>et al.</i>	2009	Tourist destination	U.S.A	Significant	Tourists
Mohamad Shariff	2002	Mobile phone	Malaysia	Insignificant	Users
Ryu <i>et al.</i>	2008	Restaurant	U.S.A	Significant	Customers

As demonstrated in Table 2.10, most of the studies found a significant and relationship between destination image and perceived value. Hence, destination image is considered in this research as a significant variable that can help explain perceived value.

2.5.8 The Relationship between Destination Brand Quality and Destination

Perceived Value

Numerous studies have discussed the role of brand quality and perceived value in promoting products and services (Chanrithy, 2007; Cronine et al., 2000; Sanchez, Rodriguez, & Motiner, 2006; Zeitham, 1988). In the context of tourism research,

destination brand quality and destination perceived value have become the priority for both researchers and practitioners in identifying ways to encourage tourists revisit a destination. However, studies on brand quality and perceived value are rather fragmented (Al-Muala, 2010), especially with regard to the relative affect of brand quality-related factors and perceived value. Furthermore, there are numerous studies performed in numerous settings to investigate the linkage among brand quality and perceived value but few in the tourism context.

Table 2.11 shows some of the previous studies conducted on the impact of brand quality factors in general. The table indicates mixed results are found; while some found a significant effect (Li& Robert, 2011; Brodie et al., 2009;Gallarza&Saura, 2006;Lia& Chen, 2011;Dmitrovic et al., 2009; Murphy *et al.*, 2000), others demonstrated an insignificant relationship (Ruiz, Gremler, Washburn, & Carrion, 2008).

Murphy et al (2000) studied a destination product and its effect on tourists' viewpoint. They found a significant and positive relation between brand quality and perceived value. They noted brand quality should be the main focus for tourism manager to develop general service quality of a tourism destination. Li and Robert (2011) explored the relationship between brand quality and perceived value in the USA among 400 customers. They found that brand quality has a stronger effect perceived value for customers with a high level of service expertise. Brodie et al. (2009) reported a similar result in a study in a New Zealand Airline Company. They investigated the relationship between perceived quality and perceived value among 300 customers. They revealed a

significant and positive relationship between perceived quality and perceived value. A similar result was also found by Lee (2010), who examined the relationship between brand quality and perceived value among users of mobile phone in Korea. He found a significant relationship between brand quality and perceived value. In a different study, Dmitrovic et al. (2009) revealed a significant relationship between brand quality and perceived value in one important Slovenia tourist destination. In contrast, Ruiz et al. (2008) found a negative relationship between brand quality and perceived value in USA and Spain.

Table 2. 11
The Relationship Between Brand Quality and Perceived Value

Author	Year	Area	Country	Results	Respondents
Li & Robert	2011	Airline company	Australia	Significant	Customers
Brodie <i>et al.</i>	2009	Airline company	New Zealand	Significant	Customers
Lee	2010	Mobile phone	Korea	Significant	Users
Gallarza & Saura	2006	Products	Spain	Significant	Consumers
Lia & Chen	2011	Public transit	Taiwan	Significant	Customers
Nuzuar	2005	Tourism industry	Malaysia	Significant	Tourist
Oh & Jeong	2004	Products	U.S.A	Significant	Students
Dmitrovic <i>et al.</i>	2009	Tourist destination	Slovenia	Significant	Tourists
Ruiz <i>et al.</i>	2008	Products	U.S.A	Insignificant	Consumers
Sun	2004	Hotel industry	U.S.A	Significant	Tourists
Yunus <i>et al.</i>	2009	Products	Malaysia	Significant	Consumers
Chanrithy	2007	Tourism destination	Taiwan	Significant	Tourists
Hsu	2008	Products	U.K	Significant	Customers
Allan & Ahmad	2007	Hotel	Jordan	Significant	Customers
Kuo <i>et al.</i>	2009	Products	Taiwan	Significant	Students

As shown in Table 2.11 above, the majority of past studies have shown a significant relationship between brand quality and perceived value in various settings. But very few were conducted in the tourism context. This gap in previous studies has led the researcher to investigate the relationship between destination quality and perceived value in the

tourism setting, in particular, in Jordan. The researcher considers destination quality as an important factor that affects perceived value.

2.5.9 The Relationship between Destination Brand Promotion and Destination

Perceived Value

The relationship between promotion and perceived value was examined by Park and Lennon (2009). They explored the relationship between promotion and perceived value among 406 undergraduate students in a Midwestern university. They revealed a significant relationship between promotion and perceived value. Heidarzadeh and Sharanda (2011) also investigated the relationship among promotion, service quality, brand awareness and perceived value among university students. The results indicated that promotion is positively related to perceived value. A similar finding was reported by Chatterjee and McGinnis (2010), they investigated the relationship between promotion and perceived value and found a significant relationship between them. Oliver and Shor (2003) also found a significant relationship between promotion and perceived value. In contrast, a study conducted in Thailand and Vietnam by Nguyen et al. (2011) did not find a significant effect on perceived value.

According to (Hsu, 2008) who examine the relationship between promotion and perceived value, revealed that there was a negative relationship between promotion and perceived value. A study conducted by Chi et al. (2010) to examine the influence of the promotion towards perceived value and used a sample of customers 71 Taiwan apparel shops. However, the result showed that the promotion had a insignificant impact on perceived value. Another study conducted in Austria by Baldauf et al (2011) to examine

the factors that affect on perceived value. This study found out that there is a significant and positive relationship between promotion and perceived value. Ramos & Franco (2005) conducts a study in the U.S.A to examine the relationship between promotion and perceived value to use online purchase. The result of this pointed out that the relationship between promotion and perceived value of the online purchase was significant and positive. Smith (2007) found promotion as one of the most significant ways of building perceived value and educating consumers about the various attributes or aspects of a brand.

Table 2.12
The Relationship Between Brand Promotion and Perceived Value

Author	Year	Area	Country	Results	Respondents
Park & Lennon	2009	Products online	U.S.A	Significant	Student
Chatterjee & McGinnis	2010	Products online	U.S.A	Significant	Customers
Nguyen <i>et al.</i>	2011	Products online	Thailand and Vietnam	Insignificant	Consumers
Baldauf <i>et al.</i>	2009	Products	Austria	Significant	Consumers
Ramos & Franco	2005	Products	U.S.A	Significant	Consumers
Heidarzadeh & Sharanda	2011	Company	Iran	Significant	Students
Chi <i>et al.</i>	2010	Products	Taiwan	Insignificant	Consumers
Hsu	2008	Products	U.K	Insignificant	Consumers

As indicated in Table 2.12, there are a limited number of prior studies on promotion in tourism sector. But the majority of the studies found a significant and positive relationship between promotion and perceived value. Thus, the researcher proposed that promotion can predict perceived value. Furthermore, promotion is considered in this research as an external variable and a significant factor that can explain perceived value better than other factors as promotion visualize the destination as well as its provable expenses.

2.6 Mediating Effects

Baron and Kenny (1986) define a mediator as having "the mediating function of a third variable, which represents the generative mechanism through which the focal independent variable is able to influence the dependent variable of interest"(p.1). In this study, to test mediation, SPSS was used and a comparison was made between indirect effects and direct effects.

Mediators are treated as active organisms, which interact between stimulus and response (Baron and Kenny, 1986). They occur between input and output and the key idea in this model is that the impact stimulus on perceived value is mediated by various transformation steps interior to the organism. In other words, a mediator interacts between the independent variables and the dependent variable and also modifies the outcomes (Baron & Kenny, 1986).

2.6.1 Mediating Effects of Destination Perceived Value

This study considers destination perceived value as the mediator between destination brand awareness, destination brand image, destination brand quality, destination brand promotion, and destination brand loyalty. Some of the prior studies found that perceived value fully acts as a mediator (Allan & Ahmad, 2007; Kuo, Wu, & Deng, 2009; Chen & Chen, 2010; Gallarza & Saura, 2006; Hsieh, 2010; Li & Robert, 2011; Lee, 2010; Park & Lennon, 2009), while other studies found that perceived value does not mediate (Boo et al., 2009; Boo, 2006; Sun, 2004). A study performed by Li and Robert (2011) investigated perceived value as a mediator in the relationship between perceived quality, marketing mix, and customer loyalty. They demonstrated that perceived value mediates

the relationship. Also, Lee (2010) examined the relationship between quality, satisfaction, and loyalty through the mediating effect of perceived value. He demonstrated that perceived value mediates the relationship. In a different study carried out by Lia and Chen (2011), who investigated the relationship between service quality and behavioral mediated by perceived value, they found that the perceived value has a mediating impact on the relationship. A similar mediating effect of perceived value on the relationship between price costs and customer loyalty was report by Cretu and Brodie (2007).

Furthermore, Chen and Tsai (2007) investigated the mediating impact of perceived value in the relationship between brand image and behavioral intention. The results demonstrated that the perceived value fully mediates the effect of image and behavioral intention. Likewise, Hsieh (2010) explored the relationship between perceived quality and customer loyalty through the mediating impact of perceived value. He demonstrated that perceived value mediates the relationship. Similarly, Gile et al., (2007) investigated the mediating impact of perceived value in the relationship between brand quality, satisfaction, trust, and brand loyalty. The results showed that the perceived value fully mediates the effect of quality, satisfaction, trust and brand loyalty. In contrast, a study by Boo (2006) to investigate perceived value as a mediator between destination brand awareness and destination brand loyalty found that perceived value has no mediating effect. Sun (2004) examined the relationship between brand awareness and revisit intent through the mediating impact of perceived value. He also did not find the mediating effect of perceived value. Another study conducted by Boo *et al.*, (2009) explored the relationship between brand quality, brand image, brand awareness and brand loyalty

through the mediating impact of perceived value. He demonstrated that perceived value no mediates the relationship between brand awareness, and brand loyalty.

Since destination brand awareness , destination brand image, destination brand quality, destination brand promotion included in this study are expected to strongly influence destination perceived value, and perceived value is expected to affect destination loyalty, there is possibility that perceived value mediates the relationship between destination brand awareness, destination brand image, destination brand quality, destination brand promotion and destination brand loyalty. As there is a lack of prior studies on the mediating effect of perceived value in the tourism industry, the present study intended to fill this gap.

2.7 Theoretical Framework

Theoretical framework is a collection of interrelated concepts. It guides the research, determines the measurement and the relationships in the data (Borgatti, 1999). Nachmias and Nachmias (1996) note that a theoretical framework is a representation of fact, narrates vividly the aspects (variables) of the real world the scholars treats to be relevant to the problem and examines the vital relationship among them. In the same vein, Borgatti (1999) suggested that theoretical frameworks are important in exploratory studies because: (1) no matter how little one thinks they know about a topic, and how unbiased they think they are, it is impossible for a human being not to have preconceived notions, even if they are of a very general nature, and (2) the 103 framework tends to guide what one may notice in an organization, and what they don't notice.

The framework of the present study addresses independent variables that include destination brand awareness, destination brand image, destination brand quality, destination brand promotion. The framework also considers destination perceived value as a mediating variable and destination brand loyalty as a dependent variable. Based on our literature review and research problem, we develop an integrate framework that is presented in Figure 2.2. The theoretical framework has been adopted and modified on the basis of the work of Boo (2006).

Theory of brand equity is the underpinning theory used in this research because it has been used by many studies and it is able to explain destination brand loyalty even in diversified geographical locations. A large number of researchers have found strong support for the theory (Boo et al., 2009; Tsai et al., 2010; Chen & Tseng, 2010; Lee et al., 2010; Ramos & Franco, 2005; Taylor et al., 2004; Wang et al., 2008; Gile et al., 2007; Jung & Sung, 2008; William, 2010). Given these facts, this theory is an appropriate theory that can be utilized to interpret international tourists' loyalty (Aaker, 1991; Boo et al., 2009; Bianchi & Pike, 2010; Konecnik& Gartner, 2007).

In addition, the variables in Theory of brand equity framework adopted for this study consist of brand awareness (Boo et al., 2009), brand image (Pik et al., 2010), brand quality (Konecnik, & Gartner, 2007), brand promotion (Baldauf et al., 2009; Ramos, & Franco, 2005), perceived value (Mechida., 2010), and brand loyalty by (Bianchi & Pike, 2010). Furthermore, the proposed framework that incorporates the variables to be studied is illustrated in Figure 2.2.

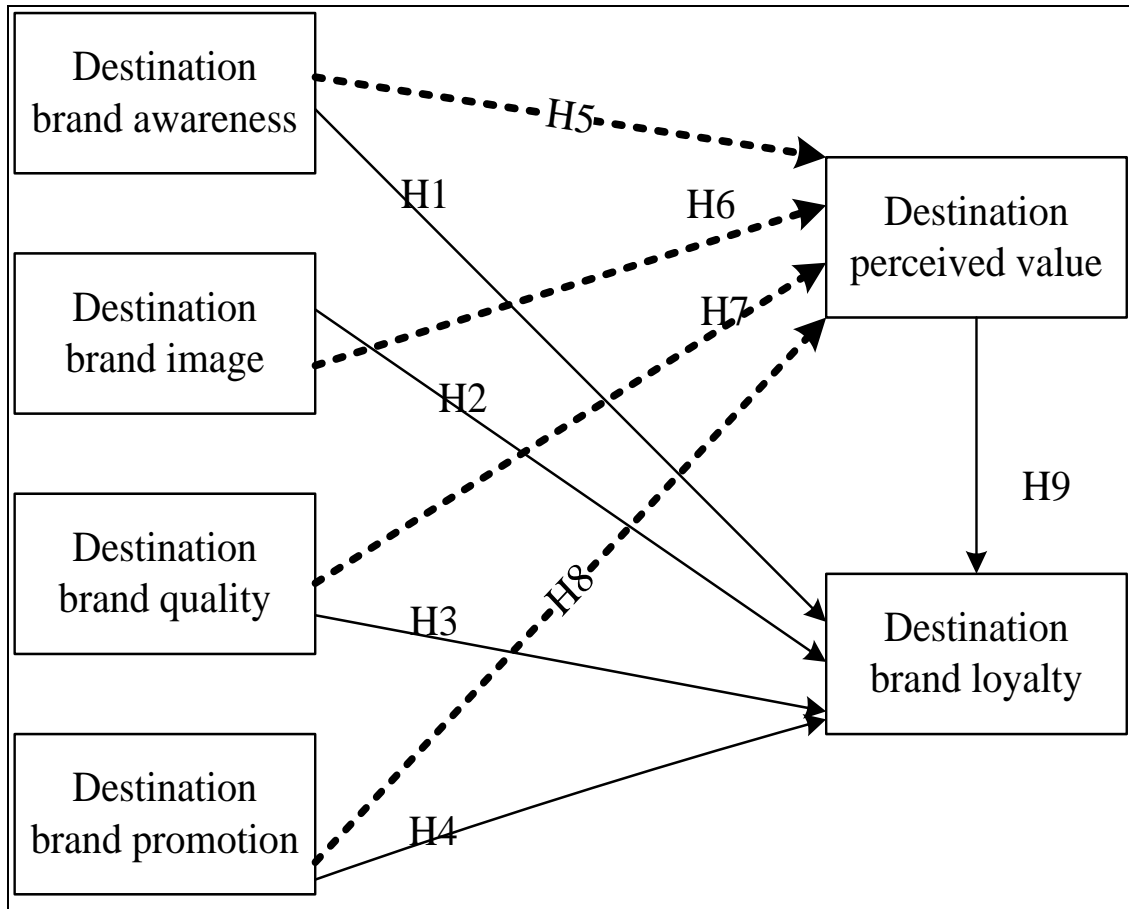


Figure 2. 2
The Research Framework of The Present Study

2.8 Model and Hypothesis Development

In reference to the design and framework of the study, this section provides a discussion on the development of the model of this study as shown in the next section.

2.8.1 Model Development

This study adopts theory of brand equity by Aaker (1991). This theory has received support from several studies in tourism (Bianchi & Pike, 2010; Boo et al., 2009; Konecnik, & Gartner, 2007), as discussed in the literature review in this chapter. Most past studies conducted in European and Asian contexts showed that perceived value and

brand loyalty are related. Furthermore, most past studies had considered perceived value as the dependent variable in different settings (Beldona, So, & Morrison, 2006; Hsu, 2008; Zeithamal, 1988; Dodds et al., 1991; Noypayak, 2009; Leung, 2005; Lubbe&Louw, 2009; Tam, 2004; Ulaga, 2003; Ulaga & Chacour, 2001; Qu *et al.*, 2010) including tourism (Boo et al, 2009; Sa'nche et al., 2006). However, only one study extended the model by including destination brand loyalty as the dependent variable (Boo, 2006).

This study used destination perceived value as a mediator and destination brand loyalty as a dependent variable. Furthermore, promotion is considered as an external variable to increase the power of theory of brand equity. In other words, promotion is considered as an external variable that can explain brand loyalty. However, to date, no studies have been carried out to comprehensively analyze the relationships of the above mentioned variables. Hence, the objective of this analysis is to investigate the relationships between destination brand awareness, destination brand image, destination brand quality, destination perceived value, and destination brand loyalty to determine the direction and significance of these relationships in the Jordanian context.

2.8.2 Hypothesis Development

This section discusses how destination brand loyalty is related to its predictors i.e. destination brand awareness, destination brand image, destination brand quality, destination brand promotion, and destination perceived value.

2.8.2.1 Destination Brand Awareness and Destination Brand Loyalty

The first hypothesis in this study is the relationship between destination brand awareness and destination brand loyalty. Majority of the previous studies were performed in different settings (Tsai et al., 2010; Kim & Hy, 2011; Juntunen et al., 2011; Kayamang & Arasli, 2007; Chen & Tseng, 2010; Tong & Hawley, 2009; Riose & Riquelme, 2008). The main reason to study this relation is because previous studies have found inconsistent findings in tourism settings. While some of the past studies have demonstrated a significant relationship (Bianchi & Pike, 2010; Konecnik & Gartner, 2007), others found an insignificant relationship (Boo, 2006; Kayamang & Arasli, 2007). Despite the inconsistent findings, the present study hypothesizes that destination brand awareness influences significantly destination brand loyalty. This is because some previous studies revealed significant results in this regard. Hence, based on the above arguments, the following hypothesis is offered.

Hypothesis 1: There is a significant positive relationship between destination brand awareness and destination brand loyalty

2.8.2.2 Destination Brand Image and Destination Brand Loyalty

The second hypothesis is pertaining to the relationship between destination brand image and destination brand loyalty. Several studies have been carried out on the relationship between destination brand image and destination brand loyalty in tourism settings (Boo et al., 2009; Konecnik & Gartner, 2007; Mechinda et al., 2010) in various countries. But only one study was performed in the Jordanian tourism settings (Al-Mualala, 2010), who investigated the relationship between Jordan images and revisit intention. The study

showed a significant relationship between the two. Literatures indicate inconsistency in the findings of prior studies in tourism settings; while some found a significant relationship between brand image and brand loyalty (Choi, Tkachenko, &Sil, 2011; Konecnik, 2006; Chen& Tsai, 2007), others demonstrated an insignificant relationship (Bigne et al., 2009). Despite the inconsistent findings, the present study hypothesizes that destination brand image influences significantly destination brand loyalty. This is because some previous studies found significant results in their research. Hence, based on the above arguments, the following hypothesis is offered.

Hypothesis 2: There is a significant positive relationship between destination brand image and destination brand loyalty.

2.8.2.3 Destination Brand Quality and Destination Brand Loyalty

The third hypothesis pertains to the relationship between destination brand quality and destination brand loyalty. The decision to include destination quality in this research is because there is no research performed in the Jordanian tourism context. However, there are several studies carried out in different settings (Chan & Wang, 2011; Ha et al., 2011; Kim & Kim, 2005; Kheng et al., 2010; Mandhachitara & Poolthong, 2011; Santouridis &Trivellas, 2010; Shahrudin et al., 2010; Tsai, 2007; Tsai et al., 2010), and the majority found a significant relationship. But there are other studies that did not find an insignificant relationship (Bianchi & Pike, 2010; Chen &Chin, 2010; Chen & Tsai, 2007; Liu et al., 2011; Lindgreen, & Wynstra, 2005). Therefore, prior studies did not take into account destination quality in Jordan tourism setting as a predictor of destination loyalty.

Despite the inconsistent findings, the present study hypothesizes that destination brand quality influences significantly destination brand loyalty. This is because some prior studies found significance in this regard in their research. Hence, based on the above arguments, the following hypothesis is offered.

Hypothesis 3: There is a significant positive relationship between destination brand quality and destination brand loyalty.

2.8.2.4 Destination Brand promotion and Destination Brand Loyalty

The fourth hypothesis is about the relationship between destination brand promotion and destination brand loyalty. There are mixed results regarding this relation, where some studies found a positive and significant effect (Bin Azizan, 2010; Bin Ayob, 2010; Casalo et al., 2010; Yee & Sidex, 2008; Kotler, & Armstrong, 2006; Kim, & Hyun, 2011), and others found an insignificant linkage (Raghubir, 2004; Tong & Hawley, 2009; Kayaman, & Arasli, 2007; Kaplanidon, & Vogt, 2003). Nonetheless, the majority of previous studies performed in tourism settings have found a positive and significant effect (Balduf et al., 2009; Mohamed, 2008; Nuzuar, 2005). However, the major reason to study this relation is the fact that prior studies have not found any study in Jordanian tourism settings.

Because the majority of studies in tourism settings have demonstrated a positive relationship between destination brand promotion and destination brand loyalty, it is hypothesized that such relationship will be found. Furthermore, brand promotion is

hypothesized to influence brand loyalty because some prior studies demonstrate significance in this regard in their research. Hence, the following hypothesis is offered:

Hypothesis 4: There is a significant positive relationship between destination brand promotion and destination brand loyalty.

2.8.2.5 Destination Brand Awareness and Destination Perceived Value

The fifth hypothesis is the relationship between destination brand awareness and destination perceived value. In tourism, brand awareness and perceived value are very significant issues to be considered. The major reason for including this relationship is because of mixed results demonstrated by previous studies. While some found a positive and significant effect (Rios & Riquelme, 2008; Rios, 2007), others demonstrated an insignificant relationship (Boo, 2006; Boo et al., 2009; Sun, 2004). Despite the inconsistent findings, the present study hypothesizes that destination brand awareness influences significantly destination perceived value. This is because some prior studies demonstrate significant results in this regard. Hence, based on the above arguments, the following hypothesis is offered.

Hypothesis 5: There is a significant positive relationship between destination brand awareness and destination perceived value.

2.8.2.6 Destination Brand Image and Destination Perceived Value

The sixth hypothesis is the relationship between destination brand image and destination perceived value. Destination image plays a crucial role to understand perceived value.

The main reason to include destination image in this study is because there is a lack of study in tourism settings as the majority of previous studies were carried out in non tourism settings (Brodie et al., 2009; MohamadShariff, 2002). Furthermore, there are mixed results reported; some found a significant effect (Saraniemi, 2010; Dmitrovic, 2009) while others revealed an insignificant relationship (Chen & Tsai, 2007; Cretu&Brodie, 2007). Despite the inconsistent findings, the present study hypothesizes that destination brand image influences significantly destination perceived value. This is because some previous studies explored significant results in this regard. Hence, based on the above arguments, the following hypothesis is offered.

Hypothesis 6: There is a significant positive relationship between destination brand image and destination perceived value.

2.8.2.7 Destination Brand Quality and Destination Perceived Value

The seventh hypothesis is the relationship between destination brand quality and destination perceived value. Destination quality is an important component in tourism sector whether at the international or regional field. The second reason by such relationship is considered is because there is a lack of studies that investigated the relationship between destination brand quality and destination perceived value in tourism settings (Boo et al., 2009) particularly in Jordan. Prior studies have explored the impact of quality in general, and found a significant relationship between quality and perceived value (Li & Robert, 2011; Brodie et al., 2009;Gallarza&Saura, 2006;Lia& Chen, 2011;Nuzuar, 2005; Oh&Jeong, 2004;Dmitrovic et al., 2009). There are studies that reported an insignificant relationship (Murphy & Leung, 2005). Despite the inconsistent

findings, the present study hypothesizes that destination brand quality influences significantly destination perceived value. This is because some previous studies showed significant results in this regard. Hence, based on the above arguments, the following hypothesis is offered.

Hypothesis 7: There is a significant positive relationship between destination brand quality and destination perceived value.

2.8.2.8 Destination Brand Promotion and Destination Perceived Value

The eighth hypothesis is the relationship between destination brand promotion and destination perceived value. In relevance to the objectives of the current study, promotion is a necessary factor in the progress of the model of the current study and hence should be taken into consideration. Furthermore, the vital issue to include this relationship is because the majority of previous studies were conducted in different settings (Chatterjee&Mcinnis, 2010; Baldauf et al., 2009; Nguyen et al., 2011; Park & Lennon, 2009; Ramos & Franco, 2005), and limited studies conducted in Middle East in general and in Jordan in particular. It is hypothesized that brand promotion could significantly influence destination perceived value because some previous studies found significant results in this regard. Hence based on the arguments, the following hypothesis is proposed.

Hypothesis 8: There is a significant positive relationship between destination brand promotion and destination perceived value.

2.8.2.9 Destination Perceived Value and Destination Brand Loyalty

The ninth hypothesis is the relationship between destination perceived value and destination brand loyalty. The major reason for studying this relation is because of mixed results reported. Some studies found a significant effect (Lin & Wang, 2006; Gruen et al., 2006; Li & Robert, 2011; Thuy&Hau, 2010; Kim et al., 2010; Yu, 2010; Lai et al., 2009), while others reported an insignificant relationship (Flint et al., 2011;Bigne et al., 2009). Furthermore, limited studies were performed in tourism settings (Boo, 2009; Hsieh, 2010). It is hypothesized that destination perceived value could significantly influence destination brand loyalty because some previous studies demonstrate significant results in this regard. Hence based on the arguments, the following hypothesis is proposed.

Hypothesis 9: There is a significant positive relationship between destination perceived value and destination brand loyalty.

2.8.2.10 Destination Perceived Value as a Mediator Between Destination Brand Awareness and Destination Brand Loyalty

The tenth hypothesis is the mediating effect of destination perceived value on the relationship between destination brand awareness and destination brand loyalty. The decision to consider perceived value as a mediator is due to inconsistent findings. Some studies found that perceived value is a full mediator (Hsieh, 2010; Oh &Jeong, 2004; Rios &Riquelme, 2008; Rios, 2007), while others revealed that perceived value does not mediate (Boo, 2006; Sun, 2004). Furthermore, majority of previous studies that included perceived value as a mediator were performed in different settings (Lia& Chen, 2011; Nuzuar, 2005; Edward & George, 2010); few studies were performed in tourism settings

(Gallarza&Saura, 2006). It is hypothesized that destination perceived value mediates the relationship between destination brand awareness and destination brand loyalty because some prior studies demonstrate significant results in this regard. Hence, the following hypothesis is proposed.

Hypothesis 10: Destination perceived value mediates the relationship between destination brand awareness and destination brand loyalty.

2.8.2.11 Destination Perceived Value as a Mediator Between Destination Brand Image and Destination Brand Loyalty

The eleventh hypothesis is the mediating effect of destination perceived value on the relationship between destination brand image and destination brand loyalty. Theory of brand equity includes perceived value as having a mediating impact, and is therefore considered a vital factor in this research. Moreover, the main reason for including perceived value as a mediator is because there are mixed results reported by previous studies (Bigne et al., 2009; Brodie et al., 2009; Chen & Tsai, 2007; Cretu&Brodie, 2007; Dmitrovic et al., 2009; Mohamed Shariff, 2002;Saraniemi, 2010). Furthermore, limited studies investigated perceived value as a mediator. This research considers destination perceived value as a mediator in the Jordanian tourism setting. It is hypothesized that destination perceived value mediates the relationship between destination brand image and destination brand loyalty because some prior studies demonstrate significant results in this regard. Hence, the following hypothesis is proposed.

Hypothesis 11: Destination perceived value mediates the relationship between destination brand image and destination brand loyalty.

2.8.2.12 Destination Perceived Value as a Mediator Between Destination Brand Quality and Destination Brand Loyalty

The twelfth hypothesis is the mediating impact of destination perceived value on destination brand quality and destination brand loyalty. Perceived value is considered an important factor in this study. The main reason for including perceived value as a mediator is because there are mixed results reported by previous studies, in which some found that perceived value was a full mediator (; Brodie et al., 2009; Chen & Chen, 2010; Hsieh, 2010; Li, 2006; Nuzuar, 2005; Wong & Dean, 2009), while others found it not to mediate (Dmitrovic et al., 2009). It is hypothesized that destination perceived value mediates the relationship between destination brand quality and destination brand loyalty because some previous studies showed significant results in this regard. Hence, the following hypothesis is proposed.

Hypothesis 12: Destination perceived value mediates the relationship between destination brand quality and destination brand loyalty.

2.8.2.13 Destination Perceived Value as Mediator Between Destination Brand Promotion and Destination Brand Loyalty

The thirteenth hypothesis is the mediating impact of destination perceived value on destination brand promotion and destination brand loyalty. The main reason for including perceived value as a mediator is due to inconsistent results reported by previous studies in which some revealed a full mediating effect (Baldauf et al., 2009; Park & Lennon, 2009), while others did not find any mediating effect (Hsu, 2008). It is hypothesized that destination perceived value mediates the relationship between destination brand

promotion and destination brand loyalty because some previous studies explored significant results in this regard. Hence, the following hypothesis is proposed.

Hypothesis 13: Destination perceived value mediates the relationship between destination brand promotion and destination brand loyalty.

2.9 Summary

This chapter has discussed relevant literatures pertaining to destination brand loyalty, and the antecedents of destination brand loyalty. Moreover, the underlying theory that explains the relationship between destination brand awareness, destination brand image, destination brand quality, destination brand promotion, and destination brand loyalty has been elaborated. Based on the theoretical model of brand equity (Aaker, 1991), the theoretical framework for this study was developed. Based on the underlying theory, destination perceived value was hypothesized as having a mediating effect on the relationship between destination brand awareness, destination brand image, destination brand quality, destination brand promotion, and destination brand loyalty. In the following chapter, a discussion on the methodology is offered. Specifically, it attempts to explain how the study was practically carried out within the theoretical framework proposed.

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.1 Introduction

The key objective of this study is to investigate the relationship between destination brand awareness, destination brand image, destination brand quality, destination brand promotion, destination perceived value, and destination brand loyalty. This chapter will discuss the research design and methodology used for this study. Specifically, it will address the target population, sampling technique, sampling design, structured questionnaire, pilot test, measurement of variables, data collection techniques, and method for data analyses. Finally, this chapter ends with a discussion on the statistical techniques used to analyses the data.

3.2 Research Design

An appropriate research methodology is critical for the success of a research project (Sekaran, 2003). It is essential for determining the type of data, data collection technique, and sampling methodology that was applied to achieve the research objectives (Burns & Bush, 2002). This research was conducted in order to investigate the variables that influence destination brand loyalty in Jordan. Research methodology is more simply defined as qualitative or quantitative, but of most importance is that the methodology selected must complement the research questions and objectives being examined. The collection of primary data was accomplished using a survey method instrument to answer the study's research questions. The unit of analysis of this study is individual

international tourist. Individual international tourists were chosen because they were considered the most important market segment for the Jordanian tourism industry due to their tendency to stay longer and be big spenders during their visit to Jordan (Al-muala, 2010).

3.3 Methodological Approach

In this study, the researcher used quantitative research method, involving the distribution of questionnaires as the main technique of data distribution. The objective of a quantitative research is to examine the relationship between one factor (a dependent variable) and another (an independent variable) in a population designed for either descriptive (subjects usually measured once) or experimental (subjects measured before and after a treatment) (ALhroot, 2007). Furthermore, quantitative research tries to quantify relationships between variables featured in this study like destination brand awareness, destination brand image, destination brand quality, destination brand promotion, destination brand value, and destination brand loyalty. Thus, the relationship between variables can be exposed to using effect statistics, such as correlations, relative frequencies, or differences between means that deal with these statistics and other analytical aspects. Consistent with a quantitative methodology, a survey was conducted at the tourist destinations in three regions in Jordan. These regions are located at the north, middle and south.

3.4 Target Population

The population for this study is the individual of international tourists who visited Jordan. According to the Ministry of Tourism in Jordan (2011), there were 5.4 million

international tourists who visited Jordan in 2010. However, due to time constraint, it is impossible for the researcher to conduct this study throughout Jordan. Hence, this study focuses only on international tourists who visited Jordan at three destinations such as Petra in the South region, Dead Sea in the Middle region, and Jerash in the North region. Furthermore, international tourists at three destinations have similar characteristics. They can then be considered as a homogenous group. Therefore, selecting international tourists who visit at three destinations is considered justifiable.

According to the Ministry of Tourism (2010), there are 21 destinations in Jordan. However, for this study, only three destinations deal more than one million tourists visited the south, 500,000-visited Dead Sea, whereas, 200,000-visited Jerash and have an adequate number of international tourists were chosen as the target population in order to test the conceptual model and research hypotheses. In addition, a good reason for these differences is that Petra which is one of the world's wonders in 7-7-2007 is situated in the south (MoTA, 2010).

Furthermore, the research chose international tourists for a number of reasons. Firstly, the international tourist industry is becoming increasingly competitive and destination marketing studies have addressed the marketing strategies and activities required to attract tourists by individual country destinations (Alegre&Cladera, 2009; Henderson, 2009; Hong, Lee, & Jung, 2009; Mestre *et al.*, 2008; Proença & Soukiazis, 2008; Yuksel & Yuksel, 2007). Secondly, the international tourists can give accurate information about destination brand awareness, destination brand image, destination brand quality,

destination brand promotion, destination perceived value, and destination brand loyalty (Boo *et al.*, 2009; Konecnik& Gartner, 2007). Thirdly, international tourists who are still in Jordan at the time of study still have fresh memories to express their experiences of the destinations they visited in Jordan (Al-Mualala, 2010). In other words, the international tourists visiting Jordan can give their current perceptions of the Jordanian image.

3.5 Sampling Technique

Due to the similarity of respondents' characteristic, and to ensure the sample chosen is representative of the all population, the sampling procedure used in this study was multistage cluster sampling. The main benefit of multistage sampling is that it guarantees that the sample chosen is representative of the population. This ensures that the statistical conclusions will be valid. It is the basic sampling technique where we selected a group of subjects (a sample) for study from a larger group (a population). It is deemed to be the most appropriate method because all members of the population have an equal chance of being selected as a part of the sample (Sekaran, 2007).

According to Sekaran (2003), multistage cluster sampling refers to a groups or chunks of elements that are heterogeneous within each group. Multistage cluster sampling involves the segmentation of the population into some convenient clusters, and then random selection is used to choose the required number of clusters as sample subjects. Examining each element in every chosen cluster can also be done in various stages and it is then called multistage cluster sampling. There are 21 destinations recognized by the Ministry of Tourism in Jordan. The researcher then divided the country into three regions (north, middle, and south). The northern region is divided into eight destinations, middle region

eight, and southern region five. Then one cluster from north, one cluster from middle, and one cluster from south and put numbers for each segment of regions for selecting one segment from each region randomly.

Table 3. 1
Number of Destinations in Jordan

North	Middle	South
Jerash	Dead Sea	Petra
Ajlun	Mount Nebo	Wadi Rum
Um Qasis	Madaba	Aqaba
Bella	QusayerAmra	Karak
Um Aljmal	Amman	Afra
Harranah Castel	Maghtas	
Hemma	Salt	
Tabagatfahl	Azraq	

Source: Ministry of Tourism in Jordan (2010)

3.6 Sampling Design

A sample, as a subset of the population, comprises some members selected from it. Sekaran (2003, 2006) defines sampling as the process of choosing a sufficient number of elements from the population by studying their properties or the characteristics of the sample so that they can be generalized to the whole population. The reason for using a sample, rather than census, is self-evident. In research investigations involving a huge population (several hundreds and even thousands of elements), it is quite impossible to collect data from, or test, or examine every element. In terms of time, cost, and other human resources sometimes it is prohibitive. Not only that, a study of a sample produces more reliable results in some situations as it reduces fatigue and lessen errors, especially when a large number of elements is involved. In a few cases, it is not possible to use the entire population to have information, or test something (Sekaran, 2006).

3.7 Sample Size

The determination of sampling size largely depends on the statistical estimating precision needed by researchers and the number of variables. Gay (1987) notes that 30 subjects are normally treated to be a minimally acceptable sample size for a correlation research. It is appropriate for a quantitative research to have a sample size that is larger than 30 (Sekaran, 2003). On the other hand, some researchers recommend that the ratio of independent variables, or predictors, to sample size in multiple regressions should be at least 1:15 (Hair *et al.*, 1998). Further, Hair *et al.*, (2003) recommend that a sample size of 1:30 subjects per independent is essential for dealing with the shrinkage of ratio. In addition, Hair *et al.* (1998) note that the larger the sample size is, the better the results are, and the results can be generalized easily.

In this study, choosing the right sample size is definitely important because a reliable and valid sample can enable a researcher to generalize the findings from the sample of the population under investigation (Sekaran, 2000). To determine the sample size, we used the rule stated by Sekaran (2000) by multiplying the numbers of variables, which we have by 10. This study consisted of six variables. Therefore, following this rule, the minimum sample required was 60. However, to ensure this minimal response number and by taking in to account the survey method has poor response rate; the researcher distributed 700 questionnaires to the selected respondents. Tabachnick and Fidell (1996) suggest that, “it is comforting to have at least 300 cases for factor analysis” (p. 640). Similarly, Hair *et al.* (2006) suggest a ratio of 10 cases to one questionnaire item for the purpose of factor analysis. Seven hundred cases were chosen by researcher to ensure that

at least 300 cases were entered to factor analysis after deleting outliers. There are twenty-one destinations recognized by the Ministry of Tourism in Jordan (2010). Out of these numbers, only three destinations were chosen for this study. This is because; Petra became one of the new wonders of the world in mid-2007. In addition, the lowest point is the Dead Sea at -408 meters (MoTA, 2007a). Furthermore, only three destination was selected as chosen sample since previous studies have shown that the characteristics of destinations are homogeneous (Boo, 2006, Boo *et al.*, 2009). This is similar method being done by (Konecnik, 2006, Konecnik & Gartner, 2007). According to Scheaffer *et al.* (1979; 1986), to determine the size of any study sample some information is required concerning the size of population, the desired error level (e.g., 5%), and the desired level of confidence (e.g., 95%).

3.8 Design of the Questionnaire

The step involves selecting appropriate measurement scales, question wording and content, response format and finally the sequence of questions. Additionally, Sekaran (2003) states that a structured questionnaire is a suitable method for collecting data when the researcher knows clearly what is necessary and the way to measure the variable of interest. Furthermore, questionnaires can be easily analyzed be administered cheaply, liked by most people, and can reduce biasness as researchers cannot influence on the respondents' answers Sekaran (2000). The questionnaire (see Appendix A) used in this study was designed in line with the objectives, problem and hypotheses of the study to measure the effects of independent variables on destination brand loyalty. The questionnaire was divided into seven sections: Part One, destination brand loyalty, Part Two, destination brand awareness, Part Three, destination brand image, Part Four,

destination brand quality, Part Five, destination brand promotion, Part Six destination perceived value, and Part Seven, items on demographic details of the respondents. To ensure content validity, the questionnaires that were originally in English were translated into the Arabic language. Sekaran (2000) suggests that it is essential to translate the instruments properly. So, the English version was translated into the Arabic language by a native Arab who is fluent in both languages. The content and wording of the questions were designed to be short, simple and comprehensible to avoid ambiguousness and double-barreled conditions in questions (Kassim, 2001).

3.9 Questionnaire Scale

This study used a Likert scale to measure responses since this scale is widely used in both marketing and social science (Burns & Bush, 2002). In regard to the number of scale categories, there is no clear rule for the suitability of categories that should be used (one to five-point Likert scale or one to seven-point Likert scale). However, many researchers argued that using a five-point scale is just as good as any other (Churchill & Iacobucci, 2004; Garland, 1991) for the reason that it reduces confusion to the respondents. Thus, all items were measured using on a five-point Likert scale to ensure consistency among variables and to avoid confusion among respondents. The scale ranged study from (1) Strongly disagree, (2) Disagree, (3) Uncertain, (4) Agree, and (5) Strongly Agree.

3.10 Data Collection Procedure

Self-administered questionnaires were used for data collection from international tourists who visit Jordan. After identifying all the respondents the questionnaires were then

distributed to them. The researcher intercepted personally the respondents in the selected destinations. It took the researcher two months to complete the collection process.

3.11 Instrument Validity

To ensure the items were suitable for use in this research, validity of the items was conducted first. The validity of instrument could be grouped in to two main categories, names content validity and construct validity. Content validity refers to the suitability of the questions on the concept. It is the conformity of the instrument whether it measures what it is supposed to measure, this could be achieved through adopting items, which were used in previous research (Boo *et al.*, 2009, Konecnik & Gartner, 2007). To do so, this questionnaire was first checked for content validity by a panel of experts to assess whether there were misunderstandings or ambiguities of expressions (Chen & Hu, 2010; Gay, 1987). The panels of experts were ten professors, associate professors and lecturers in the marketing and tourism department in various Jordanian private and public universities, such as Al-Isra University, Amman Al-Ahliyya University, Islamic University, Zaytuna University, Jerash University, Yarmouk University, Jordanian University, Hashemite University, Petra University, and Al-Albait University. Generally, they all agreed that this research is significant to Jordan. Based on their feedback, some modifications were made to the original questionnaire. In contrast, construct validity is concerned with the theoretical and hypothetical development of the relationships between the variables (Pallant, 2007).

According to Hair *et al* (2007), construct validity can be verified using two method convergent validity which is to investigate whether the construct of the research relate

positively evaluate of this construct. The other method is discriminate validity, which is to investigated whether correlation exist between the research construct and other different constructs. Majority of the items used in this research were adopted from the literature where previous researches have confirmed their convergent and discriminate validity. Therefore, it is significant to reinvestigate the validity of the instrument due to the fact that there items were used in different settings. Therefore, exploratory factor analysis was conducted on all items used in this research. Lastly, a total 54 items that met the instrument validity were applied for data collection.

3.12 Pilot Study

The pilot study is a pre-testing of the research instruments. Conducting pilot study prior to the data collection has been significant advantages that contribute to the study success as it gives the researchers the opportunity to look back on some areas that the researcher has been unclear about (Bryman, 2004). A questionnaire is usually piloted with a reasonable number of respondents who represent the target population or who closely reflect the target population. A pilot study is done for exploring the weaknesses in design and instrumentation and provides proxy data for effectiveness of sample (Cooper & Schindler, 2006). According to Sekaran (2003), a pilot study is conducted to rectify any inadequacies in the instrument before data collection. Among international tourists who visited Jordan in the period of December 2010, a total of 40 respondents were selected for the pilot test and the questionnaires were distributed randomly. In the process of data collection, the researcher sat and discussed with the respondents and answers their queries at the time of filling the questionnaire. The reliability test for each instrument was calculated from this pilot study data. For reliability test, a Cronbach coefficient alpha was

used as it is mostly used for assessing the reliability for measurement scales with multi-point items (Hayes, 1993). Coefficient alpha can range from .0 (no reliability) to 1.0 (perfect reliability) where a good reliability produces a minimum coefficient value of .7 (Hair *et al.*, 1995; Pallant, 2001). Usually, an alpha coefficient of .60 is treated to be poor, those in the .70 range are acceptable and those over .80 are treated well. The results of the reliability test of the piloted instruments fall between .80 and .89, as shown in Table 3.4 below.

Table 3. 2
Reliability Coefficient for Multiple Items in Pilot Study (N=40)

Variable	Number of item	Cronbach's Alpha
Destination brand loyalty	10	.89
Destination brand awareness	8	.85
Destination brand image	11	.80
Destination brand quality	10	.83
Destination brand promotion	7	.87
Destination perceived value	8	.82

3.13 Measurement of Variables

A survey instrument, which incorporated all the variables of interest, was developed .The survey measures destination brand awareness, destination brand image, destination brand quality, destination brand promotion, destination perceived value, and destination brand loyalty. Most of the variables were adopted and modified from prior researches. This study's framework comprises independent variables of destination brand awareness, destination brand image, destination brand quality, and destination brand promotion, and one dependent variable namely destination brand loyalty. A mediator variable is destination perceived value. In accordance with the theoretical framework, relevant measurements of the variables are identified as follows.

3.13.1 Destination Brand Loyalty

Operational definition refers to the question (items) that will be used in a survey to measure the meaning of a construct (Burns & Bush, 2002; Hair et al., 2003). Tourists, who hold favorable attitudes toward destination in Jordan, will perceive positive views about destinations. Tourists were asked about their perceptions of destination during the current visit. Tourists' loyalty to visit destination was measured using 10 items. The measure for destination brand loyalty proposed in the present study was adopted from Aaker (1991), and Oppermann (2000). It comprises behavioral and attitudinal viewpoints. These two types of measures were used in response to Boo *et al.* (2009) recommendation. Destination loyalty is defines as a tourist's intention to return to a destination and make recommendations to others. In relation to that, numerous studies in tourism use tourists' recommendation of the visit to others as an indicator of attitudinal loyalty (Chen & Gursoy, 2001; Oppermann, 2000), while repetitive visit as an indicator of behavioral loyalty. Therefore, in this study destination loyalty is operationalized as having two dimensions: recommendations to others, and intention to return to a destination. The items used to measure destination brand loyalty are shown in Table 3.3 below.

Table 3. 3
Items For Destination Brand Loyalty

Items	
1	I would like to visit this destination in the future.
2	I intend to continue visiting this destination in the future.
3	When I have a need for vacation / traveling abroad, I visit only this destination.
4	I enjoy visiting this destination.
5	I consider myself a loyal visitor of this destination.
6	I would visit this destination again.
7	If the costs of visiting this destination increased, I would still be willing to visit.
8	This destination would be my preferred choice to spend my vacation in.
9	Overall, I am loyal to this destination.
10	I would advise other people to visit this destination.

Source: Boo *et al.* (2009), Mechindia *et al.* (2009), and Konecnik and Gartner (2007).

3.13.2 Destination Brand Awareness

Brand awareness could be measured by looking at the brand recall and brand recognition (Konecnik & Gartner, 2007). Some researchers have looked at brand recognition and excluded brand recall (Yoo, & Donth, 2001). The destination awareness was operationalized in this study by looking at two dimensions namely brand recall and brand recognition as the ability of the potential tourists to recognize that destination is a tourists destination and/ or having destination as a top of mind awareness. Destination recognition is the potential tourists ability to correctly discriminate the destination as having been seen or heard before , while recall refers to the ability of potential tourists to name or chose the destination from memory. Furthermore, the construct was measured by eight items shown in Table 3.4 below.

Table 3. 4
Items For Destination Brand Awareness

Items	
1	This destination has a good name and reputation.
2	When I am thinking about a good destination, this destination comes to me mind immediately.
3	The characteristics of this destination come to my mind quickly.
4	This destination is very famous.
5	This destination is very familiar to me.
6	This destination is well known.
7	I can recognize the name of this destination among many other destinations.
8	I can recall the symbol or logo of this destination as a good tourism destination.

Source: Boo (2006), and Konecnik and Gartner (2007)

3.13.3 Destination Brand Image

The visual and / or mental impression (beliefs or knowledge) of destination's attributes held in the potential tourist's mind. Here, the destination image is the cognitive evaluation by tourists on the attractiveness of the destinations attributes and image formed trough information provided by information source before visiting the

destination. In this context, destination image could be defines as a total perception of a product that is formed by processing information from various sources over time. These definitions mostly emphasized perceptual or cognitive component of image. Therefore, destination image was operationalized in this study by looking at only cognitive and affective destination image attributes as feeling or attachment toward the tourism destination held in the consumer mind. In addition, these two types of measures were used in response to Boo *et al.*'s (2009) recommendation. There were 11 items used to measure this construct, as listed in Table 3.5 below.

Table 3. 5
Items For Destination Brand Image

Items	
1	This destination fits my personality.
2	My friends would think highly of me if I visited this destination.
3	The image of this destination is consistent with my own self-image.
4	Visiting this destination reflects who I am.
5	People similar to me visit this destination.
6	I would be proud to visit this destination.
7	This destination has interesting historical attractions.
8	This destination has interesting cultural attractions.
9	This destination has political stability.
10	This destination has exciting atmosphere.
11	This destination has relaxing atmosphere.

Source: Boo (2006), and Konecnik and Gartner (2007).

3.13.4 Destination Brand Quality

Brand quality is defined as the sum of the overall expectations quality of the brand from the customer's point of view (Konecnik & Gartner, 2007). In addition, destination quality was measured by Keller (2003) seven dimension of product quality: performance; features; conformation quality; reliability; durability; serviceability; style and design. Among Keller's seven dimensions, brand performance was included in the model employed in this study to measured destination brand quality because brand performance

relates to the ways in which the destination attempts to meet tourists' functional needs (Keller, 2003). Therefore, the brand quality items are designed in this study to assess potential tourists subjective judgment about the destination overall excellence.

Furthermore, there were ten items used to measure this construct, and the items are as listed in Table 3.6 below.

Table 3. 6
Items For Destination Brand Quality

Items
1 This destination provides tourism offerings of consistent quality.
2 This destination provides quality experiences.
3 This destination has high quality offerings (i.e. shopping, and entertainment).
4 This destination has high quality offerings (i.e. transportation and accommodation).
5 From this destination's offerings, I can expect superior performance.
6 This destination performs better than other similar destination.
7 This destination has high quality of infrastructure.
8 This destination has high level personal safety.
9 This destination has unpolluted environment.
10 This destination has high level of cleanliness.

Source: Boo *et al.* (2009), Boo (2006), and Konecnik and Gartner (2007).

3.13.5 Destination Brand Promotion

The fifth section of the questionnaire deals with destination brand promotion. Destination brand promotion refers to destination advertising, which is targeted to traveling customers (Dore & Grouch, 2003). Furthermore, a review of previous studies provided the basis for the selection of the measures for the promotion tools and destination loyalty. The respondents evaluated all items on five point Likert-type scales ranging from 1 (strongly disagree) to 5 (strongly agree). This study measures advertising by adopting the scale proposed by Yoo *et al.* (2000). To measure tourists' attitudes toward the

advertisements, this research proposes a seven-item scale, and the items are as listed in Table 3.7 below.

Table 3. 7
Items For Destination Brand Promotion

Items	
1	In general, I think advertising campaigns about this destination are good.
2	The promotion campaigns for this destination are seen frequently.
3	My opinion about destination advertising is very high.
4	I still remember the last advertising campaigns for this destination.
5	I think destination brand is intensively advertised, compared to competing brands.
6	Advertising of this destination brand is attractive.
7	Advertising of this destination brand attracts me to visit.

Source: Baldauf *et al.* (2009), Ramos and Franco (2005), and Yee and Sidek (2008).

3.13.6 Destination Perceived Value

Perceived value is one of the main variables in determining the success of destination loyalty. Previous studies have showed that perceived value from the tourist's perspective is a critical variable in predicting destination loyalty (Aaker, 1996; Mechindia *et al.*, 2008; Sweeney & Soutar, 2001). In the present study, perceived value was measured using an adopted instrument developed by Boo *et al.* (2009) with slight modification on the wording. Based on perceptions of what is received and what is given, perceived value was conceptualized as the customer's overall evaluation of the utility of a product. In brief, perceived value is the outcome or advantage customers attain in comparing to total spending that include the monetary and non-monetary costs related with the purchase (Woodruff, 1997). In the past decade, several researches have focused on the role that perceived value plays in generating and persisting destination loyalty (Zeithaml, 1988; Li

& Robert, 2011). Furthermore, there were eight item used to measure this construct, and the items are as listed in Table 3.8 below.

Table 3. 8

Items For Destination Perceived Value

Items	
1	This destination has reasonable prices.
2	Considering what I would pay for a trip, I will get much more than my money's worth by visiting this destination.
3	The costs of visiting this destination are a bargain, relative to the benefits I receive.
4	Visiting this destination is economical.
5	Visiting this destination is a good deal.
6	This destination offers good value.
7	I consider travelling to this destination to be a bargain because of the benefits I receive.
8	This destination is a good place to enjoy a vacation for the price.

Source: Boo (2006), and Mechindia et al.(2009).

3.14 Demographic Variables

Respondent's demographic information collected in this study was gender, age, education level, nationality, and household income. Gender was operationalized by asking the respondents to check one of the two categories of male or female. They were asked to write the year they were born. They were required to indicate their educational level by ticking the most appropriate answer, and their ethnic background from six categories. Household income had five categories, and the respondents were asked to check one, ranging from less than under US\$ 25,000 or more, to US \$100,000 and above (Tia, 2005). The reason for using the U.S Dollar was because this currency is widely used in the world's transaction and assessment of economic gains of a country.

3.15 Data Analysis

Various methods of data analysis (statistical tools) were employed from SPSS software, version 15, to generate answers for the questions raised in this study as well as

hypotheses testing. First, data screening and cleaning was done to check on any abnormalities. Then, a descriptive analysis, linearity, normality, homoscedasticity, and multicollinearity was performed to describe the characteristics of respondents. In addition, factors and reliability analyses to test the goodness of the measures were performed on the data. Finally, correlation analysis to describe the relationship between variables and multiple regression analyses to test the impact of brand awareness, brand image, brand quality, brand promotion, perceived value, on brand loyalty among international tourists. It is important to mention that in the present study, the researcher considered respondents from three destination as homogenous sample and therefore, data were analyzed in an aggregate form. This is due to the fact that is international tourists have different culture. Thus, samples taken from international tourists can be considered homogenous.

3.15.1 Factor Analysis

Pallant (2001) states two kinds of factor analysis: exploratory factor analysis and confirmatory factor analysis. According to Coakes *et al.* (2006), Floyed and Widaman (1995), and Hair *et al.* (2006), exploratory factor analysis is usually used when a researcher wants to get a brief format of a set of variable or to determine the underlying aspects of a variable, as measured by a specific instrument. On the other hand, confirmatory factor analysis is suitable when the researcher intends to test and confirm a theory about the construct of a certain area (Coakes *et al.*, 2006; Floyd &Widaman, 1995; Hair *et al.*, 2006). To identify the structure of interrelation among a large number of items, usually factor analysis is used through common underling cut-off point chosen for significant factor loading of .50 (Hair *et al.*, 1998, 2006). When the sample size is greater

than 350, a factor loading of .50 is deemed to be acceptable (Hair *et al.*, 1998, 2006). After analyzing each instrument, items that were loaded strongly on more than one component or showed a factor loading below .50 were removed. The factor analysis tests the factors of sample proportions by reducing a vast number of variables to a meaningful, interpretable and manageable set of factors (Sekaran, 2000). The factor analysis shows patterns of interrelationship among variables by detecting clusters of variables and reducing a huge number of variables that are statistically uncorrelated. Factor analysis is used to test construct validity (Hair *et al.*, 2007). For this study, 95% confidence level was considered a significant. The KMO are measures to quantify the degree of inter-correlation among the variables and to determine the appropriateness of factor analysis that can be interpreted with the following, guidelines: MSA values in the .90s are marvelous; .80s are meritorious; .70s are middling; .60s are mediocre; .50s are miserable, below .50s are unacceptable, and should be removed (Hair *et al.*, 2007).

Moreover, test of Sphericity needs to be significant (the value should be .05 or smaller) (Hair *et al.*, 2007). All items related to every variable were subject to principal component factor analysis for determining the number of factors and factor loading determined by the Kaiser criterion (with Eigen value greater than one). Basically, the Kaiser Meyer Olkin (KMO) measure is done for assessing the appropriateness of the sample for each unifactorial determination. In this study, KMO values were found acceptable in addition to test of Sphericity value and total variance was explained. Tabachnick and Fidell (2001) opine that the more variance interpreted through factors

extracted from the factor analysis, the more powerful the instruments in measuring what it is supposed to be measured.

Finally, the key objective to conduct factor analysis was to obtain a summary of the format for all variables used in this study, and to prove the underlying facets among the variables in the analysis. Thus, exploratory factor analysis is treated as appropriate and justifiable for this study, which can be done by using several methods. The reason for using factor analysis in this study was to establish a goodness of measurement for the scales since they were all adopted from prior research. Hair *et al.* (2006) used factor analysis to reduce the large number of items used to measure the study variables into a smaller set of underlying factors at a minimum loss of information.

3.15.2 Data Screening

Data screening is used for making sure that the nature of data may not negatively affect the results. Data screening involves a number of steps. The significance of data screening is shown in the following steps.

3.15.2.1 Missing Data

Missing data in previous studies were treated in many ways, such as by deleting them, distributing them, and replacing them (Kline, 1998; Tsikriktsis, 2005). Identifying the missing data is the first important step in data screening process. Missing data occur because respondents may not be willing to answer personal questions involving their income, age or others. Some respondents may not be able to respond because they do not have knowledge of a particular topic. Furthermore, Missing data was repair according to

the mean substitution imputation method, and replaced with the average of the data from the cases where complete data is available (Hair et al., 2006).

3.15.2.2 Evaluation of Outlier

To examine outliers is the next step after the missing responses are considered. Outliers occur due to incorrect data entry or missing values. Outliers happen if observations in the population are extreme in their combination of values across the variables (Hair et al., 2006). Some outlier cases were noted in this research and their treatment are discussed in the next section.

3.15.2.3 Descriptive Statistics

Descriptive statistics was used to determine characteristics of international tourists who visited the specified destinations. Descriptive analysis transforms raw data into a form that provides information to narrate a set of factors in a situation for easy understanding and interpretation (Kassim, 2001; Sekaran, 2000) through frequency distribution, mean, and standard deviation. In this study, descriptive statistics were calculated for two reasons, firstly to help the researcher to get a feel for the collected data, and secondly to get statistical values, such as means and standard deviation, which are needed for use in further analyses, such as correlation and regression (Sekaran, 2003).

3.15.2.4 Linearity, Normality and Homoscedasticity

Simple linear regression analysis importantly checks whether the basic assumption of linearity, normality and homoscedasticity status are met (Hair *et al.*, 2007). Through an analysis of residuals and partial regression plots, the first assumption, linearity, was evaluated. There was a linear pattern and no evidence of nonlinear pattern in the current

data as indicated by scatter plot diagrams. For homoscedasticity tests, the scatter plot diagrams indicate that the variance of DV is the same for all values of the IVs, as no different pattern in the data was discovered. Thus, the data have met the linearity and homoscedasticity criteria for regression analysis. Skewness and kurtosis values were used for normality test. Normality occurs if the standard error for skewness and kurtosis ratios is between ± 2 at the significance level of .05 (Hair *et al.*, 1998), as shown in Appendix E. A histogram of the distribution of the residuals showed the data normality assumption of the regression model.

3.15.2.5 Multicollinearity

To test the degree of multicollinearity, the variance inflation factors (VIF) and the condition indices for the entire variable were examined. The predictor variables were checked for the presence of multicollinearity before conducting the regression analysis. Normally, multicollinearity exists when the independent variables are highly correlated within themselves (Hair *et al.*, 2007). The variance inflation factors (VIF) method detects the severity of multicollinearity and ensures whether or not there is any serious problem that may weaken the accuracy and stability of the models parameter estimates. In general, VIFs measure the degree of the variance of the estimated regression coefficients. Hair *et al.* (2007) note that whether there is little or no multicollinearity if the tolerance value is more than .1 or the VIFs value is less than 10.00. When VIFs value exceeds 10.00, this is an indication that multicollinearity may influence the least squares estimates. Similarly, large VIFs value and small tolerance value reveal the problem of correlation items, suggesting that the items are probably redundant.

3.15.2.6 Correlation

Pearson correlation was used to portray the strength and direction of the relationship between two variables (Pallant, 2001) in this study. Using Pearson correlation analysis, the relationship between destination brand awareness, destination brand image, destination brand quality, destination brand promotion, destination perceived value, and destination brand loyalty were examined. The positive correlation among variables indicates that as one variable increases the other factor also increases simultaneously. Whereas a negative correlation indicates that as one variable increases the other decreases. A perfect correlation of 1 or -1 means that the value of the variable can be determined exactly by knowing the value of the other variable and a correlation of 0 indicates no relationship between the two variables.

3.15.2.7 Reliability

Reliability is how consistent is the degree of inter correlation among items (internal consistency) that measures the same concept (Tabachnick & Fidell, 2001). Internal consistency is measured here to test the level of inter-correlation within items (Sekaran, 2003). Cronbach's alpha is used for measuring the internal consistency, and thus of reliability (Sekaran, 2000). Hair et al. (2007) suggest that there is no single item as a perfect measure of a concept and consequently, we have to rely on a series of diagnostic measure to anticipate internal consistency. To test the internal consistency of the measurement, reliability analysis was conducted for this research. Usually, the generally accepted lower limit for Cronbach's alpha is .70, although it may be .50 for exploratory research (Hair et al., 2007). Therefore, when a correlation was less than .3 with a given scale, it was removed from the scale in order to increase the value of Cronbach's alpha.

Normally, the closer the reliability coefficient gets to 1.0 the better it would be. According to Sekaran (2000), the reliability values less than .60 is considered to be poor and those in the .70 are acceptable and those over .80 are good.

3.15.2.8 Multiple Regressions

Multiple regression analysis can be done in three alternative methods: standard regression or simultaneous regression, hierarchical regression, and stepwise regression (Tabachnick & Fidell, 2001). Standard regression was used in this study since all independent variables were hypothesized to have an equal significance and potentially equal interest. Multiple regressions are useful for exploring the predictive ability of a set of independent variable on one dependent variable (Pallant, 2001). For this study, the hypotheses were tested using the multiple regression analysis (standard regression) to determine the extent of the interactive effects of independents variable on a dependent variable.

3.16 Summary

This chapter has discussed the research design of quantitative approach using a structured questionnaire. The multistage cluster sampling technique was used in this research to select 700 respondents. The chapter has also discussed the population, sample size, and survey procedures. The sample size selection process and the way of organizing and collecting the data were also portrayed. A pilot study conducted to assess the instruments' validity has also been discussed. The statistical techniques employed for analyzing the data were explained. In the following chapter, the results of the study are presented, based on the data analysis run.

CHAPTER FOUR

DATA ANALYSIS AND FINDINGS

4.1 Introduction

This chapter presents the result of the study. For this purpose, the data was first analyzed using SPSS version 15. This chapter starts with evaluating the goodness of the data. This was done by looking at the response rate and profile of the respondents. Next, the measures of this study were tested for their construct validity and internal consistency based on the results of the factor analysis and reliability analysis. Descriptive statistics and data screening, which describe the missing data, outliers, normality, linearity and homoscedasticity, multicollinearity, and inter correlations among the variable, were also reported. Lastly, the hypotheses were tested using multiple regression analysis.

4.2 Response Rate

For data collection purposes, 700 questionnaires were distributed to international tourists' who visited Jordan. Out of this number, 600 were returned and 50 questionnaires were incomplete. Thus, a total of 550 responses were usable and used for subsequent analysis, giving a response rate of 86 percent. It was with tremendous effort, hard work and extra financial cost that this response rate was obtained. The sample size appears to be adequate and response rate obtained was comparable to several studies using international tourists' as the study sample. Respective response rates for such studies were 65 percent (Boo *et al.*, 2009; Konecnik & and Gartner, 2007) and 80 percent (Al-

Tarawnech, 2007). Table 4.1 demonstrates the response rate and the usable questionnaire for this study. The questionnaire is appended in Appendix A.

Table 4. 1
Summary of The Questionnaire and The Response Rate

Sample size of the study	700
Returned questionnaires	600
Usable questionnaires	550
Unreturned questionnaires	100
Response rate	86%
Valid response rate	79%

4.3 Profile of Respondents

The seven part of the questionnaire generated information on selected socio-demographic characteristics of the respondents. This section describes the background of the participated in this study. More specifically, it provides the demographic information about respondent's, gender, age, nationality, academic qualification, household income and also other relevant information such as how many times respondents visit the destination. The results of the descriptive analysis of the demographic profile of the respondents are shown in Table 4.2.

Table 4.2 below shows that, among 550 respondents, there were slightly more female tourists (57.5%) than male tourists (42.5%). This result is consistent with that demonstrated by previous studies (Al-Muala, 2010; Boo *et al.*, 2009; Boo, 2006). In terms of age, the majority of respondents were between the ages of 61 and 75, which represented 41.6% of the total respondents. The age of these respondents were almost

evenly distributed among the age groups of 26-45 (24.2%), 46-60 (18.9%), and 18-25 (15.3%).

Table 4. 2
Profile of The Respondent

Variables	Descriptions	Frequencies	Percentages
Gender	Male	234	42.5
	Female	316	57.5
	Total	550	100.0
Age	18-25	84	15.3
	26-45	133	24.2
	46-60	104	18.9
	61-75	255	41.6
	Total	550	100.0
Nationality	Arab	241	43.8
	Non Arab	309	56.2
	Total	550	100.0
Academic qualification	High school	74	13.5
	College degree	97	17.6
	Bachelor degree	169	30.7
	Master degree	169	30.7
	PhD	41	7.5
	Total	550	100.0
Household income	Under US\$ 25.000	96	17.5
	US\$26,000-\$49,999	176	32.0
	US\$50,000-\$74,999	124	22.5
	US\$75,000-\$99,999	62	11.3
	US\$100,000 & above	92	16.7
	Total	550	100.0
How many times did you visit this destination?	First time	211	38.4
	Two times	318	57.8
	Three times	10	1.8
	More than three time	11	2.0
	Total	550	100.0

As for the respondents' nationality, 56.2% were non-Arabs, followed by Arabs (43.8%).

With respect to academic qualification, 13.5% of the respondents had high school qualification, 17.6% were college degree holders, 30.7% had a bachelor's degree, 30.7% a master's degree, and only 7.5% with PhD qualification. One-third of the respondents (32.0 %) reported to earn an annual household income of between US\$ 26.000 and 49.999, 22.5% earned more than US\$50.000-74.999, and 17.5% had an annual income

under US\$ 25.000. Only 16.7% of the respondents had an annual income of US\$ 100.000 and above and 11.3% between US\$ 75.000-99.999. With respect to visitation, 38.4% of the respondents reported that it was their first time visit to destination whilst 57.8 % visited for a second time. Only 1.8% respondent reported that this was their third visit, and 2.0% respondents answered more three times. In sum, the demographic profile of the respondents in this study is also observed in many studies in other research works (e.g. Boo *et al.*, 2009; Chi, 2005; Lee *et al.*, 2007; Mechinda *et al.*, 2009).

4.4 Goodness of Data

The reliability and validity tests were to measure the goodness of data. This section discusses the tests further.

4.4.1 Content Validity

As mentioned in Chapter 3, most of the items used to measure the variables in this research have been adapted from the previous literature. However, even though the borrowed measurements such as Boo *et al.* (2009) have been confirmed of its discriminant and convergent validity, it is still necessary to re-examine the validity measurement. This is because the present study was undertaken in Jordan, which is different from that of America or any other countries. The existing literatures on brand loyalty have been done in other countries, particularly in the United States where the environment and culture are entirely different from Jordan. In order to determine whether the measurements used in this study have construct validity, that is they measure what they are supposed to measure, exploratory factor analysis was conducted on all items measuring the constructs of destination brand loyalty, destination brand awareness,

destination brand image, destination brand quality, destination brand promotion, destination perceived value.

Sekaran (2003) suggests three ways to ensure content validity: the judgment of the instrument developers or other area experts, conceptualizing the domain or universe of interest, and high internal consistent reliability. In this study, the content validity of the instruments was ascertained by obtaining expert opinions. The experts included ten lecturers in marketing departments of public and private Jordanian universities, mentioned earlier.

4.4.2 Construct Validity

Factor analysis is a technique that primarily defines the underlying structure of a data matrix (Hair et al., 2006; Pallant, 2001). The results of factor analysis are discussed in the following sections separately. Factor analysis was used to reduce a large number of variables and to summarize the degrees of correlations among the dimensions and variables (Hair et al., 2006; Pallant, 2007). Furthermore, the main objective of Factor analysis is to reduce the large number of variables and to summarize the degrees of correlations among the dimensions and variables (Hair *et al.*, 2006; Pallant, 2007). The technique assumes that there are only a few basic dimensions that underlie attributes of a certain construct to be measured and it then correlates the attributes to identify these basic dimensions (Churchill, 1999). For determining whether the measurements have construct validity, exploratory factor analysis was conducted for all items measuring the constructs such as destination brand awareness, destination brand image, destination

brand quality, destination brand promotion, the mediator variable destination perceived value and the dependent variable destination, brand loyalty.

Exploratory Factor Analysis (EFA) was performed using the principal component analysis (PCA) that is usually used to find uncorrelated linear combinations of the observed variables. The first component showed maximum variance and successive components showed gradually smaller variances and all were uncorrelated with each other. Principal component analysis was conducted to get the initial factor solution that also can be conducted when a correlation matrix is singular (Coakes & Steed, 2003). This technique anticipates a few basic dimensions that underlie attributes of a particular construction to measure the correlates of attributes to specify these key dimensions (Churchill, 1999). Factor loadings of factor analysis indicate the correlation between every attribute and each score; the higher the factor loading the more significant that attributes are in explaining the factor matrix (Hair *et al.*, 2006).

To conduct factor analysis, a few requirements need to be met (Sproull, 1988). Variables under study have at least to be of interval scale for factor analysis to be appropriately applied. In this study, most of the variables used were measured using an interval scale. The Kaiser Meyer Olkin (KMO) Measure of Sampling Adequacy test and Bartlett's test of sphericity can be used to test whether it is suitable to proceed with factor analysis. A small value on the KMO test indicates that the factor analysis may not be a good option. Kinnear and Gray (1994) opine that the KMO value needs to be higher than .05 to conduct factor analysis. According to Hair *et al.* (2006), the KMO values can be

interpreted as so: KMO values in the .90 or above are marvelous; .80 or above are meritorious; .70 or above are middling; .60 or above are mediocre; .50 or above are acceptable but miserable; and below .50 is unacceptable.

The appropriateness of factor analysis technique can be determined by using the Bartlett test of sphericity and its significance level to indicate a relationship among variables in an identity matrix. When the Bartlett test value is significant (that is, its associated probability is less than .05) then it is nice to treat the correlation matrix as an identity matrix (where the diagonal elements are 1 and the off diagonal elements are 0) and is thus suitable for further analysis (Kinnear & Gray, 1994). It means that when the value of sphericity is large and the associated significance is small, that is, less than .05, then further use of factor analysis is suitable.

Items were screened out using the following procedure, as recommended by most researchers (Coakes & Steed, 2003; Hair *et al.* 2006; Pallant, 2007; Sekaran, 2006).

- With a measure of sampling adequacy (MSA), items possessing less than .500 in the anti-image matrix were removed because they contain the negatives of the partial correlation coefficients, and the negatives of the partial covariances. Most of the off-diagonal elements are small in a good factor model that is displayed on the diagonal of the anti-image correlation matrix and the acceptable level is above .5.
- In this study, using the factor matrix of loadings, or correlation between the items, items that did not load with a particular factor were removed. Items that had

loadings of less than .5 on a single factor were removed.

- Double loaded items were removed because they make interpretation of the output difficult. Normally double loading happens if the factor score shows more or equal to .500 on several factors.
- When an item loaded on a factor was seemed unreasonable for that item to be associated with the other items in the factor, that item was removed.
- In this study, the Bartlett test of sphericity was found to be significant and the Kaiser-Meyer-Olkin measure of sampling adequacy was more than .6. The Kaiser-Meyer-Olkin's measure of sampling adequacy tests is suitable if the partial correlations among variables are small. On the other hand, Bartlett's test of sphericity tests is appropriate if the correlation matrix is an identity matrix that would indicate that the factor model is inappropriate.

The above process was repeated each time (explained in Appendix C) and ultimately the final data were found after several iterations of item analysis and evaluation. The initial construct and discriminant validities were supported by principal component factor analysis with direct oblimin rotation. Accordingly, the items dropped during the process (shown in Table 4.4) along with the reasons why they were dropped. Hair *et al.* (2006) opine that the minimum requirements for factor loading range from .30 to .40, and loadings of .50 or greater are treated more significant. In choosing the items to be included in each factor, it was decided that only those items with a minimum factor loading of .50 and above were considered (Hair *et al.*, 2006).

The factor analysis for all variables used in this study are discussed in detailed as follows.

4.4.2.1 Factor Analysis on Destination Brand Loyalty

Exploratory factor analysis for destination brand loyalty is exhibited in Table 4.3. Two items that had small factor loading ($< .50$) were deleted. Items that loaded from .567 to .781 were retained, as shown in Table 4.3.

Table 4. 3

Factor Analysis For Destination Brand Loyalty

Items	Factor loading
I intend to continue visiting the destination in the future (a2)	.781
I would visit this destination again (a6)	.763
I enjoy visiting this destination (a4)	.750
If the costs of visiting this destination increased, I would still be willing to visit (a7)	.698
I would like to visit the destination in the future (a1)	.669
when I have a need for vacation / travelling abroad, I visit only this destination (a3)	.641
I consider myself a loyal visitor of this destination (a5)	.640
This destination would be my preferred choice to spend my vacation in (a8)	.567
Eigen value	3.831
Percentage of Variance explained (%)	47.887
Kaiser- Meyer-Olkin	.892
Bartlett's test of sphericity approx. Chi-square	1369.724
df	28
Sig	.000

Extraction Method: Principal Component Analysis. A 1 component extracted.

The result in Table 4.3 indicates that the Kaiser- Meyer- Olkin (KMO) measure of Sampling Adequacy (MAS) for destination brand loyalty items show the value of .892 (in Table 4.3), which is adequately 'meritorious' and appropriate for factor analysis (Coakes & Steed, 2003; Hair *et al.*, 2006; Pallant, 2007; Tabachnick & Fidell, 2001). The observed value of Bartlett's sphericity value is also large (1369.724) and its associated significance level is very low (.000). Thus, both of the KMO measure and Bartlett's test

of sphericity results demonstrate that the items used in the functional sophistication measure obviously met the conditions for factor analysis. This means that factor analysis can be applied for the functional sophistication items. Furthermore, factor analysis was conducted using principle component analysis (PCA) and direct oblimin rotation with Kaiser normalization (Hair *et al.*, 2006).

The principle component analysis (PCA) is used to determine the number of factors to account for the maximum amount of variance in the data (Hair *et al.*, 2006). The principle component analysis with an Eigen value of more than 1.0 means the data is significant and can be used for extracting factors (Hair *et al.*, 2007). Only one factor loading with an Eigen value of greater than 1 was found in this study as shown by the scree plot in Figure 4.1, where the plot slopes steeply downward from first factor to second factor before slowly getting approximately horizontal. The result in Table 4.3 indicates that, after deleting two items, all eight items of destination brand loyalty demonstrate large factor loading. Norusis (1992) states that factor loading shows the correlation between an item and the given factor as mentioned. Similarly, Hair *et al.* (2006) note that factor loadings with value +.50 or greater are meant very significant; factor loadings of +.40 are treated more important; and factor loadings of +.30 are considered significant. Table 4.4 shows a summary of the dimension of destination brand loyalty before and after the items were deleted.

Table 4. 4
Summary of The Dimension of Destination Brand Loyalty Before and After Items Deleted

Variable	No. of items before deletion	Items deleted	No. of items after deletion	Reason for deletion
Destination brand loyalty	10	2	8	Double loaded

Note: Items with factor loading less than 0.5 or double loading were deleted.

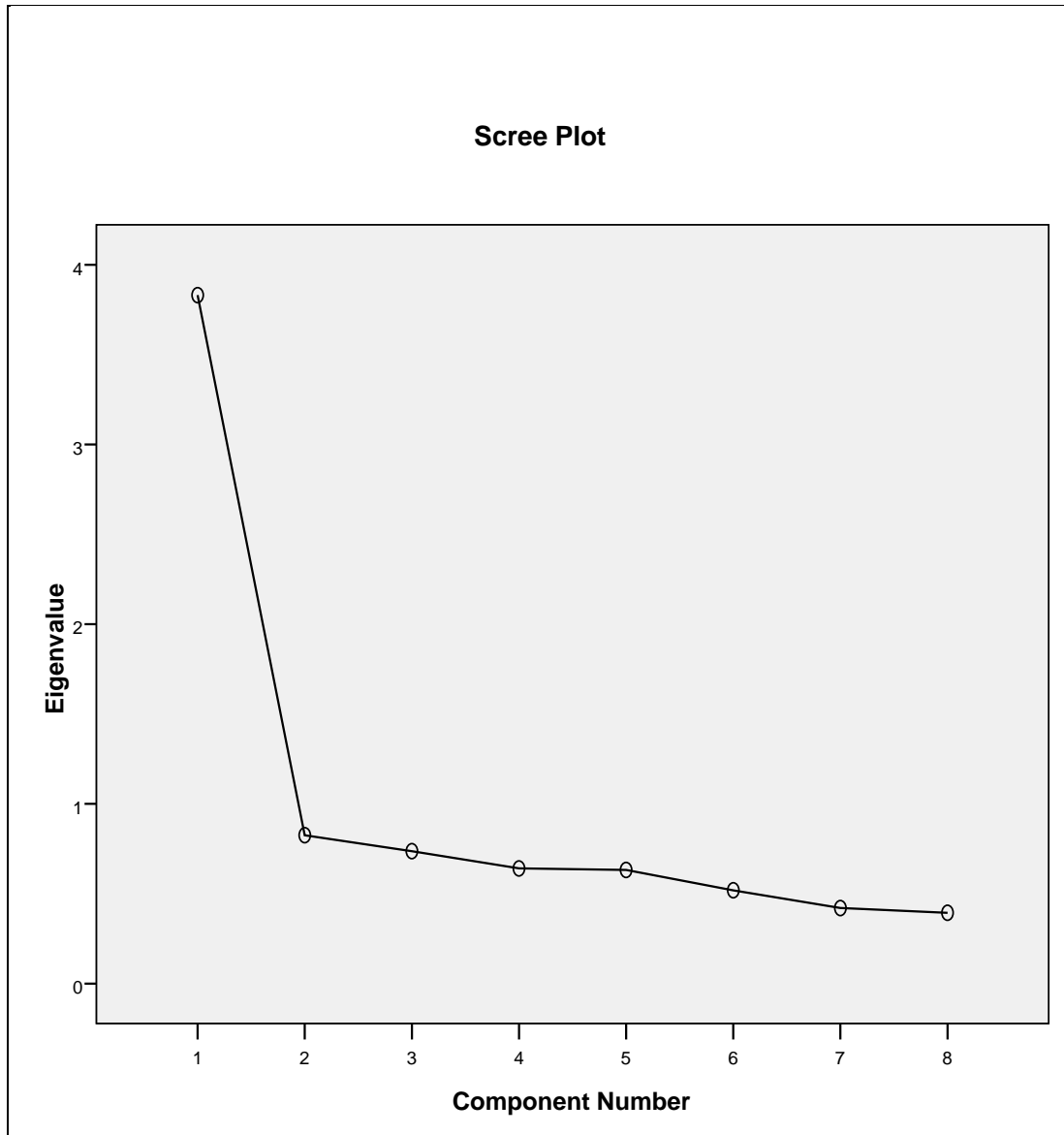


Figure 4. 1
Scree Plot of Destination Brand Loyalty

4.4.2.2 Factor Analysis on Destination Brand Awareness

Exploratory Factor Analysis (EFA) was performed on destination brand awareness that had eight items. The result of exploratory factor analysis on destination brand awareness is presented in Table 4.5. Two items that had small factor loading ($< .50$) were deleted. Items that loaded from .634 to .795 were retained, as shown in Table 4.5.

Table 4. 5

Factor Analysis For Destination Brand Awareness

Items	Factor loading
This destination is very familiar to me (b5)	.795
This destination is very famous (b4)	.776
The characteristics of this destination come to my mind quickly (b3)	.774
This destination has a good name and reputation (b1)	.724
When I am thinking about a good destination, this destination comes to me mind immediately (b2)	.706
This destination is well known (b6)	.634
Eigen value	3.256
Percentage of Variance explained (%)	54.269
Kaiser- Meyer- Olkin	.856
Bartlett's test of sphericity approx. Chi-square	1081.882
df	15
Sig	.000

Extraction Method: Principal Component Analysis. A 1 component extracted.

The result in Table 4.5 demonstrate that the Kaiser- Meyer- Olkin (KMO) measure of Sampling Adequacy (MAS) for destination brand awareness items show the value of .856 (in Table 4.5), which is adequately 'meritorious' and appropriate for factor analysis (Coakes & Steed, 2003; Hair *et al.*, 2006; Pallant, 2007; Tabachnick & Fidell, 2001). The observed value of Bartlett's sphericity value is also large (1081.882) and its level of significance is low (.000). Thus, both of the KMO measure and Bartlett's test of sphericity results indicate that the items in the functional sophistication measure obviously met the conditions for factor analysis.

Furthermore, results of the factor analysis revealed that there were more than six items with correlation greater than .50 indicating the presence of substantial correlation among items, thus satisfying the basic factor analysis requirement. This means that factor analysis can be applied for the functional sophistication items. In addition, the overall KMO for the set of items included in the analysis was 0.80, which exceeds the minimum requirement of 0.60 (Tabachnick & Fidell, 2001).

Furthermore, the factor analysis was conducted using principle component analysis (PCA) and direct oblimin rotation with Kaiser normalization (Hair *et al.*, 2006). The principle component analysis (PCA) is used to determine the number of factors to account for the maximum amount of variance in the data (Hair *et al.*, 2006). As a general rule of thumb, according to Hair *et al.*, (2006) the component analysis is concerned with determining the number of factor to account for the maximum amount of the variance in the data.

Moreover, the principle component analysis with an Eigen value of more than 1.0 means the data is significant and can be used for extracting factors (Hair *et al.*, 2007). Only one factor loading with an Eigen value of greater than 1 was found in this study as shown by the scree plot in Figure 4.2, where the plot slopes steeply downward from first factor to second factor before slowly getting approximately horizontal. The result in Table 4.5 demonstrates that all six destination brand awareness items show a factor loading of greater than .50, suggesting that they correlate highly significantly to the factor itself with factor loading ranging from .634 to .795. This analysis confirms that the six items of destination brand awareness measured the same variable. Table 4.6 shows a summary of the dimension of destination brand awareness before and after the items were deleted.

Table 4. 6

Summary of The Dimension of Destination Brand Awareness Before and After Items Deleted

Variable	No. of items before deletion	Items deleted	No. of items after deletion	Reason for deletion
Destination brand awareness	8	2	6	Double loaded

Note: Items with factor loading less than 0.5 or double loading were deleted.

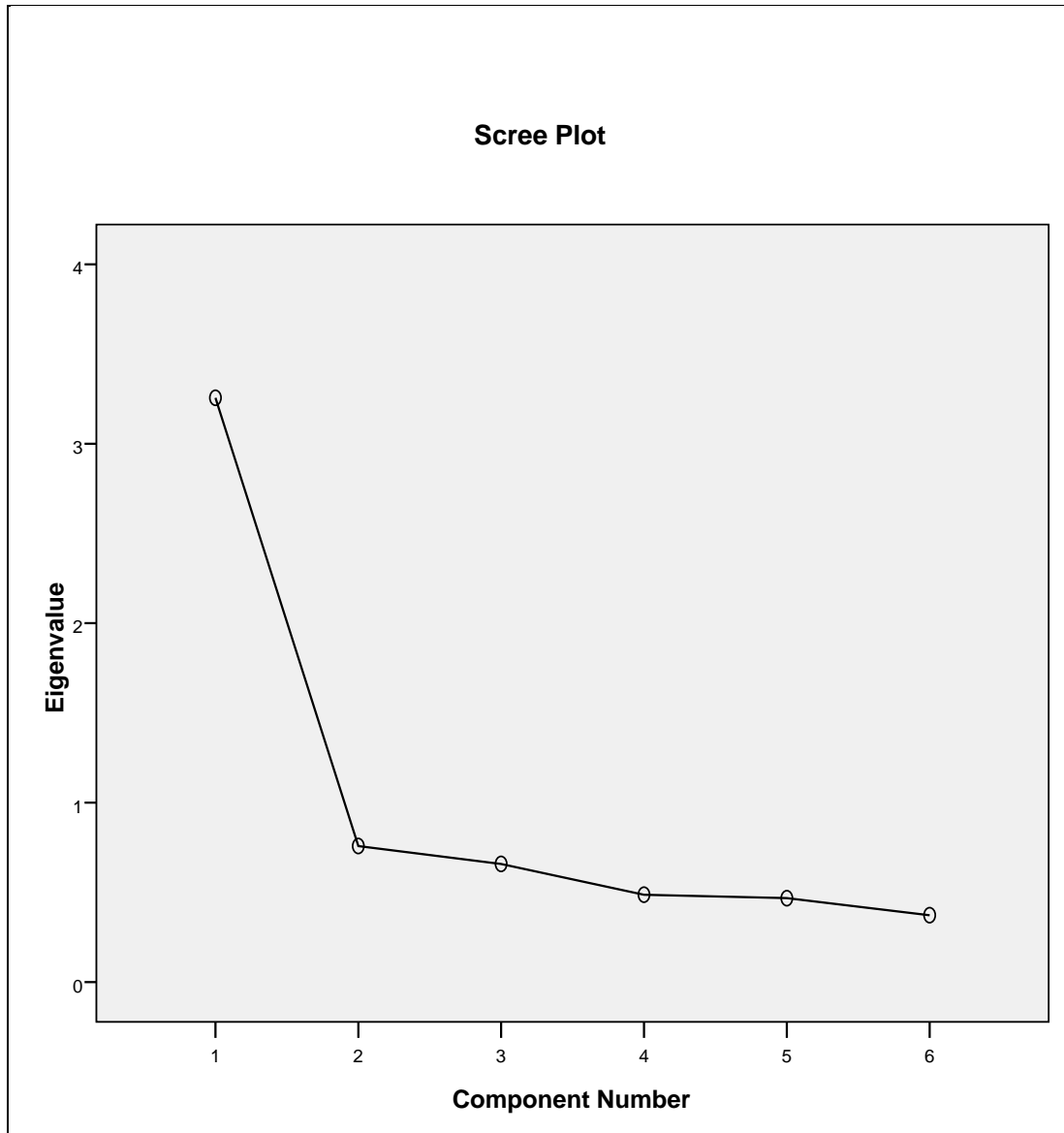


Figure 4. 2
Scree Plot of Destination Brand Awareness

4.4.2.3 Factor Analysis on Destination Brand Image

Exploratory Factor Analysis (EFA) was performed on destination brand image that had 11 items. The result of exploratory factor analysis on destination brand image is presented in Table 4.7. Six items that had small factor loading ($< .50$) were deleted. Items that loaded from .638 to .850 were retained, as shown in Table 4.7.

Table 4. 7

Factor Analysis For Destination Brand Image

Items	Factor loading
This destination has interesting cultural attractions (c8)	.850
I would be proud to visit this destination (c6)	.810
This destination has political stability (c9)	.747
The image of this destination is consistent with my own self-image (c3)	.679
Visiting this destination reflects who I am (c4)	.638
Eigen value	2.805
Percentage of Variance explained (%)	56.092
Kaiser- Meyer- Olkin	.760
Bartlett's test of sphericity approx. Chi-square	959.468
df	10
Sig	.000

Extraction Method: Principal Component Analysis. A 1 component extracted

The results in Table 4.7 indicates that the Kaiser- Meyer- Olkin (KMO) measure of Sampling Adequacy (MAS) for destination brand image items show the value of .760 (in Table 4.7), which is adequately 'meritorious' and appropriate for factor analysis (Coakes & Steed, 2003; Hair *et al.*, 2006; Pallant, 2007; Tabachnick & Fidell, 2001). The Bartlett's sphericity value is also large (959.468) and its level of significance is low (.000). Thus, both of the KMO measure and Bartlett's test of sphericity results signal the factor analysis could be applied in the study. Only one factor loading with an Eigen value of greater than 1 was found in this study as shown by the scree plot in Figure 4.3, where the plot slopes steeply downward from first factor to second factor before slowly getting approximately horizontal.

The result in Table 4.7 demonstrates that all five-destination brand image items show a factor loading ranging from .638 to .850, suggesting that they correlate highly significantly to the factor. This analysis confirms that the five items of destination brand image measured the same variable. Table 4.8 shows a summary of the dimension of destination brand image before and after the items were deleted.

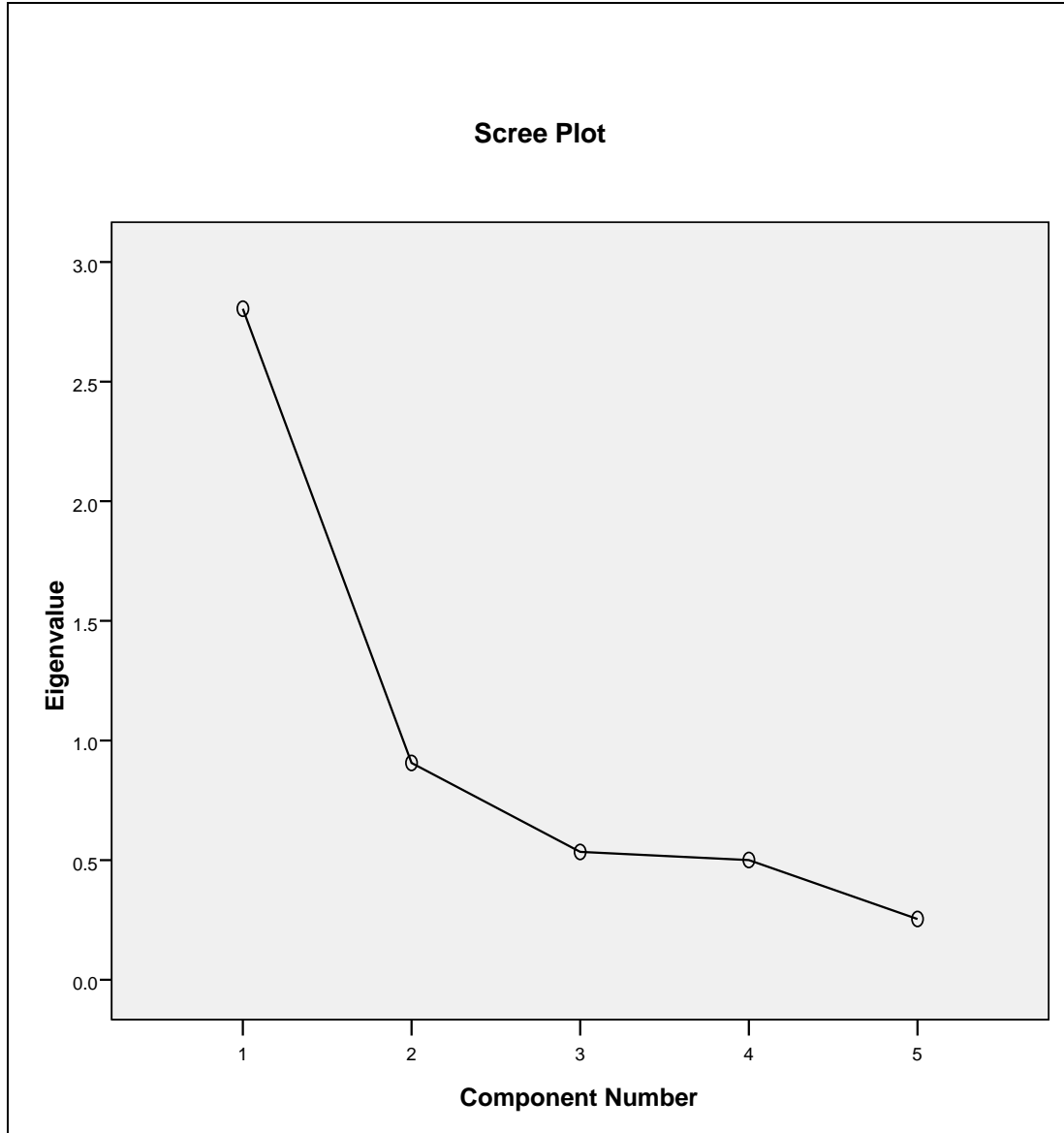


Figure 4. 3
Scree Plot of Destination Brand Image

Table 4. 8
Summary of The Dimension of Destination Brand Image Before and After Items Deleted

Variable	No. of items before deletion	Items deleted	No. of items after deletion	Reason for deletion
Destination brand image	11	6	5	Double loaded

Note: Items with factor loading less than 0.5 or double loading were deleted.

4.4.2.4 Factor Analysis on Destination Brand Quality

Exploratory Factor Analysis (EFA) was performed on destination brand quality that had 10 items. The result of exploratory factor analysis on destination brand quality is presented in Table 4.9. Four items that had small factor loading ($< .50$) were deleted. Items that had loadings of more than .50 were retained, as shown in Table 4.9.

Table 4. 9

Factor Analysis For Destination Brand Quality

Items	Factor loading
This destination has high level of cleanliness (d10)	.718
This destination has high quality of infrastructure (d7)	.710
This destination has unpolluted environment (d9)	.663
This destination has high quality offerings (i.e. transportation and accommodation) (d4)	.630
This destination performs better than other similar destination (d6)	.623
From this destination's offerings, I can expect superior performance (d5)	.575
Eigen value	2.574
Percentage of Variance explained (%)	42.904
Kaiser- Meyer- Olkin	.817
Bartlett's test of sphericity approx. Chi-square	542.974
df	15
Sig	.000

Extraction Method: Principal Component Analysis. A 1 component extracted

The Kaiser- Meyer- Olkin (KMO) measure of Sampling Adequacy (MAS) for destination brand quality items show the value of .817 (in Table 4.9), which is adequately 'meritorious' and appropriate for factor analysis (Coakes & Steed, 2003; Hair *et al.*, 2006; Pallant, 2007; Tabachnick & Fidell, 2001). The Bartlett's sphericity value is also large (542.974) and its level of significance is low (.000). Thus, both of the KMO measure and Bartlett's test of sphericity results signal the factor analysis could be applied in the study. Only one factor loading with an Eigen value of greater than 1 was found in this study as shown by the scree plot in Figure 4.4, where the plot slopes steeply downward from first factor to second factor before slowly getting approximately

horizontal. The result in Table 4.9 demonstrates that all six destination brand quality items show a factor loading ranging from .575 to .718, suggesting that they correlate highly significantly to the factor. This analysis confirms that the five items of destination brand quality measured the same variable. Table 4.10 shows a summary of the dimension of destination brand quality before and after the items were deleted.

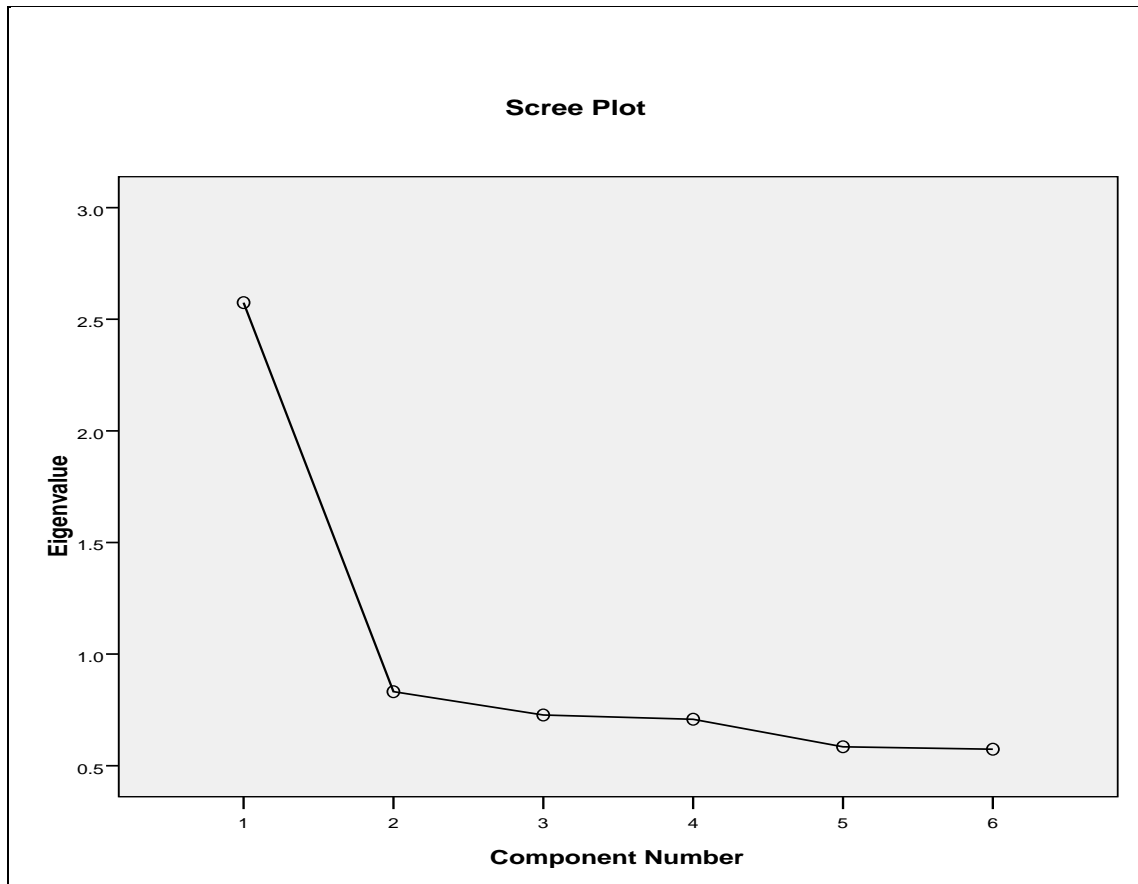


Figure 4. 4
Scree Plot of Destination Brand Quality

Table 4. 10
Summary of The Dimension of Destination Brand Quality Before and After Items Deleted

Variable	No. of items before deletion	Items deleted	No. of items after deletion	Reason for deletion
Destination brand quality	10	4	6	Double loaded

Note: Items with factor loading less than 0.5 or double loading were deleted.

4.4.2.5 Factor Analysis on Destination Brand Promotion

Exploratory Factor Analysis (EFA) was performed on destination brand promotion that had seven items. The result of exploratory factor analysis on destination brand promotion is presented in Table 4.11. One item that had small factor loading ($< .50$) was deleted. Items that had loadings of more than $.50$ were retained, as shown in Table 4.11.

Table 4. 11
Factor Analysis For Destination Brand Promotion

Items	Factor loading
In general, I think advertising campaigns about this destination are good (e1)	.745
The promotion campaigns for this destination are seen frequently (e2)	.711
I still remember the last advertising campaigns for this destination (e4)	.643
Advertising of this destination brand attracts me to visit (e7)	.584
I think destination brand is intensively advertised, compared to competing brands (e5)	.576
My opinion about destination advertising is very high (e3)	.555
Eigen value	2.454
Percentage of Variance explained (%)	40.902
Kaiser- Meyer- Olkin	.780
Bartlett's test of sphericity approx. Chi-square	504.808
df	15
Sig	.000

Extraction Method: Principal Component Analysis. A 1 component extracted

The Kaiser- Meyer- Olkin (KMO) measure of Sampling Adequacy (MAS) for destination brand promotion items show the value of $.780$ (in Table 4.11), which is adequately 'meritorious' and appropriate for factor analysis (Coakes & Steed, 2003; Hair *et al.*, 2006; Pallant, 2007; Tabachnick & Fidell, 2001). The Bartlett's sphericity value is also large (504.808) and its level of significance is low ($.000$). Thus, both of the KMO measure and Bartlett's test of sphericity results signal the factor analysis could be applied in the study. Only one factor loading with an Eigen value of greater than 1 was found in this study as shown by the scree plot in Figure 4.5, where the plot slopes steeply downward from first factor to second factor before slowly getting approximately horizontal. The result in Table 4.11 demonstrates that all six destination brand promotion

items show a factor loading ranging from .555 to .745, suggesting that they correlate highly significantly to the factor. This analysis confirms that the six items of destination brand promotion measured the same variable. Table 4.12 shows a summary of the dimension of destination brand promotion before and after the items were deleted.

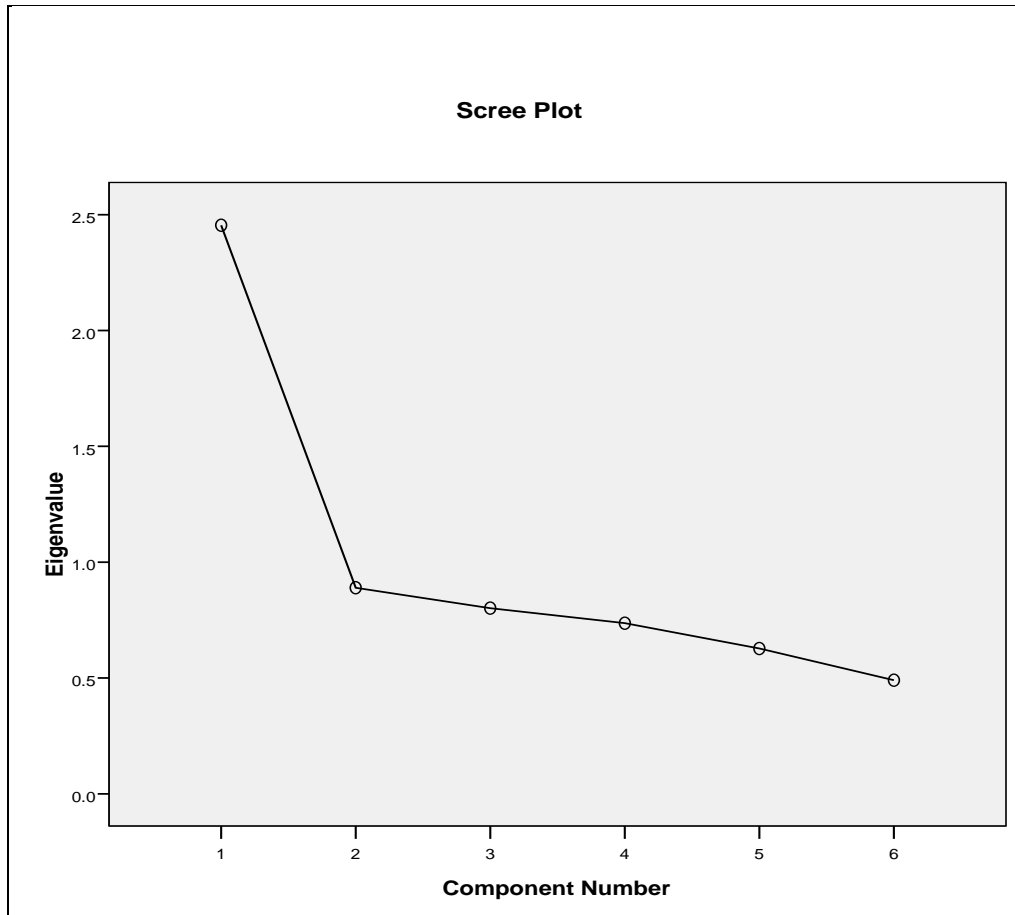


Figure 4. 5:
Scree Plot of Destination Brand Promotion

Table 4. 12
Summary of The Dimension of Destination Brand Promotion Before and After Items Deleted

Variable		No. of items before deletion	Items deleted	No. of items after deletion	Reason for deletion
Destination brand promotion	brand	7	1	6	Double loaded

Note: Items with factor loading less than 0.5 or double loading were deleted.

4.4.2.6 Factor Analysis on Destination Perceived Value

Exploratory Factor Analysis (EFA) was performed on destination perceived value that had eight items. The result of exploratory factor analysis on destination perceived value is presented in Table 4.13. Two items that had small factor loading ($< .50$) was deleted. Items that had loadings more than .50 were retained, as shown in Table 4.13.

Table 4. 13
Factor Analysis For Destination Perceived Value

Items	Factor loading
Visiting this destination is economical (f4)	.812
This destination offers good value (f6)	.740
I consider travelling to this destination to be a bargain because of the benefits I receive (f7)	.684
This destination is a good place to enjoy a vacation for the price (f8)	.683
The costs of visiting this destination are a bargain, relative to the benefits I receive (f3)	.638
Visiting this destination is a good deal (f5)	.548
Eigen value	2.850
Percentage of Variance explained (%)	47.492
Kaiser- Meyer- Olkin	.814
Bartlett's test of sphericity approx. Chi-square	783.342
df	15
Sig	.000

Extraction Method: Principal Component Analysis. A 1 component extracted.

The Kaiser- Meyer- Olkin (KMO) measure of Sampling Adequacy (MAS) for destination perceived value items show the value of .814 (in Table 4.13), which is adequately 'meritorious' and appropriate for factor analysis (Coakes & Steed, 2003; Hair *et al.*, 2006; Pallant, 2007; Tabachnick & Fidell, 2001). The Bartlett's sphericity value is also large (783.342) and its level of significance is low (.000). Thus, both of the KMO measure and Bartlett's test of sphericity results signal the factor analysis could be applied in the study. Only one factor loading with an Eigen value of greater than 1 was found in this study as shown by the scree plot in Figure 4.6, where the plot slopes steeply downward from first factor to second factor before slowly getting approximately

horizontal. The result in Table 4.13 demonstrates that all six destination perceived value items show a factor loading ranging from .548 to .812, suggesting that they correlate highly significantly to the factor. This analysis confirms that the six items of destination perceived value measured the same variable. Table 4.14 shows a summary of the dimension of destination perceived value before and after the items were deleted.

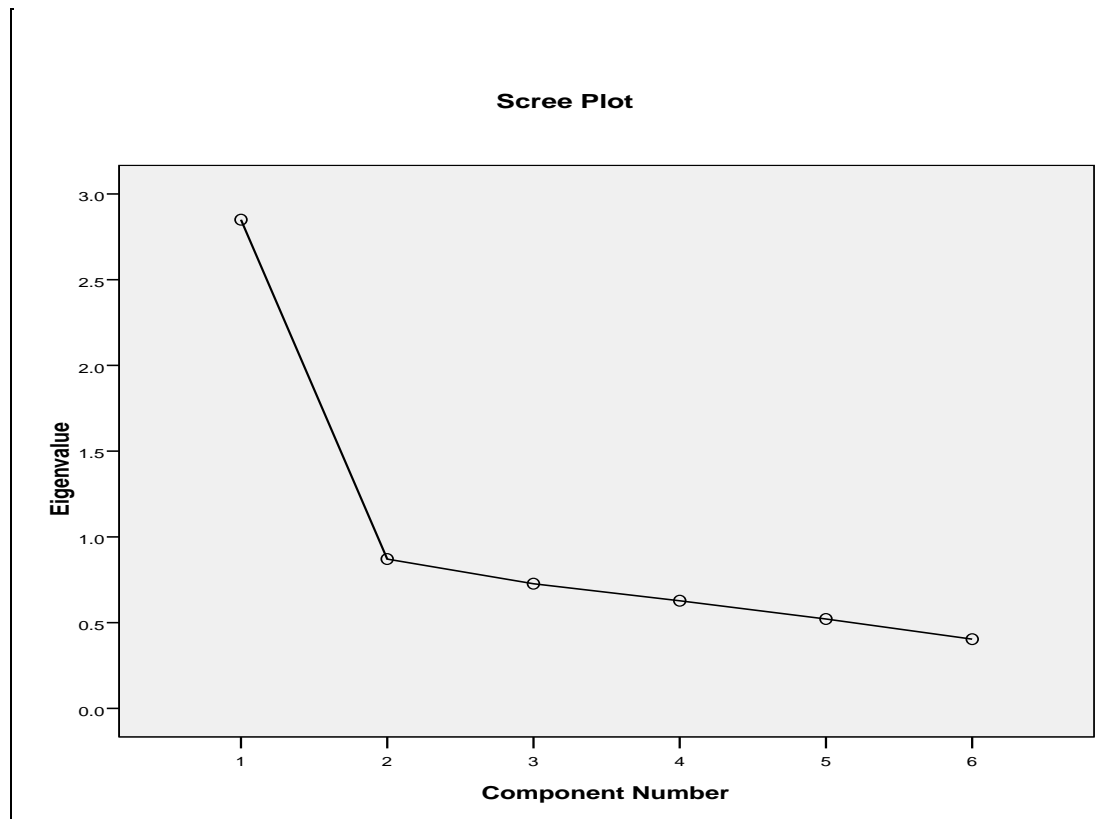


Figure 4. 6
Scree Plot of Destination Perceived Value

Table 4. 14
Summary of The Dimension of Destination Perceived Value Before and After Items Deleted

Variable	No. of items before deletion	Items deleted	No. of items after deletion	Reason for deletion
Destination perceived value	8	2	6	Double loaded

Note: Items with factor loading less than 0.5 or double loading were deleted.

4.5 Reliability Test

As discussed before under the validity and reliability section, the reliability analysis was conducted to test the internal consistency of the measures before launching the questionnaire to the respondents using Cronbach's Alpha as it is the most frequently used reliability measure by researchers to test the internal consistency instruments as Likert scales and rating as used in this study. The most common way of measuring internal consistency is the Cronbach's alpha coefficients that indicate the average correlation among all items of the scale (Pallant, 2003). Moreover, reliability test was under taken to evaluate the goodness of the measurement by determining the internal consistency of the measurement items after the items have been grouped in to factors. Some scholars (Hair *et al.*, 2006; Nunnally, 1978; Pallant, 2003) suggest that a research should Cronbach's alpha coefficients above .70 of a scale. Sekaran (2000), also opines that a Cronbach's alpha slightly lower than .60 is considered to be poor and those in the .70 are acceptable and those over .80 are good. In this study, the recommendations suggested by the scholars are applied.

Table 4. 15
Reliability Analysis

Factors	Number of items	Cronbach's Alpha
Destination brand loyalty	8	.839
Destination brand awareness	6	.827
Destination brand image	5	.797
Destination brand quality	6	.730
Destination brand promotion	6	.710
Destination perceived value	6	.774

Table 4.15 above summarizes the reliability examination of the scales after taking into deliberation of the dropped items. As shown, the Cronbach's alphas of values for all factors range from .710 to .839. These show that all factors have acceptable internal consistency.

4.6 Descriptive Statistics of Main Variable

The following section provides the final lists of variables that were subjected to the descriptive statistics in order to identify their characteristics. Specifically, mean value and standard deviation values were computed. In general, the higher the mean value, the stronger level of agreement with the statements and the smaller the standard deviation the more concentrated the data around the mean (Jenning, 2001). For ease of interpretation, the range of five point Likert- scales was categorized in to equal sized categories of low, moderate, and high. Hence, scores of less than 2.5 is considered as low; scores of 2.5 to 3.5 is considered as moderate, and scores more than 3.5 is considered as high. Table 4: 16 shows the result.

From Table 4: 16, the mean values for destination brand loyalty, destination brand awareness, destination brand image, destination brand quality, destination brand promotion, and destination perceived value, fall in the range of 3.24 and 3.97. Clearly, the respondents' exhibit high level of destination brand loyalty (behavior and attitudinal) regarding destination as tourism destination with a mean score of 3.83. Furthermore, frequency distribution and measurement in the form of mean and standards deviations for the destination brand quality of destination statements are reflected in the table. The respondents exhibit high level of brand quality regarding destination as tourism destination with a mean score of 3.97. For variable destination brand awareness and destination brand image, the mean scores are at the moderate level. These indicate that respondents have moderate level of awareness and image to the destination. Finally, frequency distribution and measurement in the form of mean and standards deviations for

the promotion of destination statements are reflected in the table. The result indicate that the respondents are generally positive in their destination in the future (total mean score 3.72). Generally, table shows that brand awareness, brand image, brand quality, brand promotion, and perceived value potential tourists exhibit high and moderate level of tendency to visit destination in the future.

Table 4. 16
Descriptive Statistics of Main Variables (n = 550)

Variables	Total items	Min	Max	Mean	Std. deviation
Destination brand loyalty	8	1.00	5.00	3.8345	.77831
Destination brand awareness	6	1.00	5.00	3.3639	1.00350
Destination brand image	5	1.00	5.00	3.2433	.86365
Destination brand quality	6	1.00	5.00	3.9718	.65252
Destination brand promotion	6	1.00	5.00	3.7291	.75704
Destination perceived value	6	1.00	5.00	3.6342	.85678

4.7 Correlation Analysis

Correlation analysis describes the strength and direction of the linear relationship between two variables (Pallant, 2001), and the degree of correlation indicates the strength and importance of a relationship between them. To obtain this, the bivariate association was conducted that computes Pearson's correlation coefficient with significance levels. Pearson correlation coefficients take only one value in between -1 and +1. The magnitude of the absolute value means the strength of the relationship between two variables, by ignoring the sign. The value of 1 or -1 means that the variables can be determined exactly interchangeably, and the value 0 indicates no relationship between them. Cohen (1988) and Pallant (2007) recommend a guideline to interpret the strength of the relationship between two variables (r) as shown in Table 4.17.

Table 4. 17

Cohen and Pallant's Guideline of Correlation Strength

r value	Strength of relationship
r = + .10 to .29 or r = -.10 to -.29	Small
r = + .30 to .49 or r = -.30 to -.49	Medium
r = + .50 to 1.0 or r = -.50 to -1.0	Large

Table 4.18 shows a summary of the correlation analysis results where the computation of the Pearson correlation coefficient was performed to understand the relationship among all variables in the study. The correlation coefficients (r) given in Table 4.18 indicate the strength of the relationship between the variables and the correlation coefficient for all latent variables were found under the threshold of .90 (Hair et al., 2006). Overall correlation values of the variable as shown in Table 4.18 showed correlation coefficients with values above .5, which normally indicate high associations between variables. The relationship between destination perceived value and destination loyalty is highly significant ($r = .855$). According to Cohen (1988) and Pallant (2007), a coefficient of more than .50 means largely correlated variables. It signals also that destination awareness influences destination loyalty. Table 4.18 also shows that most of the variables are statistically correlated with destination awareness, destination image, destination quality, destination promotion; destination perceived value. The r coefficients range from .559 to .855.

Table 4. 18

Pearson Correlations For Independent Variables and Dependent Variable

	DL	DA	DI	DQ	DP	DV
DL	1					
DA	.821(**)	1				
DI	.651(**)	.559 (**)	1			
DQ	.772(**)	.614(**)	.593(**)	1		
DP	.799(**)	.657(**)	.671(**)	.654(**)	1	
DV	.855(**)	.713(**)	.617(**)	.733(**)	.785(**)	1

** Correlation is significant at the 0.01 level (2-tailed)

Note. DL : destination loyalty, DA : destination awareness, DI: destination image, DQ : destination quality, DP : destination promotion, DV : destination perceived value.

4.8 Data Screening

Data screening was done after examination of basic descriptive statistics and frequency distributions. Values that were found to be out of range or improperly coded were detected (Hair et al., 2006; Kassim, 2001).

4.8.1 Missing Data

Missing data is a common phenomenon in any research that often occurs when a respondent does not answer one or more questions in a questionnaire (Sekaran, 2006). Hair *et al.* (2006) opine that missing data indicates a situation where valid values of one or more variables are missing for data analysis, especially in a multivariate analysis. Likewise, Sekaran (2006) states that in when the respondents fail to answer some items in the questionnaire they tend to leave the items blank. Mostly, this situation arises because the respondents do not understand the question, are ignorant of the answer, unwilling to answer etc. It is always vital to record of the missing data as their impact on the analysis cannot be avoidable. Although the extent of missing data is a secondary issue in most instances, the primary concern is to identify the nature and relationships underlying the occurrence for handling the missing data phenomenon (Hair *et al.*, 2006).

Furthermore, missing data reduce the sample size available for analysis that makes it difficult to generalize as data bias is present. Sekaran (2006) noted that the problem can be addressed by omitting the case especially when the sample is large. Hair *et al.* (2006) note that missing data can increase frustration if not properly handled. Therefore, they suggest a four step procedure for identification and solving this problem: identify the kind of missing data; identify the scope of missing data; diagnose the randomness of the

procedures; and determine the imputation method. In addition, Hair *et al.* (2006) prescribe a general rule of thumb that if missing data is less than 10 percent for an individual case or observation it can normally be avoided but that number must be matched with the selected analysis technique. Variables with less than 15 percent missing data can be deleted, but higher levels of missing data for instance 20 percent to 30 percent should be remedied.

A frequency test was run for each variable to find out any missing data in this study and 50 of the completed questionnaires were identified to be unusable because of missing data. A verification revealed that there were incomplete responses in part one (destination brand loyalty), part two (destination brand promotion) and part six (destination perceived value) of the questionnaire. After excluding the missing data, 550 usable questionnaires were used for analysis. The missing data were handled by case-wise deletion and this technique is preferred to other methods of solving missing problem (Malhotra, 1998). Completed records were included in case-wise deletion and missing data were repaired based on the mean substitution imputation method, and replaced with the mean of the data from the completed data (Hair *et al.*, 2006).

4.8.2 Outliers

The treatment of outliers in the data screening process is another vital thing. Outliers happen for four reasons (Hamid, 2006). Incorrect data entry is the first reason which has been found and corrected in this research. The second kind of outlier is the inclusion of missing data, and the third kind is the outcome of sampling error that is not reflective of the desired population. Finally, outliers are from within the desired population that has

extreme values across the variables. An examination to detect univariate outliers was performed for the observations of each variable (Hair *et al.*, 1995; 1998). Eleven univariate outliers were identified as extreme cases - either it strongly agree or disagree on the interval scaled statements.

As this study examines tourists' perceptions towards destination brand loyalty, it is usual that a tourist has high emotional attachment towards the selected variables and feels elsewhere that can satisfy his/her demands (Al-Muala, 2010). As a result, it is quite natural for outliers to occur and without these cases generalizability of the entire population of this study might be affected (Hair *et al.*, 1998 & Tabachnick & Fidell, 2001). Lastly, 11 cases (case number: 148, 467, 469, 524, 373, 392, 375, 392, 146, 372, 389) were removed from further analysis. This reduced the number of sample to 539 cases (550-11).

4.8.3 Normality

Normal distribution of the data is needed for most analyses to work correctly. Normality, even where it is not necessary, makes a stronger assessment (Hair *et al.*, 2006). A test was conducted to verify normality of the data of the regression model. It was a histogram of the distribution of the data and the normal probability plot as displayed in Appendix H, which shows that the distribution was symmetric with a normal curve, indicating the normality assumption.

To measure the data normality, skewness and kurtosis were calculated. Tabachnick and Fidell (2001) note that skewness refers to how data are distributed and kurtosis relates to

how their peakedness is. When the value of skewness and kurtosis are equal to zero, a distribution is meant to be normal (Tabachnick & Fidell, 2001). Normality is there when standard error for skewness and Kurtosis ratios falls within ± 2 at the significance level of .05 (Hair *et al.*, 1998; 2006). In this study, all of the skewness and Kurtosis ratios are between the normal distribution ± 2 , as shown in Appendix H, which met the normality assumption. These examinations at univariate level provided only an initial verification on multivariate normality; whereas, an inspection of the normal probability plots was applied in this study to assess normality to support the results (P-P plots), as shown in Appendix H.

4.8.4 Linearity and Homoscedasticity

To evaluate the basic assumption of linearity and homoscedasticity, a simple linear regression analysis was used (Hair *et al.*, 2006). The first assumption, linearity is the degree of how the relationship between the variable can be portrayed in a straight line (Tabachnick & Fidell, 2007). To evaluate the assumption, linearity residuals plots as suggested by Hair *et al* (2006) was employed. The results of the histogram of residual plots as shown in the appendix H revealed the assumption of linearity was met as the figures showed the distribution scatter around the centre of the shape. The results of linearity assumption provide justification on the use of multiple regressions to explore the relationship between the dependent and independent variables. Similarly, homoscedasticity tests through scatter plot diagram (see Appendix H) of standardized residuals signal that the variance of DV is the same for all values of the IVs as a normal pattern in the data point was found. Thus, linearity and homoscedasticity for the regression analysis was achieved for the data.

Furthermore, Appendix H illustrates the results of the homoscedasticity test where it shows that homoscedasticity exists in the set of independent variables and the variance of the dependent variable. On the other hand, a visual check of the distribution of residuals suggested an absence of heteroscedasticity as shown in Appendix H. Finally, the researcher tested the normality, linearity and homoscedasticity only for the dependent variable as shown in Appendix H.

4.8.5 Multicollinearity

Multicollinearity among variables for estimating the hypothesized conceptual model needs to be tested (Hair et al., 2003, 2006). Multicollinearity happens when various independent variables are closely correlated with each other and the correlation values exceed .90 (Hair et al., 2006; Mayer, 1999). Multicollinearity will make it difficult to estimate separate or independent regression coefficients for the correlated variables, and it is a common obstacle in the marketing research (Hair et al., 2003; 2006).

Multicollinearity, which refers to high correlations among the independent variable, was checked using collinearity statistics (i.e. tolerance value and variance inflation factor). In order to examine the multicollinearity among the variables in this study, two common measures are used for assessing both correlation matrix between dependent variable and various independent variables: tolerance (R^2) value and the variance inflation factor (VIF) value (Hair et al., 2003; 2006). The value of tolerance usually ranges from 0 to 1. A value of 1 indicates that the variable has no correlation with other variables, and a value of 0 indicates that it is fully correlated. Tolerance indicates the amount of variability of a particular independent variable not explained by the other independent

variable (Hair et al., 2003, 2006). VIF is the opposite of tolerance value. The rule of thumb for tolerance value is .10 and for VIF 10. The VIF, the inverse of $(1 - R^2)$, that is close to 1.00 shows little or no multicollinearity. The lesser the value from 10.00 is, the better the VIF is. Hence, multicollinearity happens when the model shows small tolerance and a large VIF (more than 10). The results of this study showed that the tolerance value was between .258 to .500 and variance inflation factor (VIF) value was in the range of 1.999 to 3.886 (Table 4.19), indicating that multicollinearity among the variables was not a problem (refer detailed result in Appendix D) as the tolerance value was substantially above 0.10 and the variance inflation factor (VIF) value was smaller than 10.

Table 4. 19
Testing For Multicollinearity on Assessment of Tolerance and VIF Values

Variable	Tolerance	VIF
Destination brand awareness	.498	2.010
Destination brand image	.500	1.999
Destination brand quality	.490	2.042
Destination brand promotion	.398	2.510
Destination perceived value	.258	3.873

Note. Dependent variable: Mean loyalty

As shown in Table 4.19, correlations between the variables have values less than .9, which means there is no multicollinearity between all variables (Hair et al., 2006).

4.9 Regression Analysis

Multiple regression analysis was performed for getting answers of research questions of this study. In order to conduct multiple regression analysis, some assumptions of the relationship between the dependent variable and the independent variables need to be met such as normality, linearity, constant variance of the error terms and independence of the error terms (Hair *et al.*, 1998). As discussed earlier, the assumptions have all been met,

indicating that multiple regression analysis was appropriate. Multiple regressions are used to explain the relationship between a single dependent (criterion) variable and several independent (predictor) variables. There are a few approaches that are used for multiple regression analysis such as standard regression, hierarchical or sequential, and stepwise regression (Palant, 2001; 2007).

In standard multiple regressions, all independent variables are used in the equation at a time (Pallant, 2001). In this research a standard regression method was conducted to test the relationship between destination brand awareness, destination brand image, destination brand quality, destination brand promotion, and destination perceived value on destination brand loyalty because all independent variable are assumed of equal importance.

4.10 Testing the Model Using Multiple Regression

Multiple regression analysis was conducted to find out the answers of the research questions and to test the research hypotheses. Multiple regressions identify each variable's relative contribution and determine the best predictor variable between a set of variables. For example, R^2 shows how well a set of variables (destination brand awareness, destination brand image, destination brand quality, destination brand promotion) are able to predict a particular result (destination brand loyalty). The standard value for $R^2 = 1$ means that the continuous dependent variable and a number of independent variables has a perfectly linear relationship, on the other hand, R^2 value = 0 means there is no linear relationship. The first stage of regression model analysis shows R^2 value of .861 (see Table 4.20) which indicates that the factors (destination brand

awareness, destination brand image, destination brand quality, destination brand promotion) explain 86.1 percent variance of destination brand loyalty. Standard multiple regression also provides an adjusted R^2 value that ‘corrects’ R^2 value to indicate a better anticipation of the true populations value (Pallant, 2001). ANOVA was conducted to assess the statistical significance of the result shown in Table 4.20 that is, the hypothesis (that the multiple R in the population is equal to 0) is accepted since the model of this study is statistically significant at $p = .000$.

4.11 Evaluating Each Independent Variable

This section aims at finding the level of influence the independent variables have on the dependent variable. In other words, this study desires to detect which variables in the model have the most significant impact on the dependent variable using Beta value. In this study, the contribution of each independent variable in the model has been compared. The results in Table 4.20 demonstrate that all variables contributed significantly to the destination brand loyalty. Destination brand awareness has the highest contribution to destination brand loyalty among the independent variables (Beta = .401). Other variables also significantly and positively were found to contribute to destination brand loyalty, arranged in descending order: destination brand promotion, destination brand quality, destination brand image.

As shown in Table 4.20, the R^2 was statistically significant with $F = 826.464$ and $p < .05$. As a result, the common expression of the regression equation is stated as follows: Destination brand loyalty = $-.014 + .309$ destination brand awareness + $.047$ destination brand image + $.358$ destination brand quality + $.328$ destination brand promotion. The

four predictor variables were observed to have a positive correlate with destination brand loyalty as shown by the positive R value of .928 in Table 4.20. A computed R^2 square value of .861 suggests that the variables explain 86.1 percent of the variance in the destination brand loyalty (with a standard error estimate of .29110). In other words, almost all contingency factors have magnitude effect on sophistication of destination brand loyalty.

Table 4. 20

Results of Multiple Regressions Between Destination Brand Awareness, Destination Brand Image, Destination Brand Quality, Destination Brand Promotion and Destination brand Loyalty

Model	Unstandardized coefficient		Standardized coefficient	t	Sig.	Collinearity statistics	
	B	Std. error					
(Constant)	-.014	.081		-.172	.864		
Awareness	.309	.018	.401	17.536	.000	.498	2.010
Image	.047	.021	.052	2.270	.024	.500	1.999
Quality	.358	.027	.302	13.082	.000	.490	2.042
Promotion	.328	.026	.318	12.430	.000	.398	2.510
$R = .928$							
Adjusted R Square = .860							
R Square = .861							
df = 4							
F statistics = 826.464							
Sig = 0.00.							

Note. Dependent variable: Destination brand loyalty.

Table 4. 21

Results of Multiple Regressions Between Destination Brand Awareness, Destination Brand Image, Destination Brand Quality, Destination Brand Promotion, and Destination Perceived Value

Model	Unstandardized coefficient		Standardized coefficient	t	Sig.	Collinearity statistics	
	B	Std. error					
(Constant)	-.462	.120		-3.859	.000		
Awareness	.204	.026	.242	7.789	.000	.498	2.010
Image	.041	.030	.041	1.332	.183	.500	1.999
Quality	.409	.041	.315	10.044	.000	.490	2.042
Promotion	.443	.039	.393	11.290	.000	.398	2.510
$R = .862$							
Adjusted R Square = .741							
R Square = .743							
df = 4							
F statistics = 385.300							
Sig = 0.00.							

Note. Dependent variable : Destination perceived value

Table 4. 22

Result of Linear Regression Between Destination Perceived Value and Destination Brand Loyalty.

Model	Unstandardized coefficient		Standardized coefficient	t	Sig.	Collinearity statistics	
	B	Std. error					
(Constant)	.958	.075		12.819	.000		
Perceived value	.790	.020	.863	39.504	.000	1.000	1.000
<i>R</i> = .863							
Adjusted <i>R</i> Square = .744							
<i>R</i> Square = .744							
df = 1							
<i>F</i> statistics = 1560.6000							
Sig = 0.00.							

Note. Dependent variable : Destination brand loyalty

In this study, the third steps of analysis regression model is the test the linear regression between destination perceived value and destination brand loyalty. R^2 value of .744 shows that the destination perceived value explains 74.4 percent of the variance in the destination brand loyalty. The results in Table 4.22 indicate that the Beta value is .863 which indicates that the destination perceived value has a strong contribution in explaining destination brand loyalty.

Table 4. 23

Result of Multiple Regressions Between Destination Brand Awareness, Destination Brand Quality, Destination Brand Promotion, Destination Perceived Value, and Destination Brand Loyalty

Model	Unstandardized coefficient		Standardized coefficient	t	Sig.	Collinearity statistics	
	B	Std. error					
(Constant)	.093	.076		1.218	.224		
Awareness	.264	.017	.342	15.230	.000	.453	2.209
Quality	.269	.028	.226	9.767	.000	.425	2.351
Promotion	.238	.026	.230	9.125	.000	.359	2.788
Perceived value	.246	.027	.268	9.019	.000	.258	3.873
<i>R</i> = .937							
Adjusted <i>R</i> Square <i>R</i> = .877							
<i>R</i> Square = .878							
df = 4							
<i>F</i> statistics = 962.109							
Sig = 0.00.							

4.12 Hypotheses Testing

To recap, the following are research questions are to be answered in the present study.

- Q1: Is there any relationship between destination brand awareness, destination brand image, destination brand quality, destination brand promotion and destination brand loyalty?
- Q2: Is there any relationship between destination brand awareness, destination brand image, destination brand quality, destination brand promotion and destination perceived value?
- Q3: Is there any relationship between destination perceived value and destination brand loyalty?
- Q4: Does destination perceived value mediated the relationship between destination brand awareness, destination brand image, destination brand quality, destination brand promotion, and destination brand loyalty.

Hypothesis 1:

There is a significant positive relationship between destination brand awareness and destination brand loyalty. The result in Table 4.20 shows a significant positive of destination brand awareness on destination brand loyalty. The result suggests that for each unit increase in destination brand awareness, there is an expected increase of .401 in destination brand loyalty. Therefore, hypothesis 1 is supported.

Hypothesis 2:

There is a significant positive relationship between destination brand image and destination brand loyalty. The result in Table 4.20 shows a significant positive of

destination brand image on destination brand loyalty. The result suggests that for each unit increase in destination brand image, there is an expected increase of .052 in destination brand loyalty. Therefore, hypothesis 2 is supported.

Hypothesis 3:

There is a significant positive relationship between destination brand quality and destination brand loyalty. The result in Table 4.20 shows a significant positive of destination brand quality on destination brand loyalty. The result suggests that for each unit increase in destination brand image, there is an expected increase of .302 in destination brand loyalty. Therefore, hypothesis 3 is supported.

Hypothesis 4:

There is a significant positive relationship between destination brand promotion and destination brand loyalty. The result in Table 4.20 shows a significant positive of destination brand promotion on destination brand loyalty. The result suggests that for each unit increase in destination brand promotion, there is an expected increase of .318 in destination brand loyalty. Furthermore, the model is strong with destination brand awareness, destination brand image, destination brand quality, destination brand promotion explaining 86.1 percent of the variation ($R^2 = .861$) in destination brand loyalty. Therefore, hypothesis 4 is supported.

As mention above, the result in table 4.20 demonstrated that there are significant positive relationship between brand awareness, brand image, brand quality, brand promotion and tourists intention to revisit. A probable reason for this because each of the variable are an important factor to encourage the tourist revisit destination again. This

mean that the tourist give the feedback to tourism industry in destination by revisit the destination that they have the intention to revisit.

Hypothesis 5:

There is a significant positive relationship between destination brand awareness and destination perceived value. The result in Table 4.21 shows a significant positive of destination brand awareness on destination perceived value. The result suggests that for each unit increase in destination brand awareness, there is an expected increase of .242 in destination perceived value. Therefore, hypothesis 5 is supported.

Hypothesis 6:

There is a significant positive relationship between destination brand image and destination perceived value. The result in Table 4.21 shows that destination brand image did not significantly positive destination perceived value. Therefore, hypothesis 6 is rejected.

Hypothesis 7:

There is a significant positive relationship between destination brand quality and destination perceived value. The result in Table 4.21 shows a significant positive of destination brand quality on destination perceived value. The result suggests that for each unit increase in destination brand quality, there is an expected increase of .315 in destination perceived value. Therefore, hypothesis 7 is supported.

Hypothesis 8:

There is a significant positive relationship between destination brand promotion and destination perceived value. The result in Table 4.21 shows a significant positive of destination brand promotion on destination perceived value. The result suggests that for

each unit increase in destination brand promotion, there is an expected increase of .393 in destination perceived value. Furthermore, the model is strong with destination brand awareness, destination brand quality, destination brand promotion explaining 74.3 percent of the variation ($R^2 = .743$) in destination perceived value. Therefore, hypothesis 8 is supported.

Hypothesis 9:

There is a significant positive relationship between destination perceived value and destination brand loyalty. The result in Table 4.22 shows a significant positive of destination perceived value on destination brand loyalty. The result suggests that for each unit increase in destination perceived value, there is an expected increase of .863 in destination brand loyalty. Furthermore, the model is strong with destination perceived value explaining 74.4 percent of the variation ($R^2 = .744$) in destination brand loyalty. Therefore, hypothesis 9 is supported.

4.13 Does Destination Perceived Value Mediate the Relationship Between Destination Brand Awareness and Destination Brand Loyalty

To examine whether destination perceived value mediates the relationship between destination brand awareness and destination brand loyalty, Baron and Kenny's (1986) recommendation was employed. The steps and procedures of the evaluation are explained in Chapter 4. The following hypothesis was developed to evaluate this relationship.

Hypothesis 10:

Destination perceived value mediates the relationship between destination brand awareness and destination brand loyalty. Baron and Kenny (1986) suggest that mediation normally exists when:

1. The mediating variable (MV) is affected by the independent variable (IV) significantly.
2. The dependent variable (DV) is significantly affected by the independent variable (IV) in the absence of the MV.
3. The mediating variable (MV) has a significant unique impact on the dependent variable (DV), and
4. The affect of IV on the DV minimizes the inclusion of the MV in the model.

The regression results demonstrate that the independent variables and mediating variable have significant influence on destination brand loyalty. Table 4.24 provides the summary of beta value for the significant positive of destination brand awareness on destination brand loyalty before and after including destination perceived value variable in the regression analysis.

Table 4. 24

Summary of Beta Value on The Relationship of Destination Perceived Value Between Destination Brand Awareness, and Destination Brand Loyalty

Variable	Criterion variable: Destination brand loyalty		
	Without	With	Result
Destination brand awareness	.401**	.342**	Partial

Note: **p < .01

Table 4.24 shows that destination brand awareness partially mediates between destination perceived value and destination brand loyalty. Therefore, hypothesis 10 is partially supported.

4.14 Does Destination Perceived Value Mediate the Relationship Between Destination Brand Image and Destination Brand Loyalty

To examine whether destination perceived value is a mediator in the relationship between destination brand image and destination brand loyalty, the following hypothesis was developed.

Hypothesis 11:

Destination perceived value mediates the relationship between destination brand image and destination brand loyalty. In this research, we tested the mediating effect of destination perceived value on the relationship between destination brand image, and destination brand loyalty and found that the relationship between destination brand image and destination perceived value was not significant. Whereas, destination perceived value was found not to mediate between destination brand image and destination brand loyalty. Consequently, destination brand image was removed from the model. Therefore, hypothesis 11 is not supported.

According to Baron and Kenny (1986), mediation is generally present when:

1. The Independent Variable (IV) significantly affects the Mediator Variable (MV),
2. The IV significantly affects the Dependent Variable (DV) in the absence of the MV,
3. The MV has a significant unique effect on the DV, and
4. The effect of IV on the DV shrinks upon the addition of the MV to the model.

Hypothesis 12:

Destination perceived value mediates the relationship between destination brand quality and destination brand loyalty.

Table 4. 25

Summary of Beta Value on The Relationship of Destination Perceived Value Between Destination Brand Quality, and Destination Brand Loyalty

Variable	Criterion variable: Destination brand loyalty		
	Without	With	Result
Destination brand quality	.302**	.226**	Partial

Note: **p < .01

Table 4.25 shows that destination brand quality partially mediates between destination perceived value and destination brand loyalty. Therefore, hypothesis 12 is partially supported.

4.15 Does Destination Perceived Value Mediate the Relationship Between Destination Brand Promotion and Destination Brand Loyalty

To examine whether destination perceived value mediates the relationship between destination brand promotion and destination brand loyalty, the following hypothesis was developed.

Hypothesis 13

Destination perceived value mediates the relationship between destination brand promotion and destination brand loyalty.

Table 4. 26

Summary of Beta Value on The Relationship of Destination Perceived Value Between Destination Brand Promotion and Destination Brand Loyalty

Variable	Criterion variable: Destination brand loyalty		
	Without	With	Result
Destination brand promotion	.318**	.230**	Partial

Note: **p < .01

Table 4.26 shows that destination brand promotion partially mediates between destination perceived value and destination brand loyalty. Therefore, hypothesis 13 is partially supported. Table 4.27 provides a summary of the results of the hypotheses testing. Figure 4.8 shows the research model after the results are obtain.

Table 4. 27
Summary of Hypotheses Tested by Using Regression Analysis

Hypothesis	Significant	Finding
H 1	Yes	Supported
H 2	Yes	Supported
H 3	Yes	Supported
H 4	Yes	Supported
H 5	Yes	Supported
H 6	No	Not Supported
H 7	Yes	Supported
H 8	Yes	Supported
H 9	Yes	Supported
H 10	Yes	Partially Supported
H 11	No	Not Supported
H 12	Yes	Partially Supported
H 13	Yes	Partially Supported

The result in Table 4.27 demonstrate that to examine the relationship between destination brand awareness, destination brand image, destination brand quality, destination brand promotion, and destination brand loyalty. Furthermore, the result shows to investigate the relationship between destination brand awareness, destination brand image, destination brand quality, destination brand promotion, and destination perceived value. Also, the result shows to examine the relationship between destination perceived value, and destination brand loyalty. Summary of the finding from hypotheses were as above.

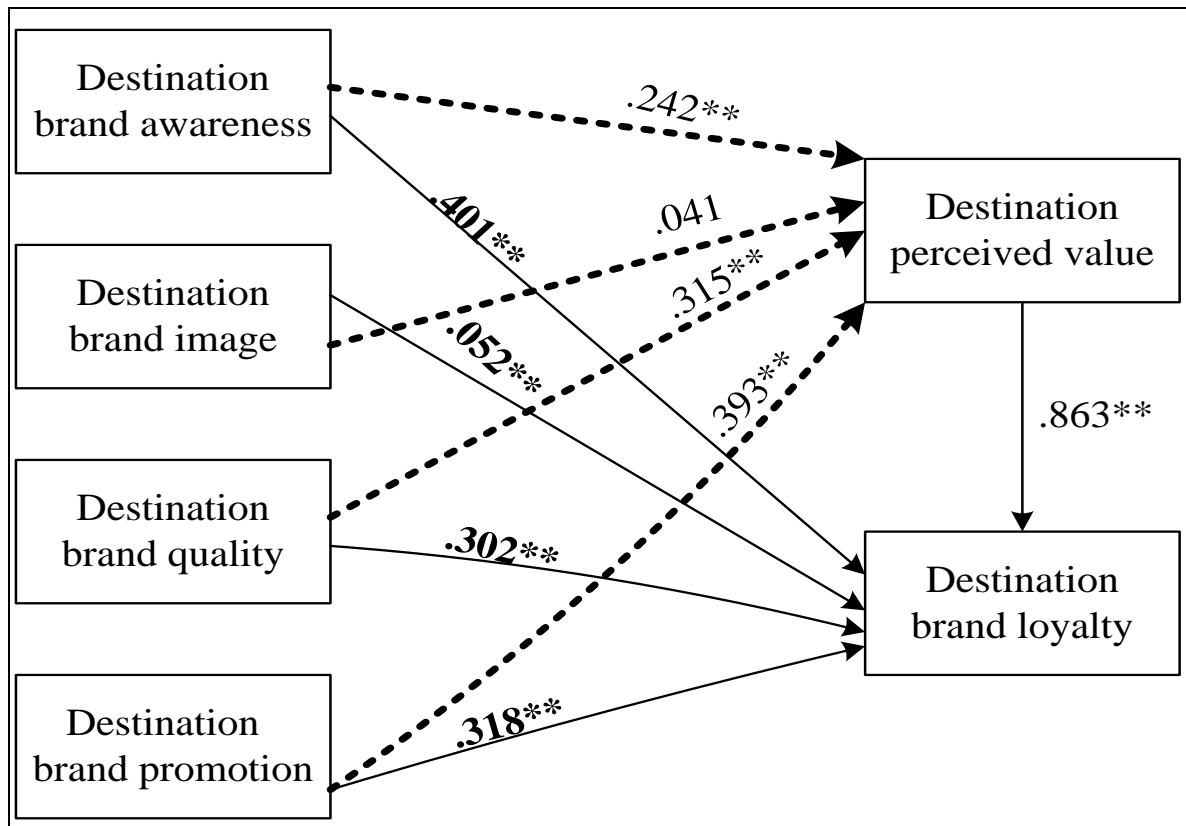


Figure 4. 7
Research Framework After Data Analysis

4.16 Summary

This chapter has presented data analysis and findings of the study specifically with respect to response rate, profile of respondents, descriptive statistics, data screening (missing data, outliers), regression analysis (normality, linearity, multicollinearity, correlation of analysis), goodness of data (content validity, construct validity), factor analysis, reliability, and hypotheses testing. Multiple regression analysis was employed to test the hypotheses. Out of 13 hypotheses tested, eight found statistical support, two did find any support, and three were partially supported. The next chapter discusses in detail the findings obtained.

CHAPTER FIVE

DISCUSSION AND CONCLUSION

5.1 Introduction

This chapter discusses the findings presented in the previous chapter on the relationships between four contingency variables and destination brand loyalty, and the mediating effect of destination perceived value. The chapter also provides academic and practical connotations of the findings that can be treated as a contribution to the research arena. Lastly, the limitations, and recommendations for future research, and the overall conclusions are described.

5.2 Recapitulation of the Study's Findings

This study sought to investigate the influence of destination brand awareness, destination brand image, destination brand quality, destination brand promotion on destination brand loyalty. In addition, this study also examined the role of destination perceived value as a mediator in this relationship. On the basis of the principle component analysis conducted on the measurement items, the internal consistency of each variable was examined based on Cronbach's alpha values. All variables including showed a reliability coefficient greater than .710. For testing 13 hypotheses, multiple regressions were conducted. As mention in chapter 3, the data were gathered from international tourists who visited Jordan in which 700 questionnaires were distributed and 600 were returned, representing 86% participation. However, only 550 responses were usable and used for subsequent analysis thus making the effective response rate of 79%.

5.3 Discussion of Findings

In this chapter, the researcher focuses on the study in its totality and the direction of future research. The key objectives of this study were: (1) to identify the relationship between destination brand awareness, destination brand image, destination brand quality, destination brand promotion on destination brand loyalty; (2) to examine the relationship between destination brand awareness, destination brand image, destination brand quality, destination brand promotion on destination perceived value; (3) to identify the relationship between destination perceived value on destination brand loyalty; and (4) to determine the mediating effect of destination perceived value on the relationship between destination brand awareness, destination brand image, destination brand quality, destination brand promotion with destination brand loyalty. To achieve these objective, a quantitative approach was utilized.

Revisiting the research objective, this research was undertaken to seek answers to several questions: (a) is there any relationship between destination brand awareness, destination brand image, destination brand quality, destination brand promotion and destination brand loyalty?; (b) is there any relationship between destination brand awareness, destination brand image, destination brand quality, destination brand promotion and destination perceived value?; (c) is there any relationship between destination perceived value and destination brand loyalty?; (d) does destination perceived value mediate the relationship between destination brand awareness, destination brand image, destination brand quality, destination brand promotion, and destination brand loyalty?

The following sections explain in detail the findings of each hypothesis tested and hence the accomplishment of the research objectives.

5.3.1 First Objective

The first objective of the present study was to identify the relationship between destination brand awareness, destination brand image, destination brand quality, and destination brand promotion on destination brand loyalty. To achieve this objective, four hypotheses were tested, which is explained respectively as follows.

H1: The Relationship between Destination Brand Awareness and Destination Brand Loyalty

As shown in Table 4.20, the relationship between destination brand awareness and destination brand loyalty is positively significant. The result indicates that brand awareness has a significant role in visitor's evaluation of a tourism destination. This is the key success factor in influencing tourists' loyalty and increasing destination marketing in Jordan. The result also implies that tourists have much information about Jordan that makes them positively aware of what the country has to offer. The result is consistent with that reported by previous study of Konecnik and Gartner (2007), who found a significant and positive relationship between destination brand awareness and destination brand loyalty. They found brand awareness plays an important role in attracting tourists to destinations. The findings were also revealing by Mechinda et al. (2010), who explored the effect of destination awareness on destination loyalty. Furthermore, Heidarzadeh and Sharanda (2011) found that brand awareness positively affects brand loyalty, which means higher brand awareness enhances brand loyalty.

Bianchi and Pike (2010) showed that brand awareness could be a vital indicator of brand loyalty of tourists. A positive and significant relationship between destination brand awareness and destination brand loyalty is expected. Tourists who visit Jordan acknowledge that the offered services and present status of tourist sites in the country inspire them to revisit the places again, and this in turn develops a positive destination loyalty. A sound explanation for this is that in Jordan there are many holy sites that include Islamic shrines, churches, historical places such as Petra, Dead Sea and Jaresh (MoTA, 2007b).

H2: The Relationship between Destination Brand Image and Destination Brand Loyalty

As shown in Table 4.20, the relationship between destination brand image and destination brand loyalty is positively significant. The result of this study shows that destination brand image is one of the important factors in determining tourism demand in Jordan. Hence, based on this finding, destination brand image should be further internationalized through marketing and promotional activities. In this regard, the competitiveness and attractiveness of the Jordanian tourism products/ services should be further improved through promotion and communication in overseas markets, as tourists' image plays a vital role in destination loyalty. Furthermore, concerted endeavors need to be made to uphold the image of a destination as it encourages loyal tourists to revisit or recommend visitation. A good image is a vital aspect to the success of destination tourism development. The findings of the present study is supported by past researchers who found that the image of a destination influences destination loyalty and recommend the

destination to others (Bigne et al., 2001; Boo, 2006; Boo et al., 2009; Faullant et al., 2008; Konecnik & Gartner, 2007; Qu et al., 2011).

Faullant et al. (2008) investigated the casual relationship between brand image and brand loyalty in Austria, Switzerland, and Italy. Results of their study showed a significant relationship between brand image and brand loyalty. Likewise, Boo et al. (2009) explored the influence of brand image on destination brand loyalty. Results of their study showed a significant impact. Konecnik and Gartner (2007) examined the causal relationship between destination image and destination loyalty in the German context. Results of their study showed a significant impact. In a different study, Kim and Kim (2005) examined an integrative model of brand awareness, brand image, brand quality and brand loyalty in hotel industry. They found that the brand image has a positive impact on brand loyalty.

H3: The Relationship between Destination Brand Quality and Destination Brand Loyalty

The present study examined the relationship between destination brand quality and destination brand loyalty. The results showed a significant and positive relationship between destination brand quality and destination brand loyalty. Also, the results indicated that the services offered for tourists such as accommodation, transportation, telecommunication, banking, business, foods and drinks, health, and spas are up to the mark and satisfactory. The attributes, quality and delivery system of services by tourism operators in Jordon play a critical role to enhance tourists' destination brand loyalty. Thus, brand quality is vital for an organization to ensure that its offerings are positioned

in the minds of tourists to prevent them from switching to other destinations. This means that the more quality services are provided, the more likely tourists will be loyal to Jordan. The result found in the present study is consistent with that demonstrated by previous studies (Boo, 2006; Cretu & Brodie, 2007; Hsieh, 2010; Kim, & Hyun, 2011; Konecnik & Gartner, 2007; Yee & Sidex, 2008). A study was conducted by Yee and Sidex (2008) to examine the relationship between brand quality and brand loyalty in Malaysia. Furthermore, results of their study showed that product quality plays a significant role in influencing consumers to be brand loyal customers. Similarly, Kim and Hyun (2011) explored the relationship between perceived quality, promotion, corporate image, and brand loyalty. Their results indicated that service quality is positively related to brand loyalty. Konecnik and Gartner (2007) found that destination brand quality has a positive influence on destination brand loyalty. Offering high quality service is a significant factor that leads to success of tourism sectors, as brand quality helps improve long term relationship with tourists and in turn bring about destination loyalty (Huie et al., 2006). Likewise, Chanrithy (2007) showed that brand quality affects the brand loyalty. Furthermore, the analysis of this study showed that destination brand quality aspects of destination brand loyalty were suitable for tourists in the Jordanian environment. Improving destination brand quality will make Jordan more competitive through availability of the tourist services in the tourism market. The findings revealed that quality plays a significant role in influencing consumers to be loyal. Based on the above discussion, the empirical evidence explored that the relationship between destination brand quality and destination brand loyalty, was positively significant.

H4: The Relationship Between Destination Brand Promotion and Destination Brand Loyalty

As shown in Table 4.20, a strong relationship was found between destination brand promotion and destination brand loyalty. This result suggests that tourism promotion significantly contributes to making more loyal tourists which in return ensure the economic growth of Jordan. Tourists considered promotion as a critical success factor and a promotional mix enhances destination marketing to achieve its competitive advantage. The results also showed that promotion helps determine a tourist's loyalty. Promotional tools, such as advertising and word of mouth, are the most effective factors towards that objective. The promotional mix plays an important role in ensuring the availability of tourist services to attract the number of tourists to the tourism sites in Jordan. Also, promotion can enhance the Jordanian image to its potential tourist which could help endorse Jordan as a tourist destination regionally and globally. This result is consistent with that demonstrated by previous studies (Balduf et al., 2009; Bin Ayob, 2010; Bin Azizan, 2010; Huq, 2005; Kim, & Hyun, 2011; Park & Lennon 2009).

Casalo et al. (2010) investigated the relationship between promotion and brand loyalty in Spain. Results of their study showed that promotion plays a significant role in influencing consumers to be brand loyal customers. Similarly, Huq (2005) found positive relationships between promotion and brand loyalty and willingness to recommend. Bin Ayob (2010) investigated the casual relationship between promotion and brand loyalty among young mobile phone users. Results of his study showed a significant influence of

brand loyalty. Baldauf et al. (2009) found a positive significant relationship between promotion and brand loyalty.

5.3.2 Second Objective

The second objective of the present study was to examine the relationship between destination brand awareness, destination brand image, destination brand quality, and destination brand promotion on destination perceived value. To achieve this objective, four hypotheses were tested, which is explained respectively as follows.

H5: The Relationship Between Destination Brand Awareness and Destination Perceived Value

As shown in Table 4.21, destination brand awareness and destination perceived value are positively related. The result indicates that the higher the destination brand awareness, the higher the destination perceived value as perceived by tourists. In this study, tourists' awareness of a destination facilitates perceived value which stimulates visitors' intention to revisit or recommend the destination to other people. Such recommendation and revisit consequently have an impact on the success of destination tourism development. Destination brand awareness is vital because it encourages potential tourists to build a set of envisions about a place before actually experiencing it and these envisions drive the destination's potential for satisfaction (Yoon & Uysal, 2005).

The finding confirms the result of previous studies (Boo et al., 2009; Kim & Hyun, 2011; Oh & Jeong, 2004; Rios & Riqueme, 2008; Rios, 2007). For example, Boo et al. (2009) found a significant impact of destination brand awareness on destination perceived value,

signifying that tourists' awareness encourages revisiting. A study was conducted at a university in Australia by Rios and Riquelme (2008) to investigate the relationship between brand awareness and perceived value. Results of their study showed that brand awareness plays a significant role in influencing consumers to perceive the brand value. Similarly, Rios (2007) examined the relationship between brand awareness and perceived value to use online business services. He found a significant and positive relationship between brand awareness and perceived value to use the online business.

H6: The Relationship Between Destination Brand Image and Destination Perceived Value

As shown in Table 4.21, no significant relationship between destination brand image and destination perceived value was found. Out of the four variables proposed to affect destination perceived value, destination brand image was not found a significant in determining tourists' perception of the destination perceived value, contrary to the prediction made. In other words, whether the destination is perceived to have a brand image or not, tourists do not associate it with destination value. In other words, destination image does not mean that the destination has a perceived value. Although Jordan is promoted as a country with lots of interesting places to see, but this image does not create any value to tourists because maybe the services offered are expensive. That is why the study result shows no relationship between brand image and destination perceived value. Furthermore, most probably, tourists who visit Jordan have different cultures in the context of religion and lifestyle and value systems that influence their perception. The insignificant effect of destination brand image on destination perceived

value is similar to what was reported by Chen and Tsai (2007), and Cretu and Brodie, (2007) who found no significant relationship between destination image and perceived value.

H7: The Relationship Between Destination Brand Quality and Destination Perceived Value

As shown in Table 4.21, destination brand quality and destination perceived value has a significant positive relationship. Importantly, the result shows that destination brand quality is an important factor that influence and encourage tourists to visit the destinations repeatedly. This result is consistent with that demonstrated by previous studies (Brodie et al., 2009; Boo et al., 2009; Dmitrovic et al., 2009; Hsieh, 2010; Wong & Dean, 2009; Yoo et al., 2010). Notable among them is Boo et al. (2009) that investigated the relationship between destination brand quality and destination perceived value in the U.S.A. Results of their study showed that quality plays a significant role in influencing tourists to perceive value.

Similarly, Hsieh (2010) examined the relationship between quality and perceived value among museum market. He found a significant influence of perceived value. Murphy et al. (2000) studied a destination product and its effect on tourists' viewpoint. The findings showed a significant positive relationship between brand quality and perceived value. They noted that destination brand quality should be the main focus for tourism managers to develop general service quality of a tourism destination. Yoo et al. (2010) found a positive relationship between quality and perceived value.

H8: The Relationship between Destination Brand Promotion and Destination Perceived Value

As shown in Table 4.21, the relationship between destination brand promotion and destination perceived value was found to be significant and positive. The result of the study indicates that promotion is a critical determinant factor for perceived value. This result is consistent with that reported by previous studies. For instance, Park and Lennon (2009) investigated the relationship between promotion and perceived value in online shopping. He found a significant positive relationship between promotion and perceived value. Likewise, Heidarzadeh, and Sharanda (2011) revealed that promotion has a positive influence on perceived value. Similar findings were report by Li and Robert (2011), who demonstrated that promotion has a positive influence on perceived value.

Hsu (2008) proposed and investigated an integration model of promotion, satisfaction and perceived value. He found that promotion has a positive impact on perceived value. Hence, this current study has further established promotion as a very important marketing tool for developing awareness amongst tourists that purchase different tourism products in Jordan which in turn increases their revisit intention. Promotions are also effective to attract new tourists by communicating tourism attractions and to stimulate them to make an initial perceived value, which ultimately motivates tourists to switch from other destinations brands. Hence, tourist related infrastructure and facilities need to be improved, among which includes expanding additional tourist information centers as well as provision of better offerings in major destinations to continue promoting Jordan as a preferred tourist destination in the region.

5.4 Third Objective

The third objective of the present study was to identify the relationship between destination perceived value on destination brand loyalty. To achieve this objective, one hypothesis was tested, which is explained respectively as follows.

H9: The Relationship Between Destination Perceived Value and Destination Brand Loyalty

As shown in Table 4.22, the relationship between destination perceived value and destination brand loyalty was significant and positive. The finding of this study shows that destination perceived value positively influences destination brand loyalty in Jordan. The result provides further empirical support that perceived value is a significant determinant of tourists' intention to revisit a destination. The result is consistent with the findings of Chan and Wang (2011), who showed that perceived value is a key influencer of loyalty within online shopping context. Similarly, Boo et al. (2009) found a positive and significant impact of destination perceived value on destination brand loyalty of tourists to visit Las Vegas and Atlantic City. This study indicates that tourists who have a positive attitude toward Las Vegas and Atlantic City are likely to revisit destination again. Similarly, Mechinda et al. (2010) also found a significant and positive influence of perceived value on destination loyalty to visit Chiangmai. Chen and Hu (2010) investigated the casual relationship between perceived value and customer loyalty in Australia. Results of their study found a positive influence of perceived value on customer loyalty. The result of the present study confirms findings of past studies that support the notion that loyal tourists are an important measure for destination marketing

(Chen & Hu, 2010; Flint et al., 2011; Hsieh, 2010; Kim et al., 2010). The consumption experience derived from the interaction between tourists and their destinations are reflected by the perceived value. The perceived value significantly influences revisit intention. Thus, the model of perceived value (value-for-money) by Dodds et al. (1991) asserts that the product-attributes along with perceived value in tourism is the key criteria for destination brand loyalty. Gallarza and Saura (2006) argue that perceived value is the fundamental basis for all marketing activities. Moreover, the process of integrating the perceived value–loyalty is consistent with contemporary views of Gruen et al. (2006), Srivastava et al. (1999), and Rust et al. (2000), who emphasize perceived value as key a source of competitive advantage.

5.5 Mediating Effects of Destination Perceived Value

5.5.1 Fourth Objective

The fourth objective of the present study was to determine the mediating effect of destination perceived value on the relationship between destination brand awareness, destination brand image, destination brand quality, destination brand promotion with destination brand loyalty. The present study showed that destination perceived value was found not to mediate between destination brand image and destination brand loyalty. Because of this, destination brand image was removed from the original model. But destination perceived value mediates partially between destination brand awareness, destination brand quality, and destination brand promotion and destination brand loyalty in Jordan. This finding supports that reported by previous studies. For instance, Boo et al. (2009) examined destination perceived value to mediate between destination brand

quality, destination brand awareness, and destination brand loyalty. Results of their study showed that perceived value has a mediating effect. Other previous studies found similar result (Bodie et al., 2009; Boo, 2006; Dmitrovic, 2009; Hsieh, 2010; Nuzuar, 2005). Additionally, another study conducted by Sun (2004) tested the mediating effect of perceived value on the relationship between service quality, awareness, association and revisit intent. He found that perceived value partially mediates the impact of independent variables on revisit intent. Likewise, Cretu and Brodie (2007) examined whether customer value can have a mediating effect on the relationship between brand image, service quality, and customer loyalty. Result showed that customer value can be described as a partial mediator in the relationship between brand image, service quality, and customer loyalty. Destination brand awareness, destination brand quality, and destination brand promotion affect destination perceived value and destination perceived value affects partially destination brand loyalty means that these three factors influence both directly and indirectly to the dependent variable. In fact, the underlying theory is validated the results obtained mostly.

5.6 Implications of the Study

The importance of destination brand loyalty in generating tourism revenue could be perceived from two aspects. Firstly, it encourages word-of-mouth effects, which is a dependable, efficient and time-saving marketing tool for destination tourism. It consequently brings more new tourists to the destination. Thus, word-of-mouth is beneficial not only in cost-saving aspect but also in gross national income generating issue. Secondly, it creates potential revisiting tourists for the destinations. Those who wish to stay longer or revisit the destination are also more inclined to revisit the same

destination. As previous research found, the revisiting tourists are inclined to spend more time and money in the destination. Hence, loyalty tends to create more tourism revenue for the destination/ country. It is worth mentioning that theories are created from within the practice and influence the development of new practices, which in turn are used as the bases for the generation of new theory and new practices. To understand the context of Jordan tourism, the researcher based on theory of brand equity, which was used first time in the Jordanian context in particular and in the Arab world in general via the present study. The researcher found that theory of brand equity is a useful theory in tourism, especially in investigating destination brand loyalty of international tourists in similar contexts. The use of this theory is a unique contribution to the community of knowledge which is clarified in the following sessions.

5.7 Theoretical Contributions

1. From the theoretical standpoint, the results gained from this study were consistent with theories and the previous literature which supported these theories. The empirical evidence from this study contributes to the body of knowledge in the fields of tourism industry in Jordan. This study was undertaken with various underpinning theories, therefore, this study could contribute to each of these theories by means of supporting and extending the theories.
2. To the researcher's knowledge, the present study is the first attempt to use theory of brand equity (TBE) in Jordanian tourism, and it can be considered a noticeable contribution. Based on the recommendation made by Keller (2003) external variables could improve the power of TBE theory, the present study included destination brand promotion to predict destination brand loyalty. In this regard, this

is the first study conducted in the Arab world especially in tourism marketing concerning Jordan that used promotion and TBE.

3. Based on TBE, a model was developed to explain the factors that influence destination brand loyalty. The original model was modified with the exclusion of destination brand image. In this regard, the present study is able to validate the underpinning theory of TBE through the formulation of the modified model.
4. Promotion was found to be one of the major variables that contribute to explaining destination brand loyalty that has not been examined before specifically in tourism sector in Jordan. In addition, destination brand awareness, destination brand image, destination brand quality, destination brand promotion, destination perceived value have not been examined simultaneously in a single study in the past.
5. This is the first empirical study of destination brand loyalty among international tourists in Jordan. Destination loyalty has been widely studied in developed countries but limited in developing economies such as Arab countries and Jordan. This study adds to the community of knowledge on international tourists' loyalty behavior in Jordan.

In addition to the theoretical contributions, the findings presented in the previous chapter have implications to practice, which are discussed as follows.

5.8 Implications to Practice

The results of the present study have shown that destination brand loyalty is influenced by brand awareness, brand image, brand quality, brand promotion, perceived value. The following explains how tourism-related agencies could benefit from the findings.

5.8.1 Policy Makers

The findings can be used by policy makers to improve and enhance the tourism industry especially the destinations in Jordan so that they could retain loyalty amongst international tourists through preparing and executing long-term strategies with the guidance of it. Because destination image is a strong factor to attract international tourists in large numbers, the Jordanian Ministry of Tourism should focus on marketing Jordan to the world as a unique place to visit in the Middle East. Regulations and policy with respect to provision of quality services in places of interests and also in the points of entry may need to be re-examined. In regards of easy access to tourist facilities, particularly long-distance, modern infrastructure should be available that could help tourists access to all religious and historical sites and tourist sites in Jordan. A recent report published by the Jordanian Tourism Board found that Jordan does not have any specific attribute in the minds of tourists (JTB, 2005). Therefore, Jordan needs to enhance its positive image to the world. Initiating a national campaign to increase the level of awareness among international tourists in different settings needs to be seriously considered to encourage tourists to visit Jordan again and again. For that purpose, the Ministry of Jordan could arrange (at least once in a year) exhibitions internally and abroad to promote Jordan tourism in foreign and Arab countries by positioning a correct and favorable image to the world using modern communication tools. In order to achieve the objectives of businesses in this field, this study suggests that decision makers must develop sustainable branding strategies for products and services of tourist sites. In addition, relevant and appropriate strategies can help marketers achieve their objectives as well as the targets of the ministry of tourism in Jordan.

5.8.2 Marketers and Business Organizations

The implications of the key findings provide significant benefits not only for the ministry of Jordan tourism, but also for the marketing in general and in particular for marketing of tourism, also for tourism private sectors in Jordan. An understanding of tourist behavior leads to a better understanding for destination loyalty amongst international tourists. The private tourism sectors should take responsibility by investing in research and development processes in marketing of tourism and tourist's loyalty. Tourist's loyalty studies are one of the most active marketing processes in any private or public sectors. The competitive external environment compels a firm to differentiate its product to cater to tourists' needs and wants. Furthermore, destination image, destination quality, perceived value, promotion and place must meet tourists' demand.

Destination managers must focus on tourists and consider them as the king of the marketplace. To do so, tourist's loyalty must be thoroughly studied to help marketers identify tourist preferences and consumption patterns. In turn, this will enable the tourism operators to create relevant and profitable products and services. In the long run this will help to increase the number of visitors and re-visitors. As discussed above, marketers can develop a strong strategy to create positive attitudes towards visiting Jordan; a successful marketing strategy should focus on tourists' needs. Furthermore, the results show a weak tourist inclination to visit Jordan in the last five years, marketers should perhaps revise their expectations. Promotion campaigns may be desirable to stimulate tourist preference to visiting Jordan, They may not be sufficient to alter their decision to

visit. To affect tourists' loyalty, marketers need to focus on all the factors in this study that predict tourists' loyalty.

5.8.3 Academic Implications

This study is the first attempt of academic investigation of destination brand loyalty in Jordan. Destination loyalty has been widely studied in developed countries context such as USA, UK, Europe and Malaysia, but there has a few research conducted in developing countries especially in Arab countries and Jordan. This study adds to the literature of destination brand loyalty studies arena in Jordan. In addition, comparing with the theory of brand equity model the generating model can provide much better understanding of destination brand loyalty in Jordanian tourism. Nonetheless, theory brand equity can be used to demonstrate destination brand loyalty of international tourists. Thus, Jordan can increase GDP developing the tourism industry and can get reputation as one of the best destination in Middle East. Destination perceived value have not been studied in Jordan before which could be considered as a noticeable contribution. The researcher confidently suggests that the external variables will improve the power of the TBE theory that is why, external variable (promotion) have been included with TBE model. Thus, using this research model the ongoing efforts of theory building in this field can be advanced. Also, this approach should be utilized in further research. This study contributes towards academic knowledge by a examining the important theories that effect on destination brand loyalty of international tourists in Jordan. In this study TBE theory was considered suitable to interpret international tourists' loyalty. In addition, this knowledge will develop tourism of Jordan and it will develop education in universities of Jordan through students and academics involvement. This study is designed to address the destination

marketing of Jordan in endeavors to propose a new marketing guideline that can help the ministry of tourism in Jordan to prepare appropriate policies and marketing strategies.

As suggested in the literature, measuring brand equity dimensions provides destination marketing with a useful, practical and structured approach toward measuring the performance of their tourism marketing strategies (Al-muala, 2010). Particularly, the brand equity structure provides indicators related to the brand campaign objective, for which the effectiveness of future promotional activity can be evaluated. The argument is that the more the potential tourists believe that this destination is different and better than other competitors with regard to the attributes that they need and want, the more they will come, spend and stay. Rather than having unfocused promoted image which gives the competitors a competitive advantages over the destination. Jordan needs to enhance its natural, and environments based tourism attractions and pay special attentions to the safety issues in terms of cleanliness, and personal safety as these factors found to have great influence in the potential tourists perceptions and ultimately their decision to visit Jordan. Finally, this finding extends the understanding of promotion measures in Jordan related to tourists choice decisions. In addition, the results emerged from the hypotheses will be the basis for future research and literature review.

5.9 Limitations of the Study

This study has several limitations that need to be acknowledged as follows:

1. Because the sample consisted of international tourists in three destinations in regions in Jordan, the generalizability of the findings to a much wider population that consist of both local and international tourists may not be possible. This is

because local tourists may have different characteristics from the international tourists in terms of language, culture and value system.

2. This study tried to examine the causes of decrease in tourists' arrivals and loyalty behavior from tourists' perspective only. It did not consider other aspects such as weaknesses in strategy and policies of the Ministry of Tourism in Jordan, weaknesses in human resources that may affect the quality of services provided by employees in tourist sites and cultural impact on perceptions of tourists.

Despite the limitations, the findings of the study are still valid to understand tourists behavior related with loyalty in Jordan, which will ultimately guide to take suitable strategies for the development of the tourism industry.

5.10 Future Research

Additional studies can be carried out to further examines some important areas:

1. As mentioned earlier, this study was conducted to examine destination brand loyalty in only three regions in Jordan. Thus, future studies can be conduct in other regions and destinations in Jordan that might be generalized more concretely.
2. Additional variables should be considered and tested on a larger scale in future research to explain destination brand loyalty in Jordan. These additional variables could be satisfaction and trust that should be investigate as additional factors that may likely influence destination loyalty and tourist destination choice behavior. The researcher suggests that focus should also be given to local tourists to exploring destination brand loyalty in tourist sites in southern Jordan, specifically Petra as it is considered one the Seven Wonders of the World.

3. The researcher used only one instrument that is questionnaire to collect the data. Future studies may want to consider using qualitative techniques of data collection like in-depth interview, observation, and projective method to investigate the level of tourists' awareness and perceived value towards destination brand loyalty amongst local and international tourists.
4. In order to further validate the acceptability of the conceptual model as developed in this study, future researchers may empirically test the constructs in other contexts.

5.11 Conclusion

This research has investigated the variables influencing destination brand loyalty among international tourists using brand equity theory that may help tour operators, marketers, and destination managers to realize tourists' loyalty behavior. The study found nine direct significant relationships among the tested variables in this study. Firstly, there are direct significant relationships among the determinants of destination brand loyalty (destination brand awareness, destination brand image, destination brand quality, destination brand promotion). Secondly, there are direct significant relationships among the factors of destination perceived value (destination brand awareness, destination brand image, destination brand quality, destination brand promotion). Thirdly, a direct significant relationship between destination perceived value and destination brand loyalty was found. In addition, except destination brand image, other variables were found to affect destination perceived value. The study also found partial support for the role of destination perceived value as a mediator in a relationship between destination brand awareness, quality, promotion, and destination brand loyalty.

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APPENDIX A : Research Questionnaire



Dear respondent

I am a PHD student doing PhD in University Utara Malaysia (UUM), Malaysia. The title of my PhD thesis is: “The direct and indirect effect of predictor variables on destination brand loyalty: The Case of Jordan”. The attached questionnaire is a part of my pilot survey on the direct and indirect effect of predictor variables on destination brand loyalty. My main interest is to study and understand the relationship between destination brand awareness, destination brand image, destination brand quality, destination brand promotion, and destination brand value, on destination brand loyalty.

In specific, I would like to evaluate, which elements are important to tourists in choosing a country for holidays. Questions are intended to obtain your opinion about Jordan as a tourism destination. In this case please evaluate the country as tourist.

Please answer all questions. Some of the questions may seem personal. The information is needed for academic purpose only. Please answer as honestly as possible. All the information given will be treated as secretly confidential.

Thank you

Abdel Alfattah Al- Azzam

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PLEASE ANSWER THE FOLLOWING STATEMENTS, FOCUSING ON JORDAN AS A TOURISM DESTINATION.

PART 1: DESTINATION BRAND LOYALTY

Referring to this visit, kindly respond to each of the following question by ticking (/) for the BEST answer that reflects your perception on your loyalty judgment.

Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree
1	2	3	4	5

NO	Statement	1	2	3	4	5
1	I would like to visit the destination in the future.					
2	I intend to continue visiting the destination in the future.					
3	When I have a need for vacation / traveling abroad, I visit only this destination.					
4	I enjoy visiting this destination.					
5	I consider myself a loyal visitor of this destination.					
6	I would visit this destination again.					
7	If the costs of visiting this destination increased, I would still be willing to visit.					
8	This destination would be my preferred choice to spend my vacation in.					
9	Overall, I am loyal to this destination.					
10	I would advise other people to visit this destination.					

PART 2: DESTINATION BRAND AWARENESS

Please evaluate the best statements that best describe your feeling towards this destination.

strongly disagree	disagree	uncertain	Agree	Strongly agree
1	2	3	4	5

NO	Statement	1	2	3	4	5
1	This destination has a good name and reputation.					
2	When I am thinking about a good destination, this destination comes to me mind immediately.					
3	The characteristics of this destination come to my mind quickly.					
4	This destination is very famous.					
5	This destination is very familiar to me.					
6	This destination is well known.					
7	I can recognize the name of this destination among many other destinations.					
8	I can recall the symbol or logo of this destination as a good tourism destination.					

PART 3: DESTINATION BRAND IMAGE

Please evaluate the best statements that best describe your feeling towards this destination.

Strongly disagree	Disagree	uncertain	Agree	Strongly agree
1	2	3	4	5

NO	Statement	1	2	3	4	5
1	This destination fits my personality.					
2	My friends would think highly of me if I visited this destination.					
3	The image of this destination is consistent with my own self-image.					

4	Visiting this destination reflects who I am.					
5	People similar to me visit this destination.					
6	I would be proud to visit this destination.					
7	This destination has interesting historical attractions.					
8	This destination has interesting cultural attractions.					
9	This destination has political stability.					
10	This destination has exciting atmosphere.					
11	This destination has relaxing atmosphere.					

PART 4: DESTINATION BRAND QUALITY

Please evaluate the best statements that best describe your feeling towards this destination.

Strongly disagree	Disagree	Uncertain	Agree	Strongly agree
1	2	3	4	5

NO	Statement	1	2	3	4	5
1	This destination provides tourism offerings of consistent quality.					
2	This destination provides quality experiences.					
3	This destination has high quality offerings (i.e. shopping, and entertainment).					
4	This destination has high quality offerings (i.e. transportation and accommodation).					
5	From this destination's offerings, I can expect superior performance.					
6	This destination performs better than other similar destination.					

7	This destination has high quality of infrastructure.					
8	This destination has high level of personal safety.					
9	This destination has unpolluted environment.					
10	This destination has high level of cleanliness.					

PART 5: DESTINATION BRAND PROMOTION

Please tick (/) the scale that best reflect your perception about destination promotion.

Strongly disagree	Disagree	Uncertain	Agree	Strongly agree
1	2	3	4	5

NO	Statement	1	2	3	4	5
1	In general, I think advertising campaigns about this destination are good.					
2	The promotion campaigns for this destination are seen frequently.					
3	My opinion about destination advertising is very high.					
4	I still remember the last advertising campaigns for this destination.					
5	I think destination brand is intensively advertised, compared to competing brands.					
6	Advertising of this destination brand is attractive.					
7	Advertising of this destination brand attracts me to visit.					

PART 6: Destination perceived value.

Please tick (/) the scale that best reflect your perception about destination perceived value.

Strongly disagree	Disagree	Uncertain	Agree	Strongly agree
1	2	3	4	5

NO	Statement	1	2	3	4	5
1	This destination has reasonable prices.					
2	Considering what I would pay for a trip, I will get much more than my money's worth by visiting this destination.					
3	The costs of visiting this destination are a bargain, relative to the benefits I receive.					
4	Visiting this destination is economical.					
5	Visiting this destination is a good deal.					
6	This destination offers good value.					
7	I consider travelling to this destination to be a bargain because of the benefits I receive.					
8	This destination is a good place to enjoy a vacation for the price.					

PART 7: Demographic profile

1. How many times did you visit this destination?

A. First time [] B. Two times [], C. Three times [], D. More than three times []

2. Gender: A. Male [] B. Female []

3. Age: A. under 25 [] B. 26-45 []
 C. 46- 60 [] D. 61-75 []

4. Nationality: A. Arab [] B. Non Arab []

5. Academic qualification: A. High School [] B. College Degree []
C. Bachelor's Degree [] D. Master's Degree []
E. Ph D []

6. What was your approximate total household income last year?

- A. under US\$ 25.0000 []
B. US \$26,000 - \$49, 9999 []
C. US \$50,000 - \$74, 9999 []
D. US \$75,000 - \$99, 9999 []
E. US \$100,000 and above []

THANK YOU FOR YOUR COOPERATION

بسم الله الرحمن الرحيم

عزيزي المجيب

أنا طالب دكتوراة في جامعة أوتارا في ماليزيا وعنوان رسالتي العوامل الباشرة وغير الباشرة المؤثرة على ولاء علامة المواقع الأردنية . إن الاستبانة المرفقة جزء من دراستي عن العوامل المؤثرة على ولاء علامة المواقع . واهتمامي الرئيس هو دراسة وفهم العلاقة بين الوعي والصورة والجودة والترويج والقيمة على ولاء علامة المواقع. وبالتحديد أود أن أقيم العوامل الهامة في اختيار المواقع السياحية. ويقصد من الأسئلة جمع آرائكم حول الأردن كواجهة سياحية. في هذه الحالة أرجو منكم كسياح تقييم الأردن . كما أرجو منكم أن تجيبوا على جميع الأسئلة التي بعضها يبدو شخصيا . كما أن المعلومات لغرض أكاديمي فقط. لذا أرجو أن تكونوا أمناء قدر الإمكان . لأن جميع المعلومات المعطاة ستكون في منتهى السرية وشكرا.

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أرجو الإجابة على الجمل التالية التي تركز على الأردن كواجهة سياحية

1: القسم الأول : ولاء علامة المواقع

الإشارة إلى هذه الزيارة أرجو منكم الإجابة على كل من الأسئلة لوضع إشارة صح على الإجابة الأفضل التي تعكس انطباعاتك عن هذه الواجهة.

غير موافق بشدة	غير موافق	غير متأكد	موافق	موافق بشدة
1	2	3	4	5

الرقم	الأسئلة	1	2	3	4	5
1	أرغب بزيارة المكان في المستقبل					
2	أود الاستمرار في زيارة المكان في المستقبل					
3	عندما أحصل على إجازة سفر خارجا سأزور فقط هذا المكان					
4	استمتع بزيارة هذا المكان					
5	أعتبر نفسي زائرا موالى لهذا المكان					
6	سأزور هذا المكان مرة أخرى					
7	إذا كان تكاليف زيارة هذا المكان قد ارتفعت سأبقى راغبا في زيارة هذا المكان					
8	سأبقى هذا المكان خيارى المفضل لقضاء عطلاتي فيه					
9	إجمالا أنا موالى لهذا المكان					
10	سأنصح الناس الآخرين بزيارة هذه المكان					

2: القسم الثاني : و عي علامة الموقع

أرجو تقييم أفضل الجمل التي تصف شعورك تجاه هذا الموقع

غير موافق بشدة	غير موافق	غير متأكد	موافق	موافق بشدة
1	2	3	4	5

الرقم	الأسئلة	1	2	3	4	5
1	للمكان اسما جيدا وشهرة					
2	عندما أفكر بمكان جيد فإن هذا المكان يرد في ذهني مباشرة					
3	خصائص هذا المكان ترد في ذهني بسرعة					
4	هذا المكان مشهور جدا					
5	هذا المكان مألوف جدا لي					
6	هذا المكان معروف جيدا					
7	أستطيع تمييز هذا المكان من بين الأماكن الأخرى					
8	أستطيع أن أتذكر رمز وشعار هذا المكان كمكان سياحي					

3 - القسم الثالث: صورة علامة الموقع

أرجو تقييم أفضل الجمل التي تصف شعورك تجاه هذا الموقع

غير موافق بشدة	غير موافق	غير متأكد	موافق	موافق بشدة
1	2	3	4	5

الرقم	الأسئلة	1	2	3	4	5
1	يناسب هذا الموقع شخصيتي					
2	يحترمني أصدقائي بشكل كبير عندما أزور هذا الموقع					
3	إن صورة هذا الموقع تتطابق مع تصوري له					
4	تعكس زيارتي لهذا المكان شخصيتي					
5	أمثالي من الناس يزورون هذا الموقع					
6	أكون فخورا بزيارة هذا الموقع					
7	للمكان جاذبية تاريخية ممتعة					
8	للمكان جاذبية ثقافية ممتعة					
9	للمكان استقرار سياسي					
10	للمكان جو ممتع					
11	للمكان جو مريح					

4 القسم الرابع: جودة علامة الموقع

أرجو تقييم أفضل الجمل التي تصف شعورك تجاه هذا الموقع

غير موافق بشدة	غير موافق	غير متأكد	موافق	موافق بشدة
1	2	3	4	5

الرقم	الأسئلة	1	2	3	4	5
1	يقدم الموقع عروضاً ذات جودة متناسقة					

2						يقدم الموقع خبرات نوعية
3						للمكان عروض نوعية عالية مثل التسوق والتسليم
4						للموقع عروض ذات جودة عالية مثل النقل والسكن
5						من عروض هذا الموقع يمكن أن أتوقع أداء كبير
6						يؤدي هذا الموقع أداء أفضل من المواقع الأخرى المماثلة
7						للموقع جودة عالية من البنية التحتية
8						للموقع مستوى عالي من الأمان الشخصي
9						للموقع بيئة غير ملوثة
10						للموقع مستوى عالي من النظافة

5 القسم الخامس : ترويج علامة الموقع .

أرجو تقييم أفضل الجمل التي تصف شعورك تجاه هذا الموقع

غير موافق بشدة	غير موافق	غير متأكد	موافق	موافق بشدة
1	2	3	4	5

الرقم	الأسئلة	1	2	3	4	5
1	بشكل عام اعتقد أن ترويج الحملات حول الموقع جيد					
2	حملات الترويج للموقع يتم مشاهدتها بشكل دوري					
3	رأيي حول ترويج الموقع عادي جدا					
4	لا أزال أتذكر آخر حملات الترويج لهذا الموقع					

5	أعتقد أن علامة الموقع مروج بشكل كبير بالمقارنة مع العلامة الأخرى المنافسة					
6	ترويج علامة هذا الموقع جذابة					
7	ترويج علامة الموقع تجذبني لزيارته					

6 القسم السادس : قيمة الموقع

أرجو تقييم أفضل الجمل التي تصف شعورك تجاه هذا الموقع

غير موافق بشدة	غير موافق	غير متأكد	موافق	موافق بشدة
1	2	3	4	5

الرقم	الأسئلة	1	2	3	4	5
1	للموقع أسعار معقولة					
2	على اعتبار ما أدفعه للرحلة سأحصل بزيارتي للموقع أكثر مما سأدفعه					
3	إن تكاليف زيارة الموقع هي مساوية إذا ما تم مقارنة ذلك مع الفوائد التي سأجذبها					
4	زيارة الموقع اقتصادية					
5	زيارة الموقع شيء جيد					
6	يقدم هذا الموقع قيمة جيدة					
7	اعتبر زيارة هذا الموقع ذات مساومة بسبب الفوائد التي أتلقاها					
8	إن هذا الموقع جيد للاستمتاع بعطلتي فيما يتعلق بالسعر					

7 القسم السابع : مواصفات شخصية

س1: كم مرة زرت هذا الموقع ؟

1--- مرة واحدة . 2 مرتين . 3 ثلاث مرات . 4 أكثر من ثلاث مرات .

س2: الجنس؟

1 ذكر 2 أنثى

س3: العمر ؟

1--أقل من 25 . 2 من 26 45 3--من 46 60 4 من 61 75 .

س4: الجنسية ؟

1 عربي . 3 غير عربي .

س5: المؤهلات العلمية ؟

1--- ثانوية . 2 دبلوم كلية مجتمع . 3 بكالوريوس . 4 ماجستير . 5 دكتوراة .

س6: كم كان إجمالي الدخل الشخصي للعام الماضي ؟

1 أقل من \$ 25.000 2 من 26.000 الى \$ 49.9999

3 من 50.000 الى \$ 74.9999 4 من 75.000 الى \$ 99.9999

5 أعلى من \$ 100.000

APPENDIX B: Profile of Respondents

Frequencies

Statistics							
		How many times did you visit this destination	Gender	Age	Nationality	Academic qualification	What was your approximate total household income last year
N	Valid	550	550	550	550	550	550
	Missing	0	0	0	0	0	0
Minimum		1.00	1.00	1.00	1.00	1.00	1.00
Maximum		4.00	2.00	4.00	2.00	5.00	5.00

Frequency Table

How many times did you visit this destination

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	first time	211	38.4	38.4	38.4
	two times	318	57.8	57.8	96.2
	three times	10	1.8	1.8	98.0
	more than four	11	2.0	2.0	100.0
	Total	550	100.0	100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	234	42.5	42.5	42.5
	female	316	57.5	57.5	100.0
	Total	550	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under 25	84	15.3	15.3	15.3
	26-45	133	24.2	24.2	39.5
	46-60	104	18.9	18.9	58.4
	61-75	229	41.6	41.6	100.0
	Total	550	100.0	100.0	

Nationality

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid arab	241	43.8	43.8	43.8
non arab	309	56.2	56.2	100.0
Total	550	100.0	100.0	

Academic qualification

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid high school	74	13.5	13.5	13.5
college degree	97	17.6	17.6	31.1
bachelor's degree	169	30.7	30.7	61.8
master's degree	169	30.7	30.7	92.5
phd	41	7.5	7.5	100.0
Total	550	100.0	100.0	

What was your approximate total household income last year

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid under US\$ 25.000	96	17.5	17.5	17.5
US\$ 26.000- \$49.9999	176	32.0	32.0	49.5
US\$ 50.000- \$74.9999	124	22.5	22.5	72.0
US\$ 75.000- \$99.9999	62	11.3	11.3	83.3
US\$ 100.000 and above	92	16.7	16.7	100.0
Total	550	100.0	100.0	

APPENDIX C: Factor Analysis Results

Factor Analysis for destination brand loyalty

Correlation Matrix

		I would like to visit the destination in the future (a1)	I intend to continue visiting the destination in the future (a2)	when I have a need for vacation / traveling a broad , I visit only this destination (a3)	I enjoy visiting this destination (a4)	I consider myself a loyal visitor of this destination (a5)	I would visit this destination again (a6)	If the costs of visiting this destination increased,I would still be willing to visit (a7)	This destination would be my preferred choice to spend my vacation in (a8)
Correlation	I would like to visit the destination in the future (a1)	1.000	.558	.375	.410	.326	.406	.323	.292
	I intend to continue visiting the destination in the future (a2)	.558	1.000	.459	.531	.428	.516	.429	.313
	when I have a need for vacation / traveling a broad , I visit only this destination (a3)	.375	.459	1.000	.378	.324	.402	.337	.304
	I enjoy visiting this destination (a4)	.410	.531	.378	1.000	.430	.523	.447	.364
	I consider myself a loyal visitor of this destination (a5)	.326	.428	.324	.430	1.000	.426	.360	.268
	I would visit this destination again (a6)	.406	.516	.402	.523	.426	1.000	.542	.323
	If the costs of visiting this destination increased,I would still be willing to visit (a7)	.323	.429	.337	.447	.360	.542	1.000	.403
	This destination would be my preferred choice to spend my vacation in (a8)	.292	.313	.304	.364	.268	.323	.403	1.000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.892
Bartlett's Test of Sphericity	Approx. Chi-Square	1369.724
	df	28
	Sig.	.000

Anti-image Matrices

		I would like to visit the destination in the future (a1)	I intend to continue visiting the destination in the future (a2)	when I have a need for vacation / traveling a broad , I visit only this destination (a3)	I enjoy visiting this destination (a4)	I consider myself a loyal visitor of this destination (a5)	I would visit this destination again (a6)	If the costs of visiting this destination increased,I would still be willing to visit (a7)	This destination would be my preferred choice to spend my vacation in (a8)
Anti-image Covariance	I would like to visit the destination in the future (a1)	.646	-.196	-.070	-.046	-.028	-.046	.002	-.058
	I intend to continue visiting the destination in the future (a2)	-.196	.505	-.111	-.112	-.077	-.077	-.047	-.001
	when I have a need for vacation / traveling a broad , I visit only this destination (a3)	-.070	-.111	.715	-.037	-.051	-.067	-.028	-.079
	I enjoy visiting this destination (a4)	-.046	-.112	-.037	.578	-.100	-.113	-.064	-.087
	I consider myself a loyal visitor of this destination (a5)	-.028	-.077	-.051	-.100	.718	-.084	-.048	-.032
	I would visit this destination again (a6)	-.046	-.077	-.067	-.113	-.084	.543	-.179	-.005
	If the costs of visiting this destination increased,I would still be willing to visit (a7)	.002	-.047	-.028	-.064	-.048	-.179	.616	-.152
	This destination would be my preferred choice to spend my vacation in (a8)	-.058	-.001	-.079	-.087	-.032	-.005	-.152	.770
Anti-image Correlation	I would like to visit the destination in the future (a1)	.879 ^a	-.342	-.104	-.075	-.041	-.078	.003	-.083
	I intend to continue visiting the destination in the future (a2)	-.342	.865 ^a	-.184	-.207	-.128	-.147	-.084	-.002
	when I have a need for vacation / traveling a broad , I visit only this destination (a3)	-.104	-.184	.926 ^a	-.057	-.071	-.108	-.042	-.107
	I enjoy visiting this destination (a4)	-.075	-.207	-.057	.905 ^a	-.156	-.201	-.108	-.130
	I consider myself a loyal visitor of this destination (a5)	-.041	-.128	-.071	-.156	.930 ^a	-.135	-.072	-.043
	I would visit this destination again (a6)	-.078	-.147	-.108	-.201	-.135	.882 ^a	-.309	-.007
	If the costs of visiting this destination increased,I would still be willing to visit (a7)	.003	-.084	-.042	-.108	-.072	-.309	.875 ^a	-.221
	This destination would be my preferred choice to spend my vacation in (a8)	-.083	-.002	-.107	-.130	-.043	-.007	-.221	.897 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
I would like to visit the destination in the future (a1)	1.000	.447
I intend to continue visiting the destination in the future (a2)	1.000	.609
when I have a need for vacation / traveling a broad , I visit only this destination (a3)	1.000	.411
I enjoy visiting this destination (a4)	1.000	.563
I consider myself a loyal visitor of this destination (a5)	1.000	.409
I would visit this destination again (a6)	1.000	.582
If the costs of visiting this destination increased,I would still be willing to visit (a7)	1.000	.487
This destination would be my preferred choice to spend my vacation in (a8)	1.000	.322

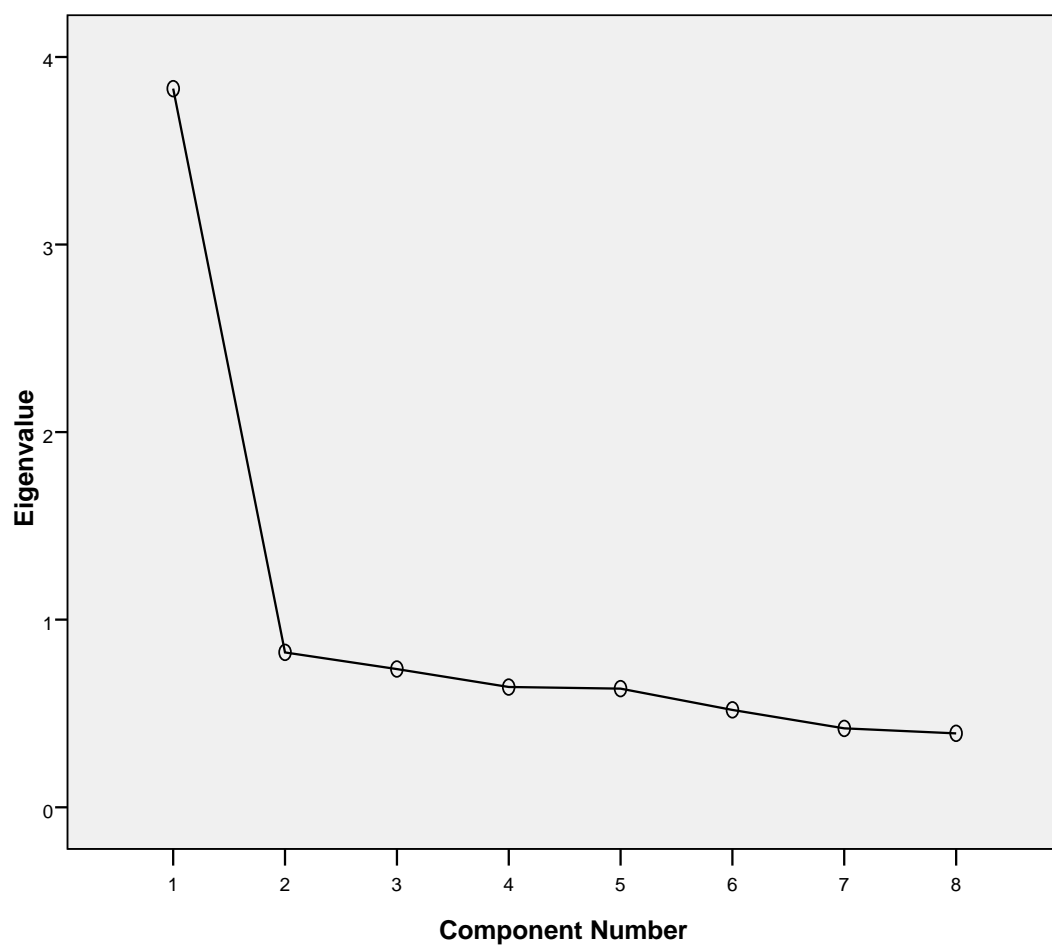
Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.831	47.887	47.887	3.831	47.887	47.887
2	.825	10.317	58.204			
3	.737	9.212	67.416			
4	.641	8.011	75.426			
5	.632	7.905	83.332			
6	.519	6.489	89.821			
7	.421	5.258	95.079			
8	.394	4.921	100.000			

Extraction Method: Principal Component Analysis.

Scree Plot



Component Matrix^a

	Component
	1
I intend to continue visiting the destination in the future (a2)	.781
I would visit this destination again (a6)	.763
I enjoy visiting this destination (a4)	.750
If the costs of visiting this destination increased,I would still be willing to visit (a7)	.698
I would like to visit the destination in the future (a1)	.669
when I have a need for vacation / traveling a broad , I visit only this destination (a3)	.641
I consider myself a loyal visitor of this destination (a5)	.640
This destination would be my preferred choice to spend my vacation in (a8)	.567

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix(a)

a Only one component was extracted. The solution cannot be rotated.

Factor Analysis for Destination Brand Awareness

Correlation Matrix

		This destination has a good name and reputation (b1)	When I am thinking about a good destination, this destination comes to me mind immediately (b2)	The characteristics of this destination come to my mind quickly (b3)	This destination is very famous (b4)	This destination is very familiar to me (b5)	This destination is well known (b6)
Correlation	This destination has a good name and reputation (b1)	1.000	.525	.436	.459	.434	.353
	When I am thinking about a good destination, this destination comes to me mind immediately (b2)	.525	1.000	.420	.465	.405	.323
	The characteristics of this destination come to my mind quickly (b3)	.436	.420	1.000	.513	.605	.402
	This destination is very famous (b4)	.459	.465	.513	1.000	.577	.372
	This destination is very familiar to me (b5)	.434	.405	.605	.577	1.000	.437
	This destination is well known (b6)	.353	.323	.402	.372	.437	1.000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.856
Bartlett's Test of Sphericity	Approx. Chi-Square	1081.882
	df	15
	Sig.	.000

Anti-image Matrices

		This destination has a good name and reputation (b1)	When I am thinking about a good destination, this destination comes to me mind immediately (b2)	The characteristics of this destination come to my mind quickly (b3)	This destination is very famous (b4)	This destination is very familiar to me (b5)	This destination is well known (b6)
Anti-image Covariance	This destination has a good name and reputation (b1)	.627	-.214	-.068	-.084	-.049	-.074
	When I am thinking about a good destination, this destination comes to me mind immediately (b2)	-.214	.641	-.065	-.113	-.022	-.046
	The characteristics of this destination come to my mind quickly (b3)	-.068	-.065	.557	-.089	-.193	-.080
	This destination is very famous (b4)	-.084	-.113	-.089	.565	-.164	-.046
	This destination is very familiar to me (b5)	-.049	-.022	-.193	-.164	.509	-.113
	This destination is well known (b6)	-.074	-.046	-.080	-.046	-.113	.750
Anti-image Correlation	This destination has a good name and reputation (b1)	.856 ^a	-.338	-.115	-.142	-.087	-.108
	When I am thinking about a good destination, this destination comes to me mind immediately (b2)	-.338	.849 ^a	-.109	-.188	-.039	-.067
	The characteristics of this destination come to my mind quickly (b3)	-.115	-.109	.855 ^a	-.159	-.362	-.124
	This destination is very famous (b4)	-.142	-.188	-.159	.866 ^a	-.306	-.071
	This destination is very familiar to me (b5)	-.087	-.039	-.362	-.306	.823 ^a	-.183
	This destination is well known (b6)	-.108	-.067	-.124	-.071	-.183	.911 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
This destination has a good name and reputation (b1)	1.000	.524
When I am thinking a bout a good destination,this destination comes to me mind immediately (b2)	1.000	.498
The characteristics of this destination come to my mind quickly (b3)	1.000	.599
This destination is very famous (b4)	1.000	.602
This destination is very familiar to me (b5)	1.000	.631
This destination is well known (b6)	1.000	.402

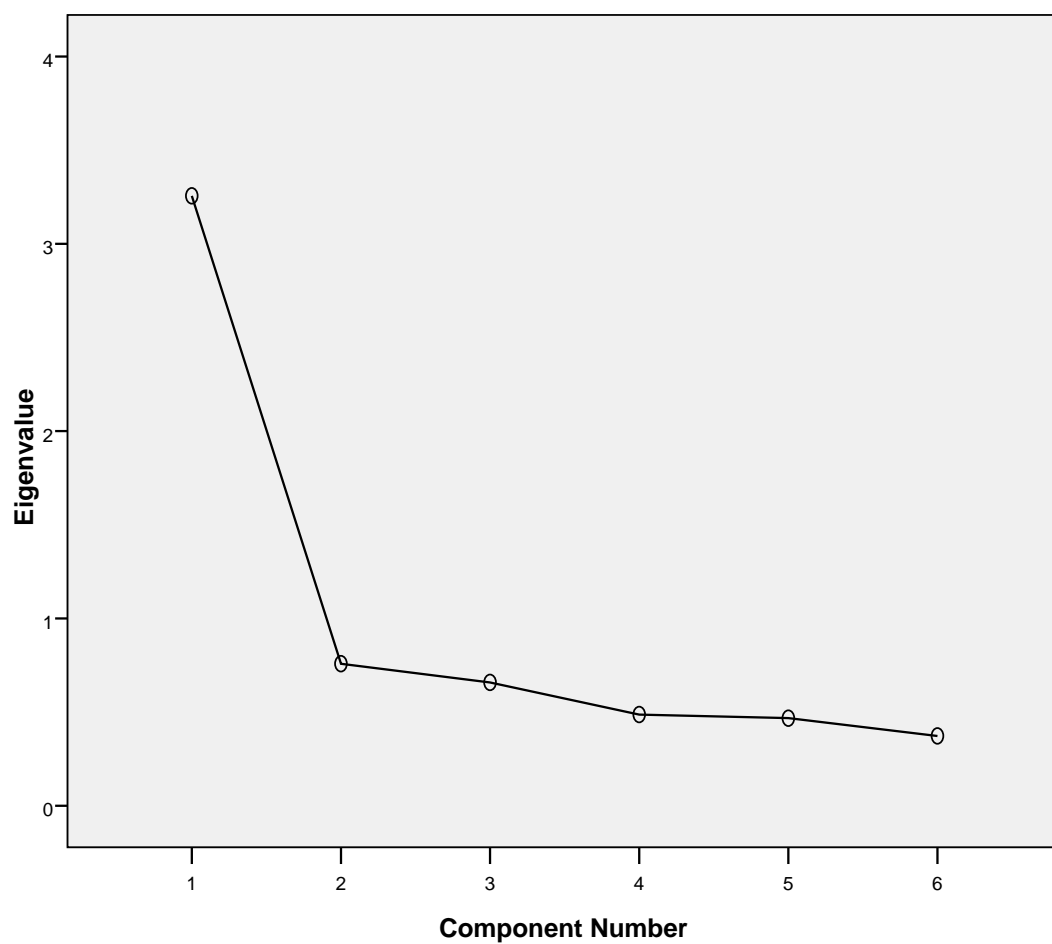
Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.256	54.269	54.269	3.256	54.269	54.269
2	.758	12.638	66.906			
3	.658	10.971	77.877			
4	.487	8.118	85.994			
5	.468	7.796	93.790			
6	.373	6.210	100.000			

Extraction Method: Principal Component Analysis.

Scree Plot



Component Matrix^a

	Component
	1
This destination is very familiar to me (b5)	.795
This destination is very famous (b4)	.776
The characteristics of this destination come to my mind quickly (b3)	.774
This destination has a good name and reputation (b1)	.724
When I am thinking about a good destination, this destination comes to me mind immediately (b2)	.706
This destination is well known (b6)	.634

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix(a)

a Only one component was extracted. The solution cannot be rotated.

Factor Analysis for Destination brand Image

Correlation Matrix

	The image of this destination is consistent with my ownself-image (c3)	Visiting this destination reflects who I am (c4)	I would be proud to visit this destination (c6)	This destination has interesting cultural attractions (c8)	This destination has political stability (c9)
Correlation					
The image of this destination is consistent with my ownself-image (c3)	1.000	.487	.363	.402	.372
Visiting this destination reflects who I am (c4)	.487	1.000	.301	.401	.317
I would be proud to visit this destination (c6)	.363	.301	1.000	.737	.531
This destination has interesting cultural attractions (c8)	.402	.401	.737	1.000	.546
This destination has political stability (c9)	.372	.317	.531	.546	1.000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.760
Bartlett's Test of Sphericity	Approx. Chi-Square	959.468
	df	10
	Sig.	.000

Anti-image Matrices

		The image of this destination is consistent with my ownself-image (c3)	Visiting this destination reflects who I am (c4)	I would be proud to visit this destination (c6)	This destination has interesting cultural attractions (c8)	This destination has political stability (c9)
Anti-image Covariance	The image of this destination is consistent with my ownself-image (c3)	.688	-.263	-.043	-.040	-.094
	Visiting this destination reflects who I am (c4)	-.263	.709	.027	-.102	-.044
	I would be proud to visit this destination (c6)	-.043	.027	.431	-.251	-.112
	This destination has interesting cultural attractions (c8)	-.040	-.102	-.251	.397	-.109
	This destination has political stability (c9)	-.094	-.044	-.112	-.109	.641
Anti-image Correlation	The image of this destination is consistent with my ownself-image (c3)	.794 ^a	-.376	-.079	-.076	-.142
	Visiting this destination reflects who I am (c4)	-.376	.761 ^a	.049	-.192	-.065
	I would be proud to visit this destination (c6)	-.079	.049	.713 ^a	-.607	-.213
	This destination has interesting cultural attractions (c8)	-.076	-.192	-.607	.718 ^a	-.216
	This destination has political stability (c9)	-.142	-.065	-.213	-.216	.875 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
The image of this destination is consistent with my ownself-image (c3)	1.000	.460
Visiting this destination reflects who I am (c4)	1.000	.407
I would be proud to visit this destination (c6)	1.000	.656
This destination has interesting cultural attractions (c8)	1.000	.722
This destination has political stability (c9)	1.000	.559

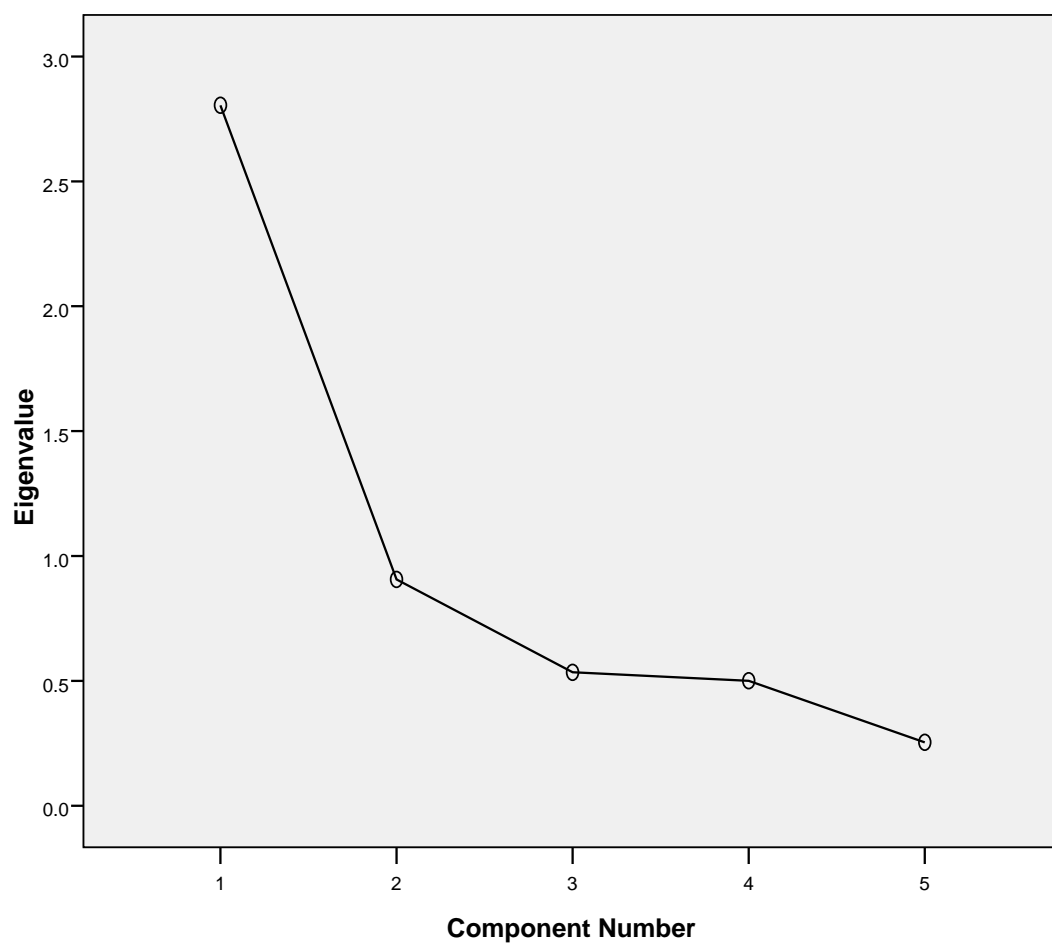
Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.805	56.092	56.092	2.805	56.092	56.092
2	.906	18.127	74.220			
3	.534	10.687	84.906			
4	.501	10.011	94.917			
5	.254	5.083	100.000			

Extraction Method: Principal Component Analysis.

Scree Plot



Component Matrix^a

	Component
	1
This destination has interesting cultural attractions (c8)	.850
I would be proud to visit this destination (c6)	.810
This destination has political stability (c9)	.747
The image of this destination is consistent with my ownself-image (c3)	.679
Visiting this destination reflects who I am (c4)	.638

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix(a)

a Only one component was extracted. The solution cannot be rotated.

Factor Analysis for Destination Brand Quality

Correlation Matrix

	This destination has high quality offerings (i.e transportation and accommodation) (d4)	From this destination's offerings, I can expect superior performance (d5)	This destination performs better than other similar destination (d6)	This destination has high quality of infrastructure (d7)	This destination has unpolluted environment (d9)	This destination has high level of cleanliness (d10)
Correlation This destination has high quality offerings (i.e transportation and accommodation) (d4)	1.000	.280	.273	.311	.312	.324
From this destination's offerings, I can expect superior performance (d5)	.280	1.000	.205	.273	.262	.325
This destination performs better than other similar destination (d6)	.273	.205	1.000	.404	.264	.319
This destination has high quality of infrastructure (d7)	.311	.273	.404	1.000	.349	.391
This destination has unpolluted environment (d9)	.312	.262	.264	.349	1.000	.397
This destination has high level of cleanliness (d10)	.324	.325	.319	.391	.397	1.000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.817
Bartlett's Test of Sphericity	Approx. Chi-Square	542.974
	df	15
	Sig.	.000

Anti-image Matrices

		This destination has high quality offerings (i.e transportation and accommodation) (d4)	From this destination's offerings, I can expect superior performance (d5)	This destination performs better than other similar destination (d6)	This destination has high quality of infrastructure (d7)	This destination has unpolluted environment (d9)	This destination has high level of cleanliness (d10)
Anti-image Covariance	This destination has high quality offerings (i.e transportation and accommodation) (d4)	.801	-.118	-.088	-.087	-.114	-.097
	From this destination's offerings, I can expect superior performance (d5)	-.118	.837	-.030	-.075	-.073	-.133
	This destination performs better than other similar destination (d6)	-.088	-.030	.787	-.203	-.052	-.095
	This destination has high quality of infrastructure (d7)	-.087	-.075	-.203	.713	-.115	-.131
	This destination has unpolluted environment (d9)	-.114	-.073	-.052	-.115	.765	-.169
	This destination has high level of cleanliness (d10)	-.097	-.133	-.095	-.131	-.169	.711
Anti-image Correlation	This destination has high quality offerings (i.e transportation and accommodation) (d4)	.844 ^a	-.144	-.111	-.116	-.145	-.128
	From this destination's offerings, I can expect superior performance (d5)	-.144	.842 ^a	-.036	-.098	-.091	-.172
	This destination performs better than other similar destination (d6)	-.111	-.036	.807 ^a	-.271	-.067	-.127
	This destination has high quality of infrastructure (d7)	-.116	-.098	-.271	.798 ^a	-.156	-.184
	This destination has unpolluted environment (d9)	-.145	-.091	-.067	-.156	.823 ^a	-.230
	This destination has high level of cleanliness (d10)	-.128	-.172	-.127	-.184	-.230	.807 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
This destination has high quality offerings (i.e transportation and accommodation) (d4)	1.000	.397
From this destination's offerings, I can expect superior performance (d5)	1.000	.331
This destination performs better than other similar destination (d6)	1.000	.388
This destination has high quality of infrastructure (d7)	1.000	.503
This destination has unpolluted environment (d9)	1.000	.440
This destination has high level of cleanliness (d10)	1.000	.515

Extraction Method: Principal Component Analysis.

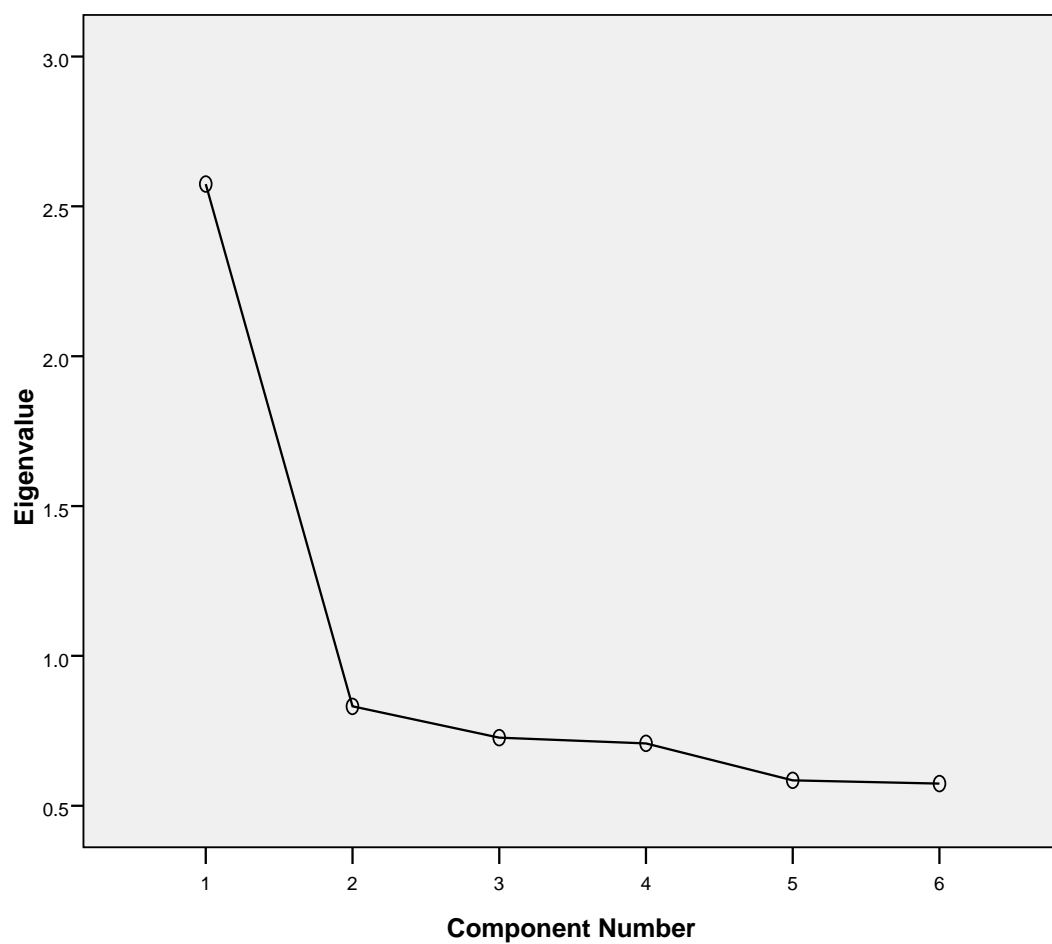
Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.574	42.904	42.904	2.574	42.904	42.904
2	.832	13.861	56.765			
3	.727	12.120	68.885			
4	.708	11.804	80.689			
5	.585	9.746	90.435			
6	.574	9.565	100.000			

Extraction Method: Principal Component Analysis.

Scree Plot



Component Matrix^a

	Component
	1
This destination has high level of cleanliness (d10)	.718
This destination has high quality of infrastructure (d7)	.710
This destination has unpolluted environment (d9)	.663
This destination has high quality offerings (i.e transportation and accommodation) (d4)	.630
This destination performs better than other similar destination (d6)	.623
From this destination's offerings, I can expect superior performance (d5)	.575

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix(a)

a Only one component was extracted. The solution cannot be rotated.

Factor Analysis for Destination Brand Promotion

Correlation Matrix

	In general, I think advertising campaigns about this destination are good (e1)	The promotion campaigns for this destination are seen frequently (e2)	My opinion about destination advertising is very high (e3)	I still remember the last advertising campaigns for this destination (e4)	I think destination brand is intensively advertised, compared to competing brands (e5)	Advertising of this destination brand attracts me to visit (e7)
Correlation						
In general, I think advertising campaigns about this destination are good (e1)	1.000	.492	.241	.373	.298	.321
The promotion campaigns for this destination are seen frequently (e2)	.492	1.000	.243	.367	.294	.218
My opinion about destination advertising is very high (e3)	.241	.243	1.000	.232	.267	.258
I still remember the last advertising campaigns for this destination (e4)	.373	.367	.232	1.000	.187	.271
I think destination brand is intensively advertised, compared to competing brands (e5)	.298	.294	.267	.187	1.000	.237
Advertising of this destination brand attracts me to visit (e7)	.321	.218	.258	.271	.237	1.000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.780
Bartlett's Test of Sphericity	Approx. Chi-Square	504.808
	df	15
	Sig.	.000

Anti-image Matrices

		In general, I think advertising campaigns about this destination are good (e1)	The promotion campaigns for this destination are seen frequently (e2)	My opinion about destination advertising is very high (e3)	I still remember the last advertising campaigns for this destination (e4)	I think destination brand is intensively advertised, compared to competing brands (e5)	Advertising of this destination brand attracts me to visit (e7)
Anti-image Covariance	In general, I think advertising campaigns about this destination are good (e1)	.668	-.244	-.038	-.133	-.095	-.133
	The promotion campaigns for this destination are seen frequently (e2)	-.244	.694	-.066	-.148	-.109	.001
	My opinion about destination advertising is very high (e3)	-.038	-.066	.855	-.082	-.140	-.126
	I still remember the last advertising campaigns for this destination (e4)	-.133	-.148	-.082	.787	-.006	-.111
	I think destination brand is intensively advertised, compared to competing brands (e5)	-.095	-.109	-.140	-.006	.840	-.094
	Advertising of this destination brand attracts me to visit (e7)	-.133	.001	-.126	-.111	-.094	.833
Anti-image Correlation	In general, I think advertising campaigns about this destination are good (e1)	.748 ^a	-.358	-.050	-.184	-.127	-.179
	The promotion campaigns for this destination are seen frequently (e2)	-.358	.744 ^a	-.085	-.201	-.142	.001
	My opinion about destination advertising is very high (e3)	-.050	-.085	.817 ^a	-.100	-.165	-.149
	I still remember the last advertising campaigns for this destination (e4)	-.184	-.201	-.100	.809 ^a	-.008	-.138
	I think destination brand is intensively advertised, compared to competing brands (e5)	-.127	-.142	-.165	-.008	.816 ^a	-.113
	Advertising of this destination brand attracts me to visit (e7)	-.179	.001	-.149	-.138	-.113	.802 ^a

^a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
In general, I think advertising campaigns about this destination are good (e1)	1.000	.555
The promotion campaigns for this destination are seen frequently (e2)	1.000	.506
My opinion about destination advertising is very high (e3)	1.000	.308
I still remember the last advertising campaigns for this destination (e4)	1.000	.413
I think destination brand is intensively advertised, compared to competing brands (e5)	1.000	.332
Advertising of this destination brand attracts me to visit (e7)	1.000	.341

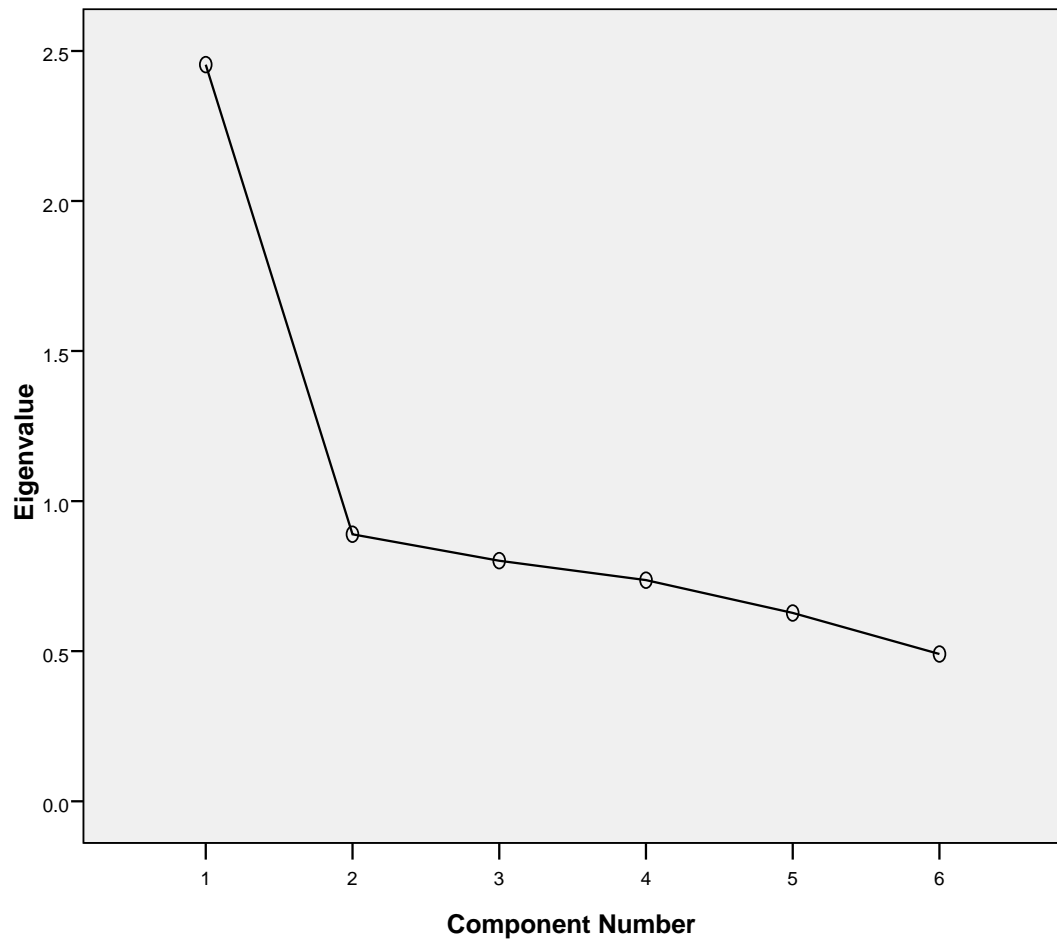
Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.454	40.902	40.902	2.454	40.902	40.902
2	.889	14.825	55.727			
3	.802	13.359	69.087			
4	.737	12.280	81.366			
5	.627	10.458	91.824			
6	.491	8.176	100.000			

Extraction Method: Principal Component Analysis.

Scree Plot



Component Matrix^a

	Component
	1
In general, I think advertising campaigns about this destination are good (e1)	.745
The promotion campaigns for this destination are seen frequently (e2)	.711
I still remember the last advertising campaigns for this destination (e4)	.643
Advertising of this destination brand attracts me to visit (e7)	.584
I think destination brand is intensively advertised, compared to competing brands (e5)	.576
My opinion about destination advertising is very high (e3)	.555

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix(a)

a Only one component was extracted. The solution cannot be rotated.

Factor Analysis for Destination Perceived Value

Correlation Matrix

		The costs of visiting this destination are a bargain, relative to the benefits I receive (f3)	Visiting this destination is economical (f4)	Visiting this destination is a good deal (f5)	This destination offers good value (f6)	I consider travelling to this destination to be a bargain because of the benefits I receive (f7)	This destination is a good place to enjoy a vacation for the price (f8)
Correlation	The costs of visiting this destination are a bargain, relative to the benefits I receive (f3)	1.000	.442	.305	.279	.319	.336
	Visiting this destination is economical (f4)	.442	1.000	.368	.553	.415	.477
	Visiting this destination is a good deal (f5)	.305	.368	1.000	.309	.271	.152
	This destination offers good value (f6)	.279	.553	.309	1.000	.418	.420
	I consider travelling to this destination to be a bargain because of the benefits I receive (f7)	.319	.415	.271	.418	1.000	.390
	This destination is a good place to enjoy a vacation for the price (f8)	.336	.477	.152	.420	.390	1.000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.814
Bartlett's Test of Sphericity	Approx. Chi-Square	783.342
	df	15
	Sig.	.000

Anti-image Matrices

		The costs of visiting this destination are a bargain, relative to the benefits I receive (f3)	Visiting this destination is economical (f4)	Visiting this destination is a good deal (f5)	This destination offers good value (f6)	I consider travelling to this destination to be a bargain because of the benefits I receive (f7)	This destination is a good place to enjoy a vacation for the price (f8)
Anti-image Covariance	The costs of visiting this destination are a bargain, relative to the benefits I receive (f3)	.749	-.154	-.128	.024	-.084	-.101
	Visiting this destination is economical (f4)	-.154	.536	-.120	-.201	-.066	-.148
	Visiting this destination is a good deal (f5)	-.128	-.120	.810	-.087	-.079	.078
	This destination offers good value (f6)	.024	-.201	-.087	.624	-.130	-.114
	I consider travelling to this destination to be a bargain because of the benefits I receive (f7)	-.084	-.066	-.079	-.130	.725	-.132
	This destination is a good place to enjoy a vacation for the price (f8)	-.101	-.148	.078	-.114	-.132	.690
Anti-image Correlation	The costs of visiting this destination are a bargain, relative to the benefits I receive (f3)	.829 ^a	-.243	-.164	.035	-.114	-.140
	Visiting this destination is economical (f4)	-.243	.785 ^a	-.183	-.347	-.106	-.243
	Visiting this destination is a good deal (f5)	-.164	-.183	.813 ^a	-.122	-.103	.104
	This destination offers good value (f6)	.035	-.347	-.122	.803 ^a	-.193	-.174
	I consider travelling to this destination to be a bargain because of the benefits I receive (f7)	-.114	-.106	-.103	-.193	.863 ^a	-.186
	This destination is a good place to enjoy a vacation for the price (f8)	-.140	-.243	.104	-.174	-.186	.817 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
The costs of visiting this destination are a bargain, relative to the benefits I receive (f3)	1.000	.408
Visiting this destination is economical (f4)	1.000	.660
Visiting this destination is a good deal (f5)	1.000	.300
This destination offers good value (f6)	1.000	.548
I consider travelling to this destination to be a bargain because of the benefits I receive (f7)	1.000	.468
This destination is a good place to enjoy a vacation for the price (f8)	1.000	.466

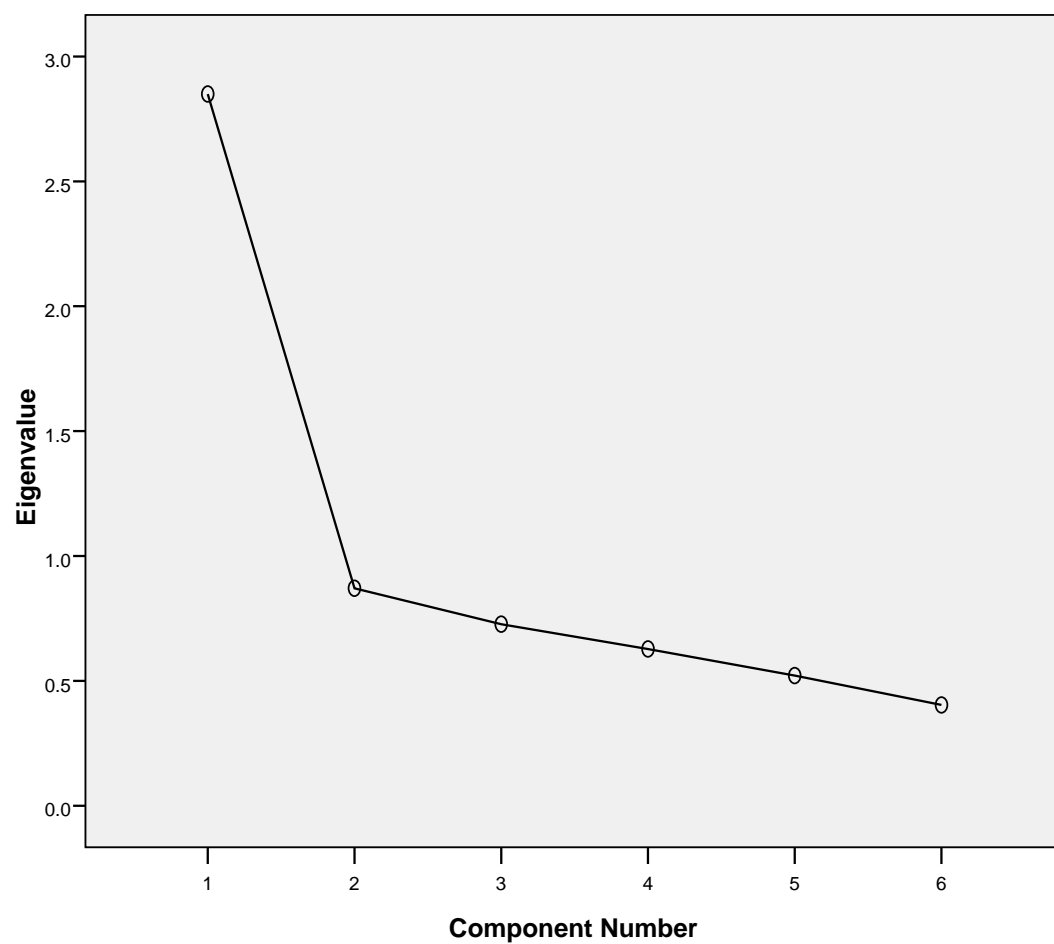
Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.850	47.492	47.492	2.850	47.492	47.492
2	.871	14.513	62.005			
3	.727	12.117	74.122			
4	.628	10.462	84.584			
5	.521	8.686	93.270			
6	.404	6.730	100.000			

Extraction Method: Principal Component Analysis.

Scree Plot



Component Matrix^a

	Component
	1
Visiting this destination is economical (f4)	.812
This destination offers good value (f6)	.740
I consider travelling to this destination to be a bargain because of the benefits I receive (f7)	.684
This destination is a good place to enjoy a vacation for the price (f8)	.683
The costs of visiting this destination are a bargain, relative to the benefits I receive (f3)	.638
Visiting this destination is a good deal (f5)	.548

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix(a)

a Only one component was extracted. The solution cannot be rotated.

APPENDIX D: Reliability

Reliability

Scale: Destination Brand Loyalty

Case Processing Summary

		N	%
Cases	Valid	550	100.0
	Excluded ^a	0	.0
	Total	550	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.839	.842	8

Item Statistics

	Mean	Std. Deviation	N
I would like to visit the destination in the future (a1)	3.7600	1.14386	550
I intend to continue visiting the destination in the future (a2)	4.0364	1.08414	550
when I have a need for vacation / traveling a broad , I visit only this destination (a3)	3.8618	1.14001	550
I enjoy visiting this destination (a4)	3.9436	.99658	550
I consider myself a loyal visitor of this destination (a5)	3.5309	1.29801	550
I would visit this destination again (a6)	4.1491	1.08120	550
If the costs of visiting this destination increased,I would still be willing to visit (a7)	3.7345	1.20808	550
This destination would be my preferred choice to spend my vacation in (a8)	3.6600	1.10589	550

Inter-Item Correlation Matrix

	I would like to visit the destination in the future (a1)	I intend to continue visiting the destination in the future (a2)	when I have a need for vacation / traveling a broad , I visit only this destination (a3)	I enjoy visiting this destination (a4)	I consider myself a loyal visitor of this destination (a5)	I would visit this destination again (a6)	If the costs of visiting this destination increased,I would still be willing to visit (a7)	This destination would be my preferred choice to spend my vacation in (a8)
I would like to visit the destination in the future (a1)	1.000	.558	.375	.410	.326	.406	.323	.292
I intend to continue visiting the destination in the future (a2)	.558	1.000	.459	.531	.428	.516	.429	.313
when I have a need for vacation / traveling a broad , I visit only this destination (a3)	.375	.459	1.000	.378	.324	.402	.337	.304
I enjoy visiting this destination (a4)	.410	.531	.378	1.000	.430	.523	.447	.364
I consider myself a loyal visitor of this destination (a5)	.326	.428	.324	.430	1.000	.426	.360	.268
I would visit this destination again (a6)	.406	.516	.402	.523	.426	1.000	.542	.323
If the costs of visiting this destination increased,I would still be willing to visit (a7)	.323	.429	.337	.447	.360	.542	1.000	.403
This destination would be my preferred choice to spend my vacation in (a8)	.292	.313	.304	.364	.268	.323	.403	1.000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Inter-Item Correlations	.400	.268	.558	.290	2.081	.006	8

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I would like to visit the destination in the future (a1)	26.9164	30.558	.546	.354	.823
I intend to continue visiting the destination in the future (a2)	26.6400	29.641	.674	.495	.807
when I have a need for vacation / traveling a broad , I visit only this destination (a3)	26.8145	30.851	.523	.285	.826
I enjoy visiting this destination (a4)	26.7327	30.713	.639	.422	.813
I consider myself a loyal visitor of this destination (a5)	27.1455	29.746	.518	.282	.828
I would visit this destination again (a6)	26.5273	29.882	.653	.457	.810
If the costs of visiting this destination increased,I would still be willing to visit (a7)	26.9418	29.669	.581	.384	.819
This destination would be my preferred choice to spend my vacation in (a8)	27.0164	31.870	.455	.230	.834

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
30.6764	38.769	6.22651	8

Reliability

Scale: Destination Brand Awareness

Case Processing Summary

		N	%
Cases	Valid	550	100.0
	Excluded ^a	0	.0
	Total	550	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.827	.830	6

Item Statistics

	Mean	Std. Deviation	N
This destination has a good name and reputation (b1)	3.5055	1.27715	550
When I am thinking a bout a good destination,this destination comes to me mind immediately (b2)	3.3345	1.31991	550
The characteristics of this destination come to my mind quickly (b3)	3.3273	1.35709	550
This destination is very famous (b4)	3.5545	1.31674	550
This destination is very familiar to me (b5)	3.4436	1.40760	550
This destination is well known (b6)	3.0182	1.52443	550

Inter-Item Correlation Matrix

	This destination has a good name and reputation (b1)	When I am thinking about a good destination, this destination comes to me mind immediately (b2)	The characteristics of this destination come to my mind quickly (b3)	This destination is very famous (b4)	This destination is very familiar to me (b5)	This destination is well known (b6)
This destination has a good name and reputation (b1)	1.000	.525	.436	.459	.434	.353
When I am thinking about a good destination, this destination comes to me mind immediately (b2)	.525	1.000	.420	.465	.405	.323
The characteristics of this destination come to my mind quickly (b3)	.436	.420	1.000	.513	.605	.402
This destination is very famous (b4)	.459	.465	.513	1.000	.577	.372
This destination is very familiar to me (b5)	.434	.405	.605	.577	1.000	.437
This destination is well known (b6)	.353	.323	.402	.372	.437	1.000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Inter-Item Correlations	.448	.323	.605	.282	1.873	.006	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
This destination has a good name and reputation (b1)	16.6782	26.860	.586	.373	.802
When I am thinking a bout a good destination,this destination comes to me mind immediately (b2)	16.8491	26.813	.563	.359	.807
The characteristics of this destination come to my mind quickly (b3)	16.8564	25.588	.643	.443	.790
This destination is very famous (b4)	16.6291	25.895	.643	.435	.790
This destination is very familiar to me (b5)	16.7400	24.881	.669	.491	.784
This destination is well known (b6)	17.1655	26.226	.493	.250	.824

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20.1836	36.252	6.02098	6

Reliability

Scale: Destination Brand Image

Case Processing Summary

		N	%
Cases	Valid	550	100.0
	Excluded ^a	0	.0
	Total	550	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.797	.801	5

Item Statistics

	Mean	Std. Deviation	N
The image of this destination is consistent with my ownself-image (c3)	3.3418	1.19786	550
Visiting this destination reflects who I am (c4)	3.1418	1.21537	550
I would be proud to visit this destination (c6)	3.4600	1.06665	550
This destination has interesting cultural attractions (c8)	3.4018	1.11309	550
This destination has political stability (c9)	2.8709	1.21154	550

Inter-Item Correlation Matrix

	The image of this destination is consistent with my ownself-image (c3)	Visiting this destination reflects who I am (c4)	I would be proud to visit this destination (c6)	This destination has interesting cultural attractions (c8)	This destination has political stability (c9)
The image of this destination is consistent with my ownself-image (c3)	1.000	.487	.363	.402	.372
Visiting this destination reflects who I am (c4)	.487	1.000	.301	.401	.317
I would be proud to visit this destination (c6)	.363	.301	1.000	.737	.531
This destination has interesting cultural attractions (c8)	.402	.401	.737	1.000	.546
This destination has political stability (c9)	.372	.317	.531	.546	1.000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Inter-Item Correlations	.446	.301	.737	.436	2.449	.017	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
The image of this destination is consistent with my ownself-image (c3)	12.8745	12.715	.526	.312	.775
Visiting this destination reflects who I am (c4)	13.0745	12.954	.482	.291	.790
I would be proud to visit this destination (c6)	12.7564	12.680	.636	.569	.743
This destination has interesting cultural attractions (c8)	12.8145	12.027	.697	.603	.722
This destination has political stability (c9)	13.3455	12.321	.571	.359	.761

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.2164	18.647	4.31823	5

Reliability

Scale: Destination Brand Quality

Case Processing Summary

	N	%
Cases Valid	550	100.0
Excluded ^a	0	.0
Total	550	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.730	.732	6

Item Statistics

	Mean	Std. Deviation	N
This destination has high quality offerings (i.e transportation and accommodation) (d4)	4.0982	.92002	550
From this destination's offerings, I can expect superior performance (d5)	3.9127	1.03650	550
This destination performs better than other similar destination (d6)	3.8636	1.07528	550
This destination has high quality of infrastructure (d7)	3.9509	1.01507	550
This destination has unpolluted environment (d9)	3.9782	.97859	550
This destination has high level of cleanliness (d10)	4.0273	.96815	550

Inter-Item Correlation Matrix

	This destination has high quality offerings (i.e transportation and accommodation) (d4)	From this destination's offerings, I can expect superior performance (d5)	This destination performs better than other similar destination (d6)	This destination has high quality of infrastructure (d7)	This destination has unpolluted environment (d9)	This destination has high level of cleanliness (d10)
This destination has high quality offerings (i.e transportation and accommodation) (d4)	1.000	.280	.273	.311	.312	.324
From this destination's offerings, I can expect superior performance (d5)	.280	1.000	.205	.273	.262	.325
This destination performs better than other similar destination (d6)	.273	.205	1.000	.404	.264	.319
This destination has high quality of infrastructure (d7)	.311	.273	.404	1.000	.349	.391
This destination has unpolluted environment (d9)	.312	.262	.264	.349	1.000	.397
This destination has high level of cleanliness (d10)	.324	.325	.319	.391	.397	1.000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Inter-Item Correlations	.313	.205	.404	.199	1.972	.003	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
This destination has high quality offerings (i.e transportation and accommodation) (d4)	19.7327	11.686	.444	.199	.699
From this destination's offerings, I can expect superior performance (d5)	19.9182	11.503	.391	.163	.715
This destination performs better than other similar destination (d6)	19.9673	11.074	.433	.213	.703
This destination has high quality of infrastructure (d7)	19.8800	10.798	.525	.287	.674
This destination has unpolluted environment (d9)	19.8527	11.277	.471	.235	.691
This destination has high level of cleanliness (d10)	19.8036	10.978	.532	.289	.673

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
23.8309	15.328	3.91515	6

Reliability

Scale: Destination Brand Promotion

Case Processing Summary

	N	%
Cases Valid	550	100.0
Excluded ^a	0	.0
Total	550	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.710	.707	6

Item Statistics

	Mean	Std. Deviation	N
In general, I think advertising campaigns about this destination are good (e1)	3.5800	1.32647	550
The promotion campaigns for this destination are seen frequently (e2)	3.6345	1.30959	550
My opinion about destination advertising is very high (e3)	3.8218	1.08184	550
I still remember the last advertising campaigns for this destination (e4)	3.8673	1.11564	550
I think destination brand is intensively advertised, compared to competing brands (e5)	3.7982	1.04768	550
Advertising of this destination brand attracts me to visit (e7)	3.6727	1.19888	550

Inter-Item Correlation Matrix

	In general, I think advertising campaigns about this destination are good (e1)	The promotion campaigns for this destination are seen frequently (e2)	My opinion about destination advertising is very high (e3)	I still remember the last advertising campaigns for this destination (e4)	I think destination brand is intensively advertised, compared to competing brands (e5)	Advertising of this destination brand attracts me to visit (e7)
In general, I think advertising campaigns about this destination are good (e1)	1.000	.492	.241	.373	.298	.321
The promotion campaigns for this destination are seen frequently (e2)	.492	1.000	.243	.367	.294	.218
My opinion about destination advertising is very high (e3)	.241	.243	1.000	.232	.267	.258
I still remember the last advertising campaigns for this destination (e4)	.373	.367	.232	1.000	.187	.271
I think destination brand is intensively advertised, compared to competing brands (e5)	.298	.294	.267	.187	1.000	.237
Advertising of this destination brand attracts me to visit (e7)	.321	.218	.258	.271	.237	1.000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Inter-Item Correlations	.287	.187	.492	.305	2.627	.006	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
In general, I think advertising campaigns about this destination are good (e1)	18.7945	13.515	.549	.332	.634
The promotion campaigns for this destination are seen frequently (e2)	18.7400	13.952	.507	.306	.649
My opinion about destination advertising is very high (e3)	18.5527	16.244	.369	.145	.692
I still remember the last advertising campaigns for this destination (e4)	18.5073	15.485	.444	.213	.670
I think destination brand is intensively advertised, compared to competing brands (e5)	18.5764	16.259	.388	.160	.687
Advertising of this destination brand attracts me to visit (e7)	18.7018	15.496	.392	.167	.686

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22.3745	20.632	4.54222	6

Reliability

Scale: Destination Perceived value

Case Processing Summary

	N	%
Cases Valid	550	100.0
Excluded ^a	0	.0
Total	550	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.774	.774	6

Item Statistics

	Mean	Std. Deviation	N
The costs of visiting this destination are a bargain, relative to the benefits I receive (f3)	3.7309	1.22376	550
Visiting this destination is economical (f4)	3.7200	1.27815	550
Visiting this destination is a good deal (f5)	3.2382	1.24415	550
This destination offers good value (f6)	3.6109	1.20619	550
I consider travelling to this destination to be a bargain because of the benefits I receive (f7)	3.4945	1.33571	550
This destination is a good place to enjoy a vacation for the price (f8)	4.0109	1.20709	550

Inter-Item Correlation Matrix

	The costs of visiting this destination are a bargain, relative to the benefits I receive (f3)	Visiting this destination is economical (f4)	Visiting this destination is a good deal (f5)	This destination offers good value (f6)	I consider travelling to this destination to be a bargain because of the benefits I receive (f7)	This destination is a good place to enjoy a vacation for the price (f8)
The costs of visiting this destination are a bargain, relative to the benefits I receive (f3)	1.000	.442	.305	.279	.319	.336
Visiting this destination is economical (f4)	.442	1.000	.368	.553	.415	.477
Visiting this destination is a good deal (f5)	.305	.368	1.000	.309	.271	.152
This destination offers good value (f6)	.279	.553	.309	1.000	.418	.420
I consider travelling to this destination to be a bargain because of the benefits I receive (f7)	.319	.415	.271	.418	1.000	.390
This destination is a good place to enjoy a vacation for the price (f8)	.336	.477	.152	.420	.390	1.000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Inter-Item Correlations	.364	.152	.553	.401	3.631	.009	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
The costs of visiting this destination are a bargain, relative to the benefits I receive (f3)	18.0745	19.756	.476	.251	.752
Visiting this destination is economical (f4)	18.0855	17.645	.666	.464	.702
Visiting this destination is a good deal (f5)	18.5673	20.490	.390	.190	.772
This destination offers good value (f6)	18.1945	18.944	.574	.376	.727
I consider travelling to this destination to be a bargain because of the benefits I receive (f7)	18.3109	18.677	.517	.275	.742
This destination is a good place to enjoy a vacation for the price (f8)	17.7945	19.570	.506	.310	.744

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
21.8055	26.427	5.14068	6

APPENDIX E: Descriptive statistics

DESCRIPTIVE STATISTICS OF VARIABLE

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
meanloyalty	550	1.00	5.00	3.8345	.77831
meanawareness	550	1.00	5.00	3.3639	1.00350
meanimage	550	1.00	5.00	3.2433	.86365
meanquality	550	1.00	5.00	3.9718	.65252
meanpromotion	550	1.50	5.00	3.7291	.75704
meanperceivedvalue	550	1.00	5.00	3.6342	.85678
Valid N (listwise)	550				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I would like to visit the destination in the future (a1)	550	1.00	5.00	3.7600	1.14386
I intend to continue visiting the destination in the future (a2)	550	1.00	5.00	4.0364	1.08414
when I have a need for vacation / traveling a broad , I visit only this destination (a3)	550	1.00	5.00	3.8618	1.14001
I enjoy visiting this destination (a4)	550	1.00	5.00	3.9436	.99658
I consider myself a loyal visitor of this destination (a5)	550	1.00	5.00	3.5309	1.29801
I would visit this destination again (a6)	550	1.00	5.00	4.1491	1.08120
If the costs of visiting this destination increased,I would still be willing to visit (a7)	550	1.00	5.00	3.7345	1.20808
This destination would be my preferred choice to spend my vacation in (a8)	550	1.00	5.00	3.6600	1.10589
Valid N (listwise)	550				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
This destination has a good name and reputation (b1)	550	1.00	5.00	3.5055	1.27715
When I am thinking a bout a good destination,this destination comes to me mind immediately (b2)	550	1.00	5.00	3.3345	1.31991
The characteristics of this destination come to my mind quickly (b3)	550	1.00	5.00	3.3273	1.35709
This destination is very famous (b4)	550	1.00	5.00	3.5545	1.31674
This destination is very familiar to me (b5)	550	1.00	5.00	3.4436	1.40760
This destination is well known (b6)	550	1.00	5.00	3.0182	1.52443
Valid N (listwise)	550				

Descriptive

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
The image of this destination is consistent with my ownself-image (c3)	550	1.00	5.00	3.3418	1.19786
Visiting this destination reflects who I am (c4)	550	1.00	5.00	3.1418	1.21537
I would be proud to visit this destination (c6)	550	1.00	5.00	3.4600	1.06665
This destination has interesting cultural attractions (c8)	550	1.00	5.00	3.4018	1.11309
This destination has political stability (c9)	550	1.00	5.00	2.8709	1.21154
Valid N (listwise)	550				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
This destination has high quality offerings (i.e transportation and accommodation) (d4)	550	1.00	5.00	4.0982	.92002
From this destination's offerings, I can expect superior performance (d5)	550	1.00	5.00	3.9127	1.03650
This destination performs better than other similar destination (d6)	550	1.00	5.00	3.8636	1.07528
This destination has high quality of infrastructure (d7)	550	1.00	5.00	3.9509	1.01507
This destination has unpolluted environment (d9)	550	1.00	5.00	3.9782	.97859
This destination has high level of cleanliness (d10)	550	1.00	5.00	4.0273	.96815
Valid N (listwise)	550				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
In general, I think advertising campaigns about this destination are good (e1)	550	1.00	5.00	3.5800	1.32647
The promotion campaigns for this destination are seen frequently (e2)	550	1.00	5.00	3.6345	1.30959
My opinion about destination advertising is very high (e3)	550	1.00	5.00	3.8218	1.08184
I still remember the last advertising campaigns for this destination (e4)	550	1.00	5.00	3.8673	1.11564
I think destination brand is intensively advertised, compared to competing brands (e5)	550	1.00	5.00	3.7982	1.04768
Advertising of this destination brand attracts me to visit (e7)	550	1.00	5.00	3.6727	1.19888
Valid N (listwise)	550				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
The costs of visiting this destination are a bargain, relative to the benefits I receive (f3)	550	1.00	5.00	3.7309	1.22376
Visiting this destination is economical (f4)	550	1.00	5.00	3.7200	1.27815
Visiting this destination is a good deal (f5)	550	1.00	5.00	3.2382	1.24415
This destination offers good value (f6)	550	1.00	5.00	3.6109	1.20619
I consider travelling to this destination to be a bargain because of the benefits I receive (f7)	550	1.00	5.00	3.4945	1.33571
This destination is a good place to enjoy a vacation for the price (f8)	550	1.00	5.00	4.0109	1.20709
Valid N (listwise)	550				

APPENDIX F: Correlation

Correlations

Descriptive Statistics

	Mean	Std. Deviation	N
meanloyalty	3.8345	.77831	550
meanawareness	3.3639	1.00350	550
meanimage	3.2433	.86365	550
meanquality	3.9718	.65252	550
meanpromotion	3.7291	.75704	550
meanperceivedvalue	3.6342	.85678	550

Correlations

		meanloyalty	meanawareness	meanimage	meanquality	meanpromotion	meanperceivedvalue
meanloyalty	Pearson Correlation	1	.821**	.651**	.772**	.799**	.855**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	550	550	550	550	550	550
meanawareness	Pearson Correlation	.821**	1	.559**	.614**	.657**	.713**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	550	550	550	550	550	550
meanimage	Pearson Correlation	.651**	.559**	1	.593**	.671**	.617**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	550	550	550	550	550	550
meanquality	Pearson Correlation	.772**	.614**	.593**	1	.654**	.733**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	550	550	550	550	550	550
meanpromotion	Pearson Correlation	.799**	.657**	.671**	.654**	1	.785**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	550	550	550	550	550	550
meanperceivedvalue	Pearson Correlation	.855**	.713**	.617**	.733**	.785**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	550	550	550	550	550	550

** . Correlation is significant at the 0.01 level (2-tailed).

APPENDIX G : Outliers Through SPSS 15.0

A. Outlier result before deleted eleven cases

Multiple regressions for the relationship between destination brand awareness, destination brand image, destination brand quality, destination brand promotion, and destination brand loyalty.

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	meanpromotion, meanquality, meanawareness, meanimage	.	Enter

a. All requested variables entered.

b. Dependent Variable: meanloyalty

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.916 ^a	.839	.838	.31316	1.812

a. Predictors: (Constant), meanpromotion, meanquality, meanawareness, meanimage

b. Dependent Variable: meanloyalty

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	279.122	4	69.780	711.552	.000 ^a
	Residual	53.447	545	.098		
	Total	332.569	549			

a. Predictors: (Constant), meanpromotion, meanquality, meanawareness, meanimage

b. Dependent Variable: meanloyalty

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.072	.086		.842	.400		
	meanawareness	.325	.019	.419	17.246	.000	.500	2.001
	meanimage	.033	.022	.036	1.487	.138	.498	2.007
	meanquality	.346	.029	.290	11.795	.000	.487	2.053
	meanpromotion	.319	.028	.310	11.380	.000	.397	2.518

a. Dependent Variable: meanloyalty

Collinearity Diagnostics^a

Model		Dimension	Eigenvalue	Condition Index	Variance Proportions			
					(Constant)	meanawareness	meanimage	meanquality
1	1		4.903	1.000	.00	.00	.00	.00
	2		.044	10.580	.23	.48	.02	.01
	3		.031	12.610	.06	.29	.73	.01
	4		.013	19.598	.22	.16	.23	.00
	5		.010	22.595	.49	.06	.02	.98

a. Dependent Variable: meanloyalty

Casewise Diagnostics^a

Case Number	Std. Residual	meanloyalty	Predicted Value	Residual
148	3.209	5.00	3.9950	1.00498
467	-3.094	2.25	3.2188	-.96884
469	3.523	3.63	2.5218	1.10315
524	-3.162	2.50	3.4902	-.99017

a. Dependent Variable: meanloyalty

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.3117	4.9915	3.8345	.71303	550
Std. Predicted Value	-3.538	1.623	.000	1.000	550
Standard Error of Predicted Value	.014	.064	.029	.008	550
Adjusted Predicted Value	1.3233	4.9923	3.8346	.71273	550
Residual	-.99017	1.10315	.00000	.31202	550
Std. Residual	-3.162	3.523	.000	.996	550
Stud. Residual	-3.168	3.538	.000	1.001	550
Deleted Residual	-.99399	1.11263	-.00009	.31507	550
Stud. Deleted Residual	-3.195	3.576	.000	1.003	550
Mahal. Distance	.171	21.748	3.993	2.975	550
Cook's Distance	.000	.024	.002	.003	550
Centered Leverage Value	.000	.040	.007	.005	550

a. Dependent Variable: meanloyalty

Multiple regressions for the relationship between destination brand awareness, destination brand image, destination brand quality, destination brand promotion, and destination perceived value

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	meanpromotion, meanquality, meanawareness, meanimage	.	Enter

a. All requested variables entered.

b. Dependent Variable: meanperceivedvalue

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.856 ^a	.732	.731	.44478	1.968

a. Predictors: (Constant), meanpromotion, meanquality, meanawareness, meanimage

b. Dependent Variable: meanperceivedvalue

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	295.189	4	73.797	373.038	.000 ^a
	Residual	107.816	545	.198		
	Total	403.005	549			

a. Predictors: (Constant), meanpromotion, meanquality, meanawareness, meanimage

b. Dependent Variable: meanperceivedvalue

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.446	.122		-3.668	.000		
	meanawareness	.209	.027	.245	7.809	.000	.500	2.001
	meanimage	.027	.031	.027	.874	.383	.498	2.007
	meanquality	.392	.042	.298	9.398	.000	.487	2.053
	meanpromotion	.465	.040	.411	11.680	.000	.397	2.518

a. Dependent Variable: meanperceivedvalue

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	meanawareness	meanimage	meanquality	meanpromotion
1	1	4.903	1.000	.00	.00	.00	.00	.00
	2	.044	10.580	.23	.48	.02	.01	.00
	3	.031	12.610	.06	.29	.73	.01	.00
	4	.013	19.598	.22	.16	.23	.00	.92
	5	.010	22.595	.49	.06	.02	.98	.08

a. Dependent Variable: meanperceivedvalue

Casewise Diagnostics^a

Case Number	Std. Residual	meanperceivedvalue	Predicted Value	Residual
373	3.166	4.83	3.4250	1.40834

a. Dependent Variable: meanperceivedvalue

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	.9445	4.8508	3.6342	.73327	550
Std. Predicted Value	-3.668	1.659	.000	1.000	550
Standard Error of Predicted Value	.021	.091	.041	.011	550
Adjusted Predicted Value	.9424	4.8495	3.6343	.73341	550
Residual	-1.08488	1.40834	.00000	.44315	550
Std. Residual	-2.439	3.166	.000	.996	550
Stud. Residual	-2.447	3.175	.000	1.001	550
Deleted Residual	-1.09185	1.41643	-.00007	.44696	550
Stud. Deleted Residual	-2.458	3.202	.001	1.003	550
Mahal. Distance	.171	21.748	3.993	2.975	550
Cook's Distance	.000	.018	.002	.003	550
Centered Leverage Value	.000	.040	.007	.005	550

a. Dependent Variable: meanperceivedvalue

Linear regression for the relationship between destination perceived value and destination brand loyalty.

Regression

Variables Entered/Removed^d

Model	Variables Entered	Variables Removed	Method
1	meanperceivedvalue ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: meanloyalty

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.855 ^a	.731	.730	.40419	2.011

a. Predictors: (Constant), meanperceivedvalue

b. Dependent Variable: meanloyalty

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	243.043	1	243.043	1487.714	.000 ^a
	Residual	89.525	548	.163		
	Total	332.569	549			

a. Predictors: (Constant), meanperceivedvalue

b. Dependent Variable: meanloyalty

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.012	.075		13.466	.000		
	meanperceivedvalue	.777	.020	.855	38.571	.000	1.000	1.000

a. Dependent Variable: meanloyalty

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	meanperceivedvalue
1	1	1.973	1.000	.01	.01
	2	.027	8.607	.99	.99

a. Dependent Variable: meanloyalty

Casewise Diagnostics^a

Case Number	Std. Residual	meanloyalty	Predicted Value	Residual
392	3.229	4.00	2.6949	1.30515

a. Dependent Variable: meanloyalty

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.7888	4.8952	3.8345	.66536	550
Std. Predicted Value	-3.075	1.594	.000	1.000	550
Standard Error of Predicted Value	.017	.056	.023	.007	550
Adjusted Predicted Value	1.8042	4.9002	3.8348	.66484	550
Residual	-.96700	1.30515	.00000	.40382	550
Std. Residual	-2.392	3.229	.000	.999	550
Stud. Residual	-2.396	3.241	.000	1.002	550
Deleted Residual	-.96974	1.31456	-.00030	.40595	550
Stud. Deleted Residual	-2.406	3.269	-.001	1.003	550
Mahal. Distance	.001	9.453	.998	1.399	550
Cook's Distance	.000	.045	.003	.006	550
Centered Leverage Value	.000	.017	.002	.003	550

a. Dependent Variable: meanloyalty

Multiple regressions for the relationship between destination brand awareness, destination brand image, destination brand quality, destination brand promotion, destination perceived value and destination brand loyalty.

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	meanperceivedvalue, meanimage, meanawareness, meanquality, meanpromotion	.	Enter

a. All requested variables entered.

b. Dependent Variable: meanloyalty

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.928 ^a	.862	.861	.29063	1.859

a. Predictors: (Constant), meanperceivedvalue, meanimage, meanawareness, meanquality, meanpromotion

b. Dependent Variable: meanloyalty

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	286.621	5	57.324	678.688	.000 ^a
	Residual	45.948	544	.084		
	Total	332.569	549			

a. Predictors: (Constant), meanperceivedvalue, meanimage, meanawareness, meanquality, meanpromotion

b. Dependent Variable: meanloyalty

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.190	.080		2.359	.019		
	meanawareness	.270	.018	.348	14.634	.000	.449	2.225
	meanimage	.025	.020	.028	1.249	.212	.498	2.010
	meanquality	.243	.029	.204	8.271	.000	.419	2.386
	meanpromotion	.196	.029	.191	6.750	.000	.318	3.148
	meanperceivedvalue	.264	.028	.290	9.423	.000	.268	3.738

a. Dependent Variable: meanloyalty

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions					
				(Constant)	meanawareness	meanimage	meanquality	meanpromotion	meanperceivedvalue
1	1	5.888	1.000	.00	.00	.00	.00	.00	.00
	2	.045	11.482	.24	.38	.01	.01	.00	.01
	3	.031	13.774	.06	.20	.77	.01	.00	.00
	4	.018	18.032	.19	.41	.14	.00	.09	.34
	5	.011	23.606	.05	.01	.02	.37	.65	.09
	6	.007	28.386	.46	.00	.06	.61	.26	.55

a. Dependent Variable: meanloyalty

Casewise Diagnostics^a

Case Number	Std. Residual	meanloyalty	Predicted Value	Residual
375	3.196	3.75	2.8212	.92876
392	3.073	4.00	3.1070	.89300
469	3.273	3.63	2.6739	.95108
524	-3.122	2.50	3.4072	-.90723

a. Dependent Variable: meanloyalty

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.3263	4.9746	3.8345	.72255	550
Std. Predicted Value	-3.471	1.578	.000	1.000	550
Standard Error of Predicted Value	.014	.060	.029	.008	550
Adjusted Predicted Value	1.3385	4.9744	3.8346	.72233	550
Residual	-.90723	.95108	.00000	.28930	550
Std. Residual	-3.122	3.273	.000	.995	550
Stud. Residual	-3.129	3.292	.000	1.001	550
Deleted Residual	-.91157	.96224	-.00009	.29279	550
Stud. Deleted Residual	-3.155	3.322	.000	1.004	550
Mahal. Distance	.264	22.516	4.991	3.225	550
Cook's Distance	.000	.029	.002	.004	550
Centered Leverage Value	.000	.041	.009	.006	550

a. Dependent Variable: meanloyalty

APPENDIX H: Normality

A. Normality through SPSS 15.0

Statistic value of Skewness and Kurtosis ratios (Descriptive statistics (N=539))

Descriptive

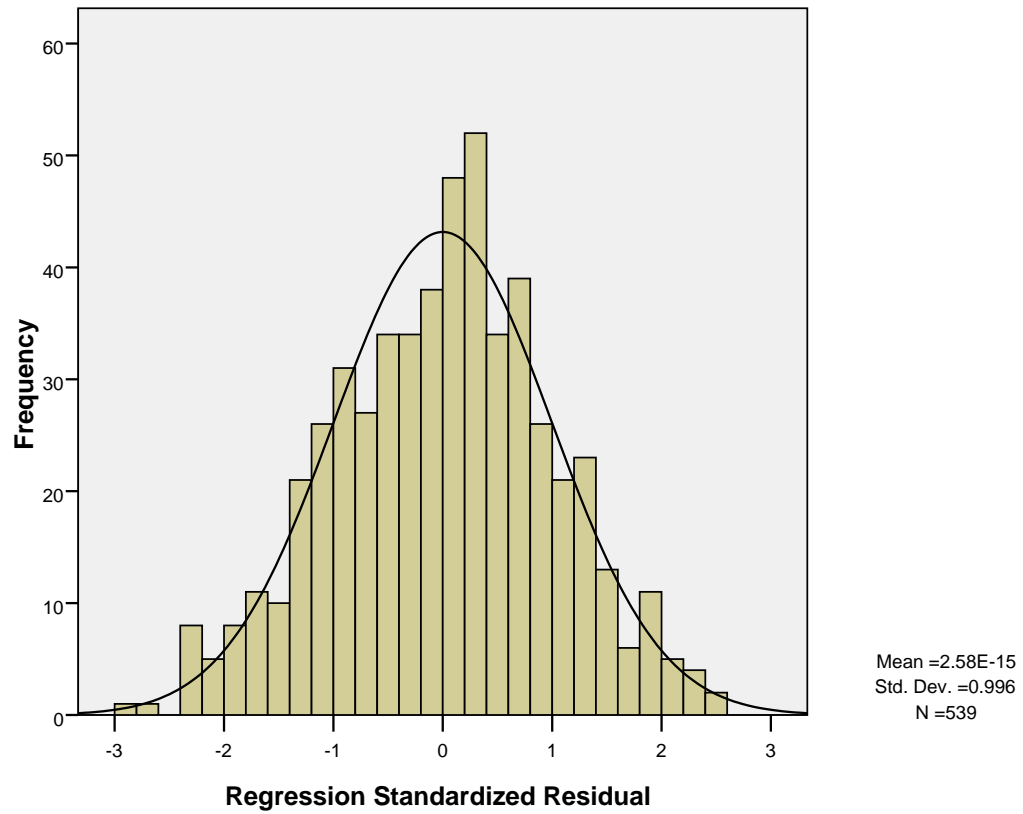
Descriptive Statistics

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
meanloyalty	539	-1.189	.105	1.944	.210
meanawareness	539	-.502	.105	-.755	.210
meanimage	539	-.343	.105	-.418	.210
meanquality	539	-1.496	.105	3.474	.210
meanpromotion	539	-.736	.105	-.280	.210
meanperceivedvalue	539	-.610	.105	.061	.210
Valid N (listwise)	539				

B Linearity, Normality, and Homoscedasticity

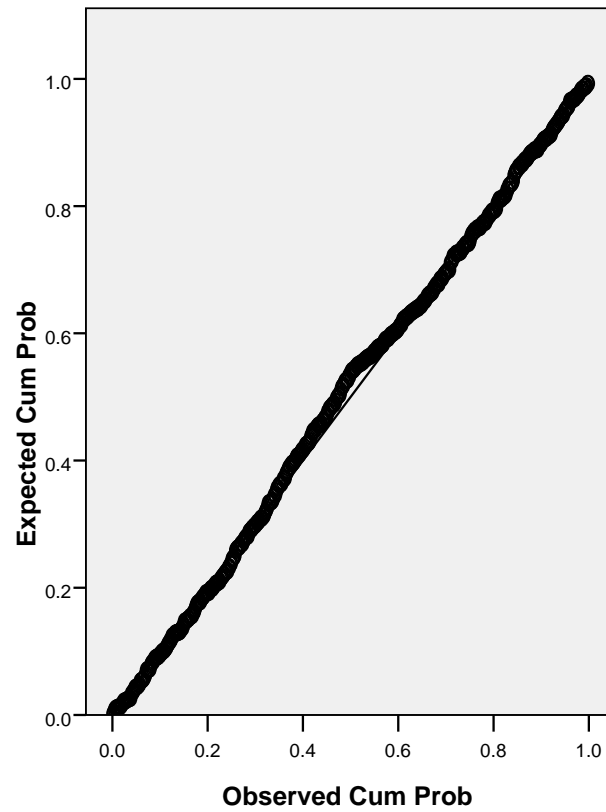
Histogram

Dependent Variable: meanloyalty



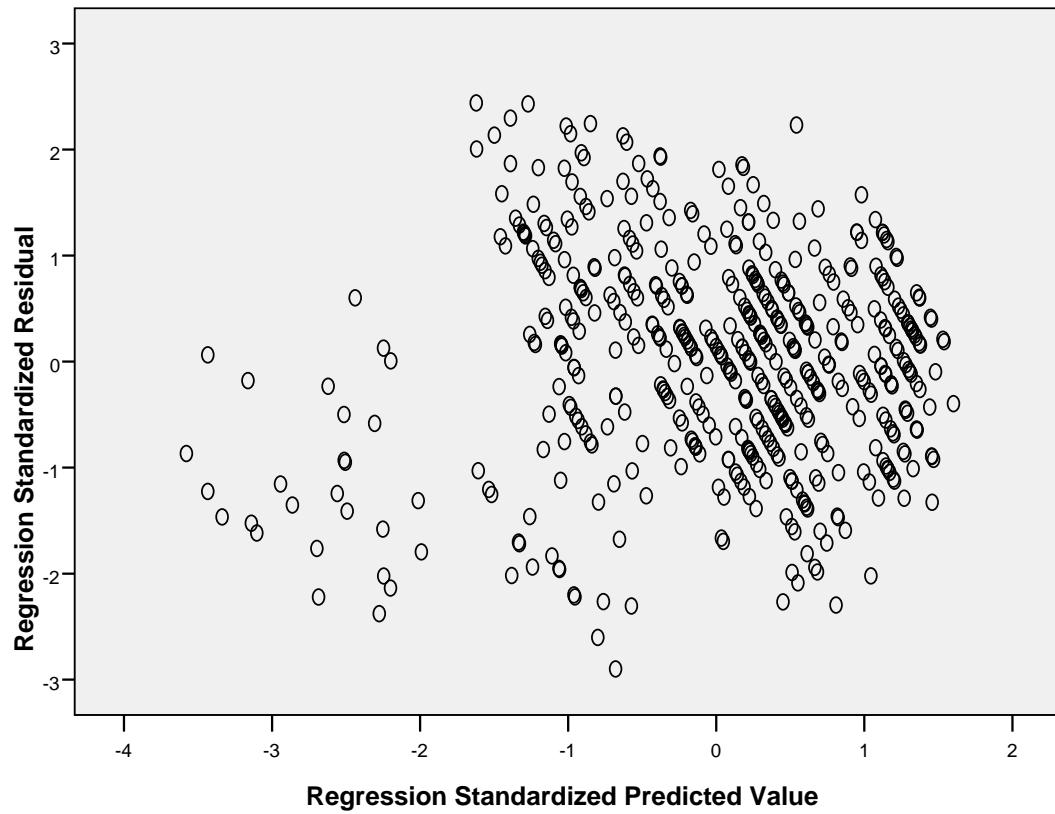
Normal P-P Plot of Regression Standardized Residual

Dependent Variable: meanloyalty



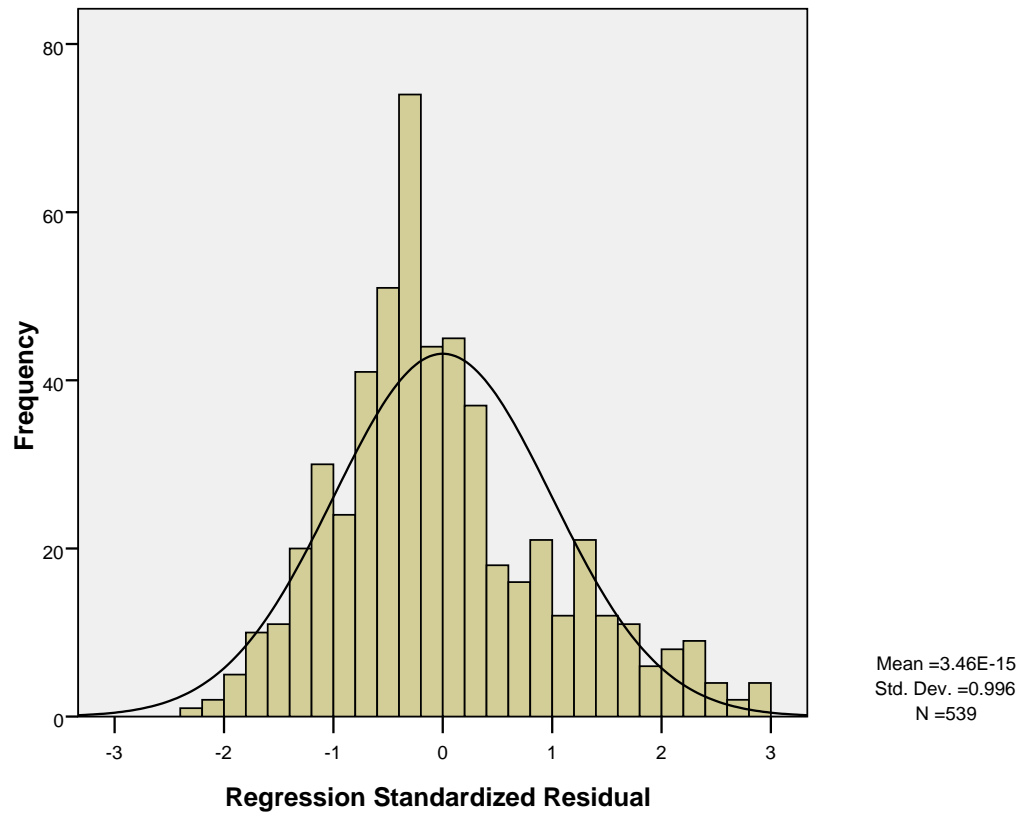
Scatterplot

Dependent Variable: meanloyalty



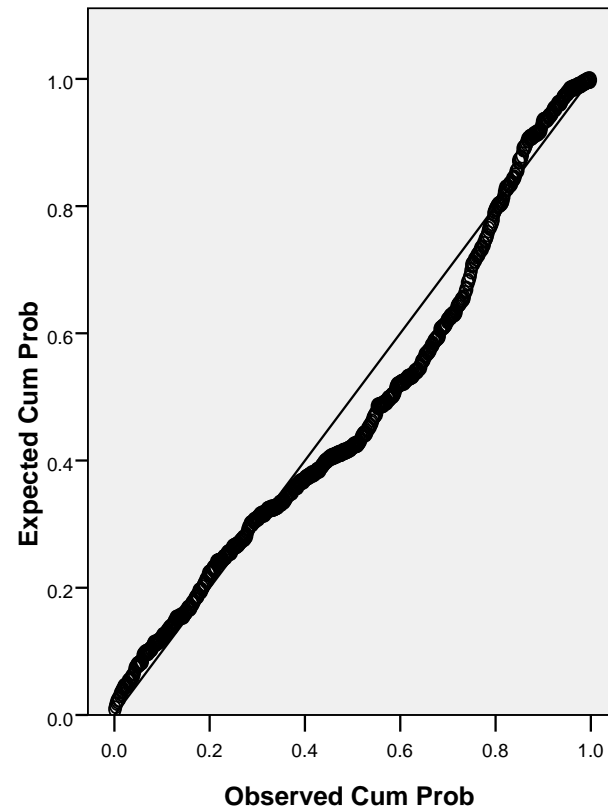
Histogram

Dependent Variable: meanperceivedvalue



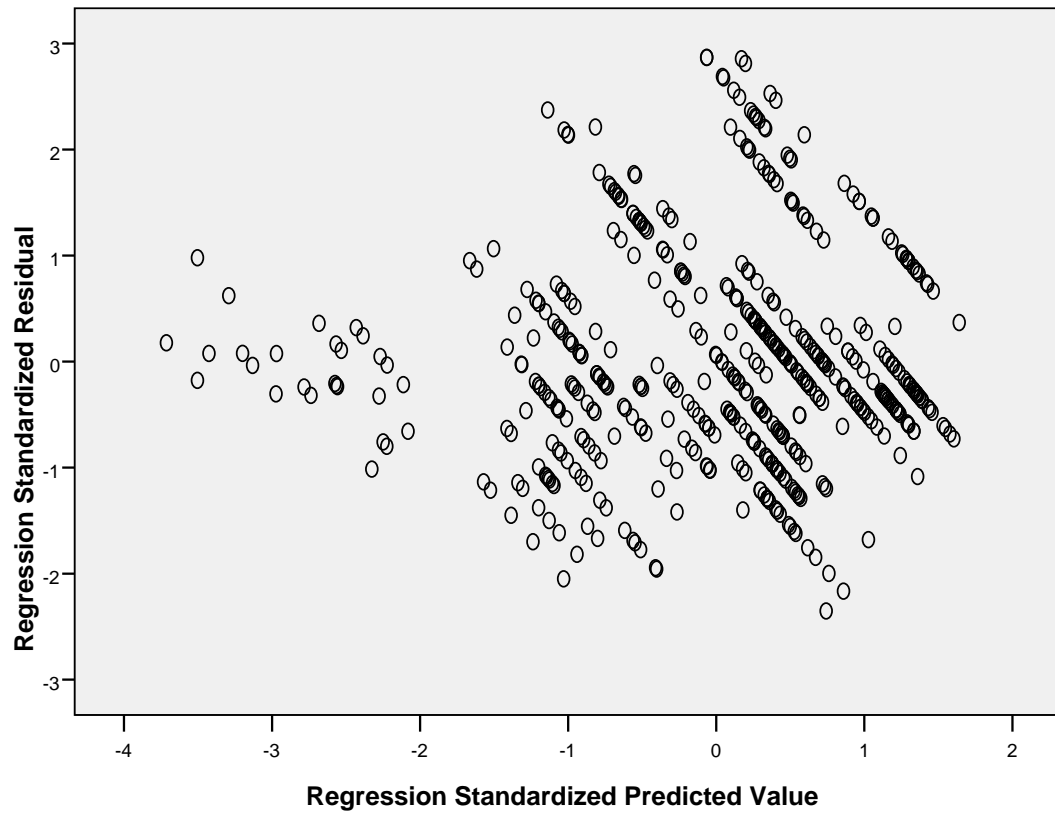
Normal P-P Plot of Regression Standardized Residual

Dependent Variable: meanperceivedvalue



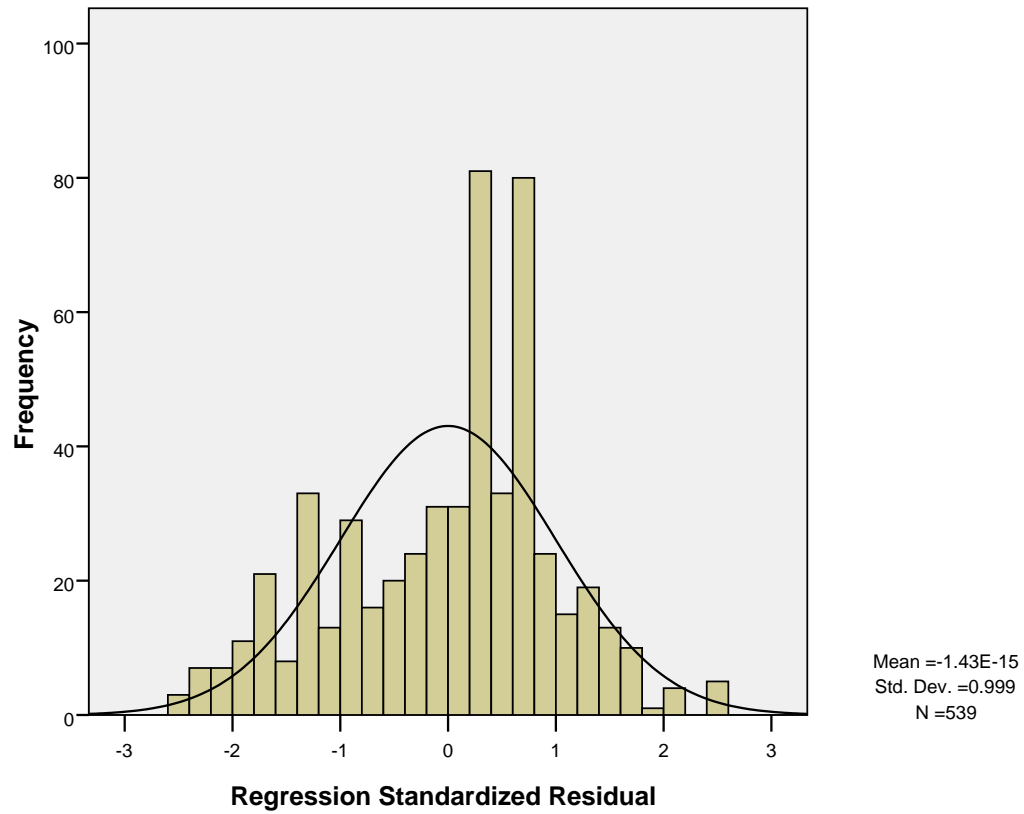
Scatterplot

Dependent Variable: meanperceivedvalue



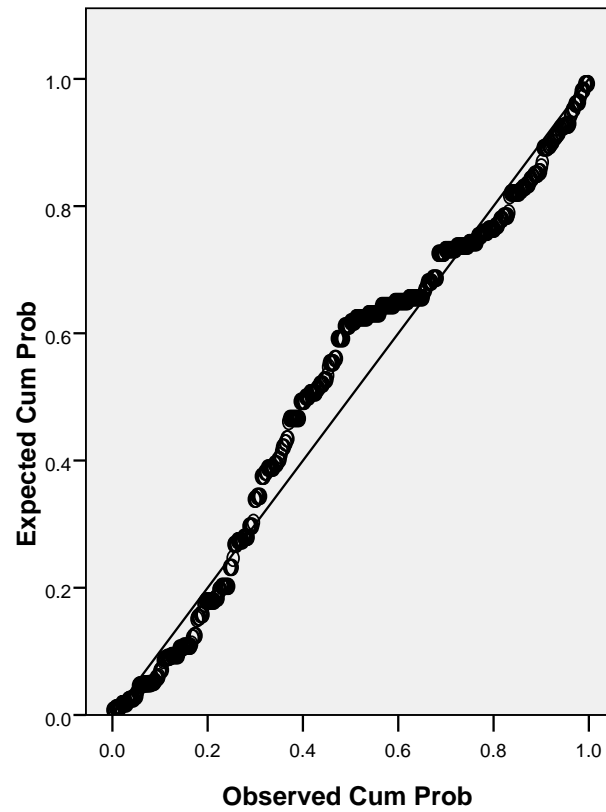
Histogram

Dependent Variable: meanloyalty



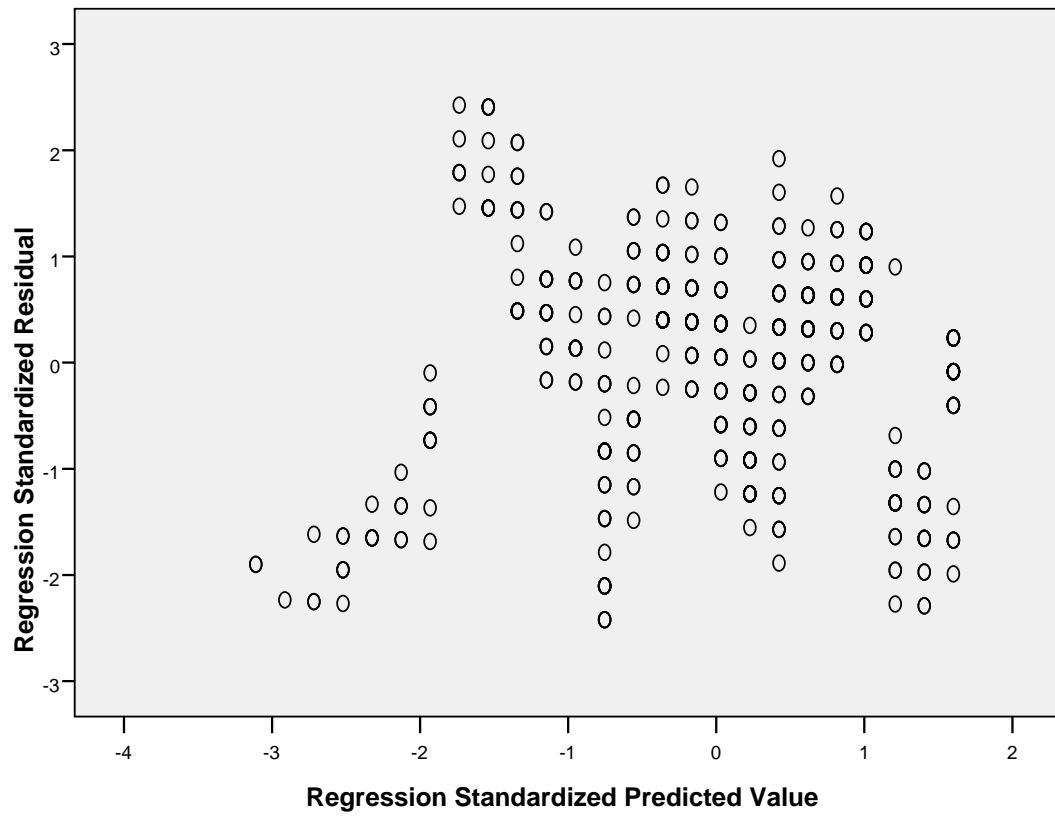
Normal P-P Plot of Regression Standardized Residual

Dependent Variable: meanloyalty



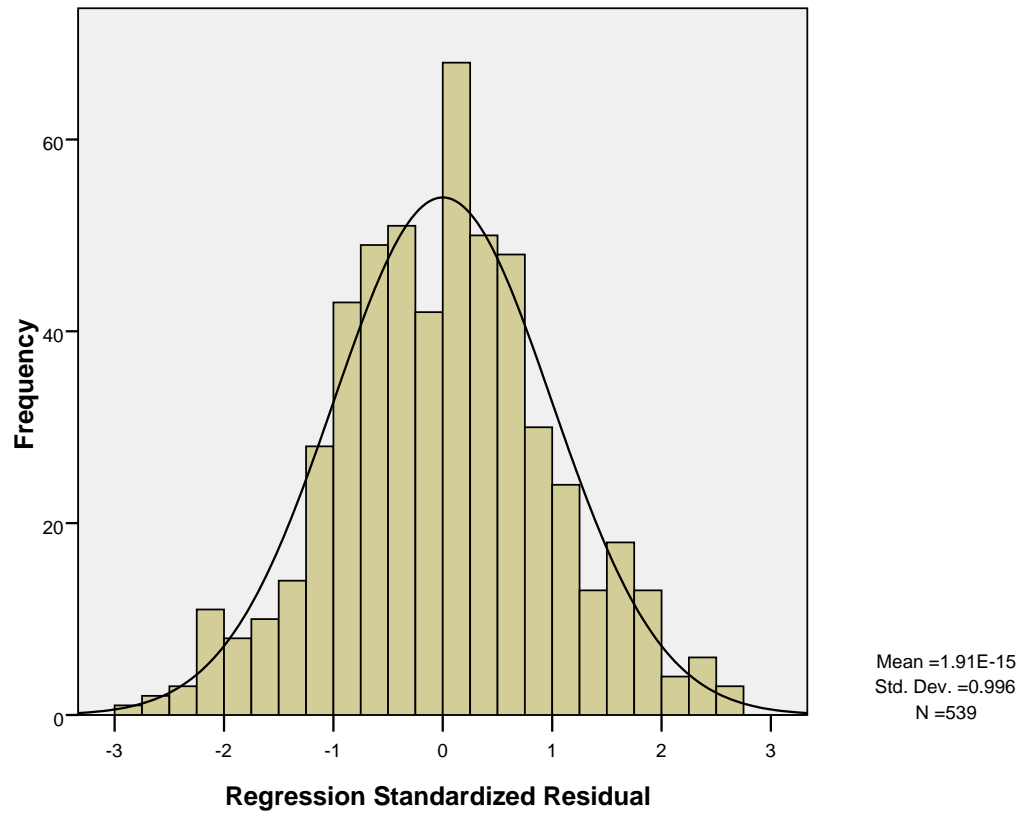
Scatterplot

Dependent Variable: meanloyalty



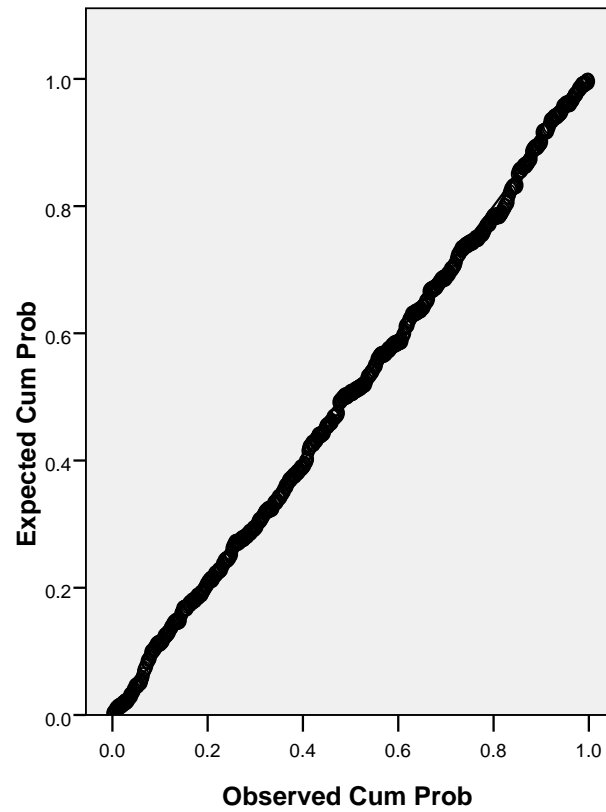
Histogram

Dependent Variable: meanloyalty



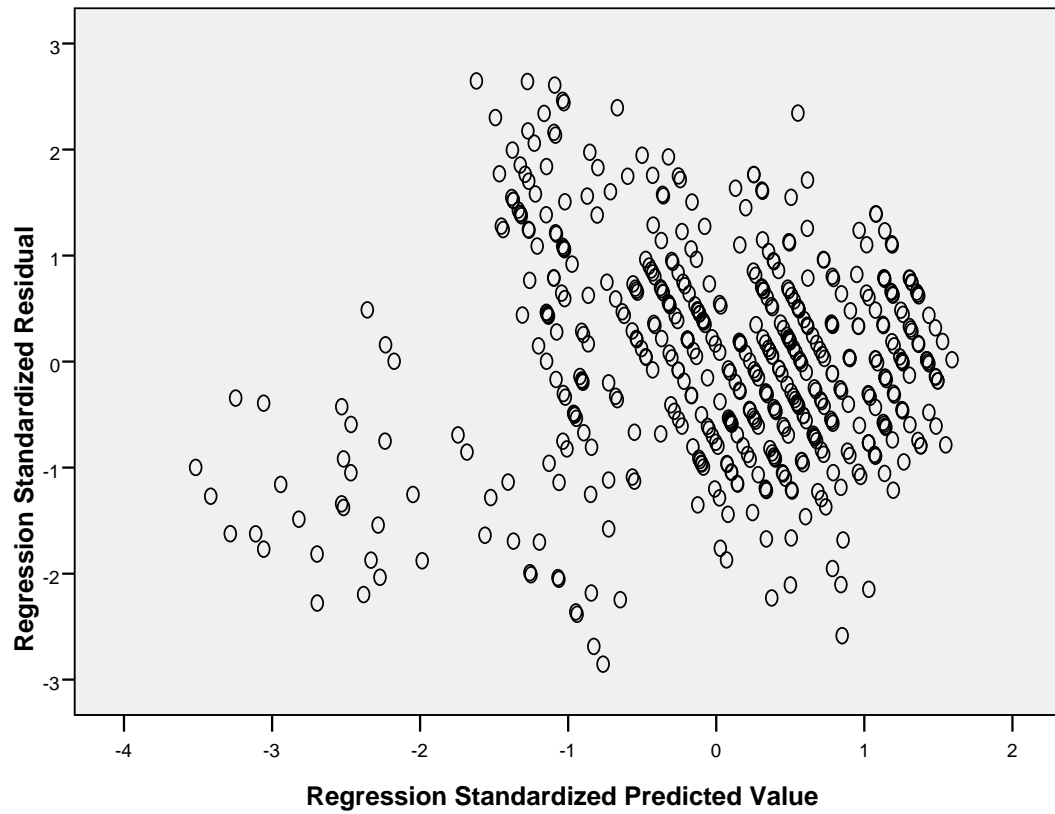
Normal P-P Plot of Regression Standardized Residual

Dependent Variable: meanloyalty



Scatterplot

Dependent Variable: meanloyalty



APPENDIX I: Regression Analysis

Multiple regressions for the relationship between destination brand awareness, destination brand image, destination brand quality, destination brand promotion, and destination brand loyalty.

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	meanpromotion, meanquality, meanimage, meanawareness	.	Enter

a. All requested variables entered.

b. Dependent Variable: meanloyalty

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.928 ^a	.861	.860	.29110	1.898

a. Predictors: (Constant), meanpromotion, meanquality, meanimage, meanawareness

b. Dependent Variable: meanloyalty

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	280.128	4	70.032	826.464	.000 ^a
	Residual	45.250	534	.085		
	Total	325.378	538			

a. Predictors: (Constant), meanpromotion, meanquality, meanimage, meanawareness

b. Dependent Variable: meanloyalty

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.014	.081		-.172	.864		
	meanawareness	.309	.018	.401	17.536	.000	.498	2.010
	meanimage	.047	.021	.052	2.270	.024	.500	1.999
	meanquality	.358	.027	.302	13.082	.000	.490	2.042
	meanpromotion	.328	.026	.318	12.430	.000	.398	2.510

a. Dependent Variable: meanloyalty

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	meanawa reness	meanimage	meanquality	meanpro motion
1	1	4.903	1.000	.00	.00	.00	.00	.00
	2	.044	10.547	.23	.48	.02	.01	.00
	3	.031	12.649	.06	.29	.74	.01	.00
	4	.013	19.726	.23	.16	.22	.00	.92
	5	.010	22.524	.48	.06	.02	.98	.08

a. Dependent Variable: meanloyalty

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.2523	4.9905	3.8344	.72158	539
Std. Predicted Value	-3.578	1.602	.000	1.000	539
Standard Error of Predicted Value	.014	.060	.027	.008	539
Adjusted Predicted Value	1.2619	4.9913	3.8345	.72134	539
Residual	-.84389	.71011	.00000	.29001	539
Std. Residual	-2.899	2.439	.000	.996	539
Stud. Residual	-2.913	2.460	.000	1.001	539
Deleted Residual	-.85224	.72476	-.00006	.29296	539
Stud. Deleted Residual	-2.934	2.472	.000	1.003	539
Mahal. Distance	.160	21.691	3.993	3.003	539
Cook's Distance	.000	.029	.002	.003	539
Centered Leverage Value	.000	.040	.007	.006	539

a. Dependent Variable: meanloyalty

Multiple regressions for the relationship between destination brand awareness, destination brand image, destination brand quality, destination brand promotion, and destination perceived value.

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	meanpromotion, meanquality, meanimage, meanawareness	.	Enter

a. All requested variables entered.

b. Dependent Variable: meanperceivedvalue

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.862 ^a	.743	.741	.43230	1.971

a. Predictors: (Constant), meanpromotion, meanquality, meanimage, meanawareness

b. Dependent Variable: meanperceivedvalue

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	288.026	4	72.006	385.300	.000 ^a
	Residual	99.796	534	.187		
	Total	387.822	538			

a. Predictors: (Constant), meanpromotion, meanquality, meanimage, meanawareness

b. Dependent Variable: meanperceivedvalue

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.462	.120		-3.859	.000		
	meanawareness	.204	.026	.242	7.789	.000	.498	2.010
	meanimage	.041	.030	.041	1.332	.183	.500	1.999
	meanquality	.409	.041	.315	10.044	.000	.490	2.042
	meanpromotion	.443	.039	.393	11.290	.000	.398	2.510

a. Dependent Variable: meanperceivedvalue

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	meanawa reness	meanimage	meanquality	meanpro motion
1	1	4.903	1.000	.00	.00	.00	.00	.00
	2	.044	10.547	.23	.48	.02	.01	.00
	3	.031	12.649	.06	.29	.74	.01	.00
	4	.013	19.726	.23	.16	.22	.00	.92
	5	.010	22.524	.48	.06	.02	.98	.08

a. Dependent Variable: meanperceivedvalue

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	.9234	4.8408	3.6404	.73169	539
Std. Predicted Value	-3.713	1.641	.000	1.000	539
Standard Error of Predicted Value	.020	.089	.040	.011	539
Adjusted Predicted Value	.9205	4.8394	3.6404	.73186	539
Residual	-1.01689	1.24002	.00000	.43069	539
Std. Residual	-2.352	2.868	.000	.996	539
Stud. Residual	-2.357	2.874	.000	1.001	539
Deleted Residual	-1.02130	1.24474	-.00005	.43448	539
Stud. Deleted Residual	-2.368	2.894	.001	1.003	539
Mahal. Distance	.160	21.691	3.993	3.003	539
Cook's Distance	.000	.019	.002	.003	539
Centered Leverage Value	.000	.040	.007	.006	539

a. Dependent Variable: meanperceivedvalue

Linear regression for the relationship between destination perceived value and destination brand loyalty.

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	meanperceivedvalue ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: meanloyalty

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.863 ^a	.744	.744	.39385	2.033

a. Predictors: (Constant), meanperceivedvalue

b. Dependent Variable: meanloyalty

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	242.079	1	242.079	1560.600	.000 ^a
	Residual	83.299	537	.155		
	Total	325.378	538			

a. Predictors: (Constant), meanperceivedvalue

b. Dependent Variable: meanloyalty

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.958	.075		12.819	.000		
	meanperceivedvalue	.790	.020	.863	39.504	.000	1.000	1.000

a. Dependent Variable: meanloyalty

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	meanperceivedvalue
1	1	1.974	1.000	.01	.01
	2	.026	8.698	.99	.99

a. Dependent Variable: meanloyalty

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.7483	4.9086	3.8344	.67079	539
Std. Predicted Value	-3.110	1.601	.000	1.000	539
Standard Error of Predicted Value	.017	.055	.023	.007	539
Adjusted Predicted Value	1.7635	4.9138	3.8347	.67024	539
Residual	-.95347	.95491	.00000	.39349	539
Std. Residual	-2.421	2.425	.000	.999	539
Stud. Residual	-2.424	2.434	.000	1.002	539
Deleted Residual	-.95626	.96209	-.00031	.39559	539
Stud. Deleted Residual	-2.436	2.445	-.001	1.003	539
Mahal. Distance	.001	9.671	.998	1.430	539
Cook's Distance	.000	.046	.003	.006	539
Centered Leverage Value	.000	.018	.002	.003	539

a. Dependent Variable: meanloyalty

Multiple regressions for the relationship between destination brand awareness, destination brand quality, destination brand promotion, destination perceived value and destination brand loyalty

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	meanperceivedvalue, meanawareness, meanquality, meanpromotion	.	Enter

a. All requested variables entered.

b. Dependent Variable: meanloyalty

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.937 ^a	.878	.877	.27248	1.945

a. Predictors: (Constant), meanperceivedvalue, meanawareness, meanquality, meanpromotion

b. Dependent Variable: meanloyalty

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	285.731	4	71.433	962.109	.000 ^a
	Residual	39.647	534	.074		
	Total	325.378	538			

a. Predictors: (Constant), meanperceivedvalue, meanawareness, meanquality, meanpromotion

b. Dependent Variable: meanloyalty

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.093	.076		1.218	.224		
	meanawareness	.264	.017	.342	15.230	.000	.453	2.209
	meanquality	.269	.028	.226	9.767	.000	.425	2.351
	meanpromotion	.238	.026	.230	9.125	.000	.359	2.788
	meanperceivedvalue	.246	.027	.268	9.019	.000	.258	3.873

a. Dependent Variable: meanloyalty

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	meanawareness	meanquality	meanpromotion	meanperceivedvalue
1	1	4.918	1.000	.00	.00	.00	.00	.00
	2	.045	10.493	.22	.43	.01	.00	.01
	3	.019	16.166	.29	.56	.00	.12	.22
	4	.011	21.320	.04	.01	.34	.69	.14
	5	.007	26.009	.45	.00	.64	.19	.63

a. Dependent Variable: meanloyalty

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.2722	4.9951	3.8344	.72876	539
Std. Predicted Value	-3.516	1.593	.000	1.000	539
Standard Error of Predicted Value	.012	.057	.025	.007	539
Adjusted Predicted Value	1.2826	4.9951	3.8345	.72852	539
Residual	-.77764	.72116	.00000	.27147	539
Std. Residual	-2.854	2.647	.000	.996	539
Stud. Residual	-2.866	2.666	.000	1.001	539
Deleted Residual	-.78420	.73194	-.00005	.27431	539
Stud. Deleted Residual	-2.886	2.682	.000	1.003	539
Mahal. Distance	.042	22.470	3.993	3.078	539
Cook's Distance	.000	.024	.002	.004	539
Centered Leverage Value	.000	.042	.007	.006	539

a. Dependent Variable: meanloyalty