

# **DEVELOPING A PLACE BRANDING MODEL: AN EMPIRICAL ANALYSIS USING SOURCE CREDIBILITY**

**Ph.D. THESIS**

*by*

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ROORKEE – 247667, INDIA  
May, 2022**



# **DEVELOPING A PLACE BRANDING MODEL: AN EMPIRICAL ANALYSIS USING SOURCE CREDIBILITY**

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of

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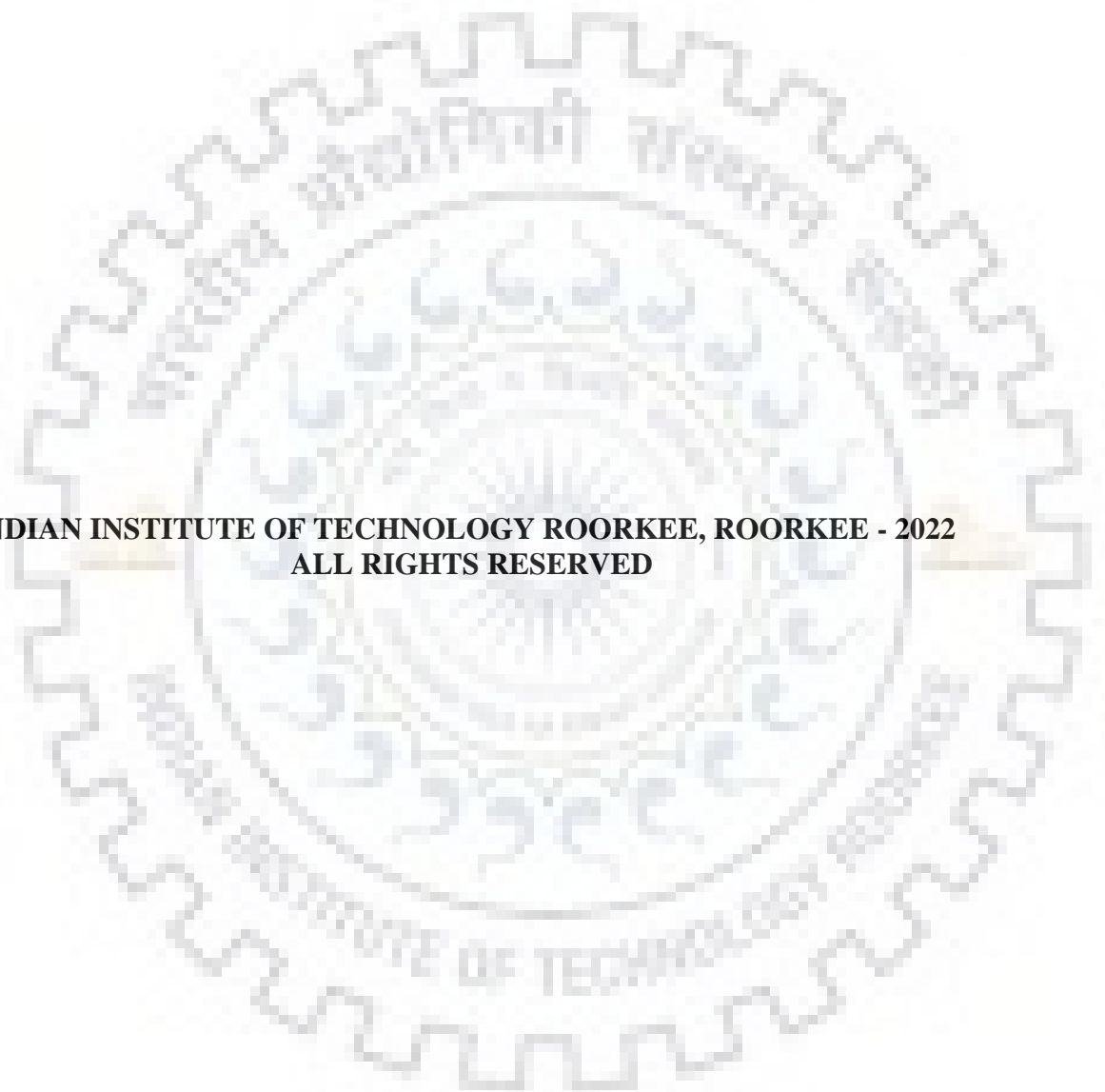
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## STUDENT'S DECLARATION

I hereby certify that the work presented in the thesis entitled **“Developing a Place Branding Model: An Empirical Analysis Using Source Credibility”** is my own work carried out during a period from July 2013, to June, 2021 under the supervision of **Dr. Zillur Rahman**, Professor at the Department of Management Studies, Indian Institute of Technology Roorkee, Uttarakhand.

The matter presented in the thesis has not been submitted for the award of any other degree of this or any other Institute.

Dated: \_\_\_\_\_

Signature of the Student

## SUPERVISOR'S DECLARATION

This is to certify that the above mentioned work is carried out under my supervision.

Dated: \_\_\_\_\_

Signature of Supervisor(s)





## ABSTRACT

The concept of place branding and its related terminology have advanced noticeably over the last four decades (Braun et al., 2014; De Noronha et al., 2017; Zenker et al, 2017). The research domain of place branding is presently comprehensive and multi-disciplinary which encompasses various subjects and disciplines such as urban policy, marketing or branding, sociology, tourism and public policy (Hankinson, 2010; Lucarelli and Berg, 2011).

The place branding strategy has become crucial for speedy urbanization, economic and social development of places (i.e. countries, regions, cities). This phenomenon has led to competition among places to attract residents, tourists, investors and public resources. The place which has positive image or reputation gets it easier to compete for all these resources. The place branding is a process to create and communicate the positive image to the target audiences. The positive place image or reputation helps to achieve competitive advantage.

The place branding covers numerous sub-concepts such as country branding, city branding, destination branding and region branding each emphasising on a different spatial dimension (Oguztimur and Akturan, 2016). The research in place branding has been proliferated due to this growing importance of the field among academicians and practitioners. This research specially focused on destination branding which included tourists as a main target audience. Thus, the main purpose of this research is to advance the model of place branding using source credibility with the perspective of foreign tourists in the city of Jaipur (India). The destination (city) image is essential construct for building the brands, thus the proposed model of this research has been developed by integrating the key constructs of branding, involving destination source credibility, destination image (i.e. cognitive image, affective image) and destination loyalty.

This research is the first effort which empirically validates the relationships of destination source credibility to destination image (i.e. cognitive image, affective image) and to destination loyalty. The prevailing literature lacks such kind of investigation. Similarly, the investigation of destination image is under researched with the perspective of India. Hence, it is indispensable to develop a scale to measure the destination (city) image in the context of India. This research is the first attempt to advance the measurement instrument of destination (city) image in Indian context. The culturally rich Jaipur city has been chosen because it is among the top tourist destination in India in term of foreign tourists' arrival.

This research used mixed-method research design approach that united both qualitative and quantitative research methods in different phases to undertake the whole research. The qualitative research has been adopted to advance the conceptual model and development of initial scale. It was conducted using extensive literature review and in-depth interviews. The quantitative research has been used for empirical validation of measurement instrument and testing the hypothesized relationships of the proposed model of this research. The foreign tourists visited Jaipur (India) were targeted for collection of data in different phases. The numerous data analysis techniques such as EFA, CFA, and SEM were employed for validation.

The findings of this research revealed that destination source credibility influences favourably on both the dimensions of destination image (i.e. cognitive image, affective image) and destination source credibility has also significant effect of destination loyalty. Similarly, both cognitive image and affective image have positive influence of destination loyalty. Hence, the crucial role of destination source credibility in building place or destination brand has been proved by this research.

There is a dearth of examinations of brand or source credibility concepts in tourism setting in the extant literature. This research applied source credibility theory to tourism destination branding and tried to fill the research gap in the prevailing literature. Thus, this research contributed significantly by investigating the influences of destination source credibility on cognitive image, affective image and destination loyalty separately. This research also becomes first which develops the scale of city or destination image in Indian context by adopting rigorous scale development procedure recommended in the literature. The measurement instrument of city or destination image has been developed by focusing foreign tourists especially travelled for leisure purpose. No previous city or destination image scales in current literature have been found which targeted on foreign leisure tourists. Apart from these contributions, this research also provided numerous managerial implications.

**Keywords:** Place branding, Destination branding, City or Destination Image, Destination Source credibility, Destination Loyalty.

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॥ श्री गणेशाय नमः ॥  
॥ वक्र तुण्ड महाकाय सूर्यकोटि समप्रभ । निर्विघ्न कुरु मे देव सर्वकार्येषु सर्वदा ॥

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The journey of this PhD thesis has been the most challenging task which I had ever encountered in my lifetime. This PhD is the result of consistent efforts, hard works, patience, continuous learning and improvement, constant guidance and assistance, sacrifice, and above all the blessings. This journey of PhD would not have been accomplished successfully without the encouragement, contribution, support and supervision of many people. Now, at the end of the journey, I am pleased to express my profound gratitude to all those people who have guided, inspired, motivated and helped me throughout these years.

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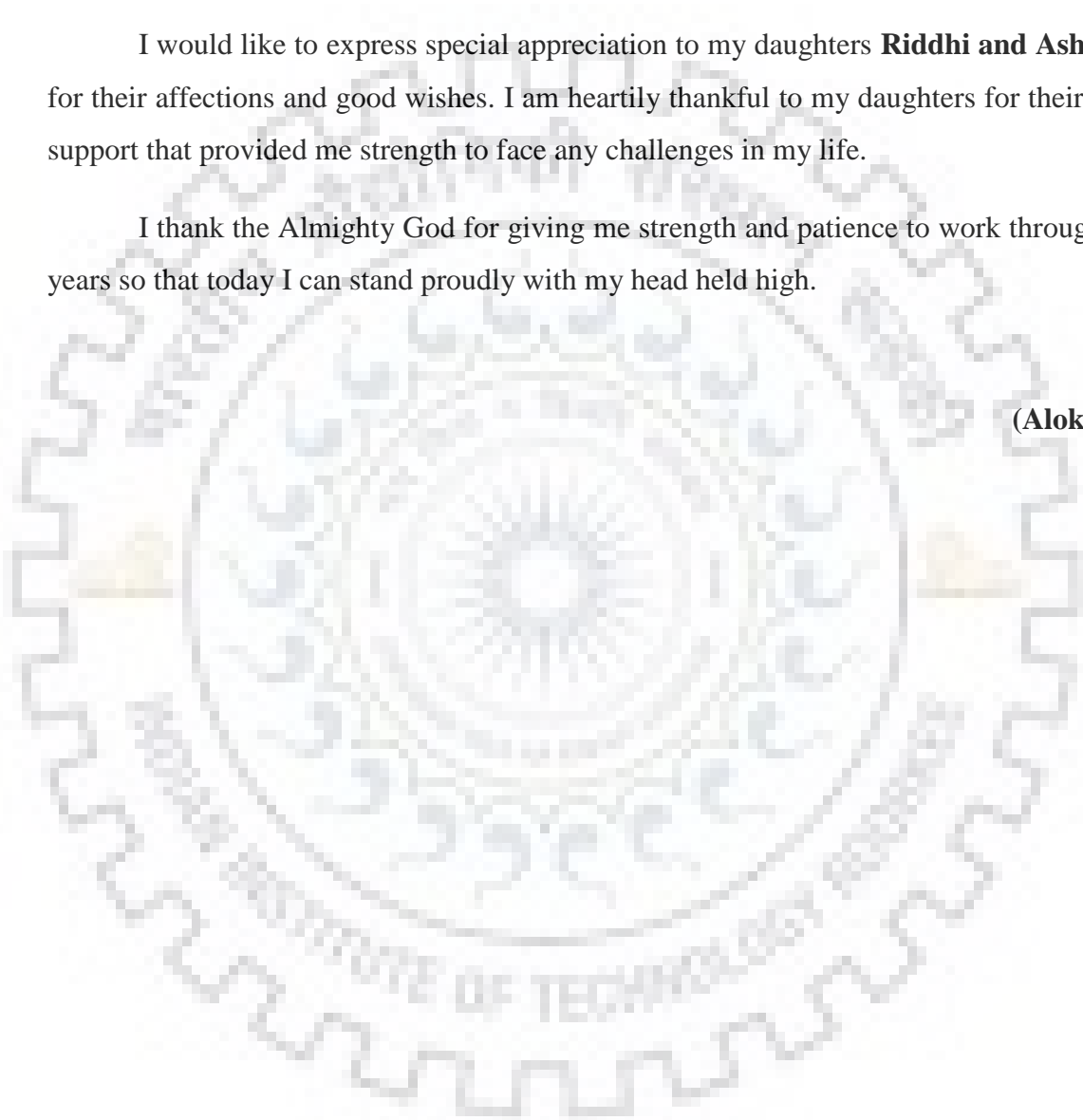
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**(Alok Acharya)**





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## LIST OF ABBREVIATIONS

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<b>Abbreviation</b>	<b>Full Form</b>
AGFI	Adjusted Goodness of Fit Index
ANOVA	Analysis of Variance
AMOS	Analysis of Moment Structures
AVE	Average Variance Extracted
CATA	Computer-Aided Text Analysis
CAQDAS	Computer-Assisted Qualitative Data Analysis Software
CFA	Confirmatory Factor Analysis
CFI	Comparative Fit Index
CLF	Common Latent Factor
CR	Construct Reliability
EFA	Exploratory Factor Analysis
GFI	Goodness of Fit Index
GMI	Global Market Insite Inc.
IFI	Incremental Fit Index
KMO	Kaiser-Meyer-Olkin
MANOVA	Multivariate Analysis of Variance
MOT, GOI	Ministry of Tourism, Govt. of India
NFI	Normed Fit Index
PCA	Principal Component Analysis
RMSEA	Root Mean Square Error of Approximation
SEM	Structural Equation Modeling
SPSS	Package for Social Sciences
SRMR	Standardized Root Mean Square Residual
TLI	Tucker-Lewis Index
UNESCO	United Nations Educational, Scientific and Cultural Organization
USA	United States of America
UK	United Kingdom



# Chapter - 1

## INTRODUCTION

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This chapter highlights the introduction to the research which is documented in this thesis. It begins with the introduction which underlines about branding and place branding research and it followed by the background of the research. In the next section, the problem statement was presented. Further, the subsequent section significance of the present research and research objectives designed for this research are highlighted. At the end of this chapter, definitions of key terms and organization of this thesis are provided.

### 1. Introduction

Ever since the research in branding commenced in 1940s (Guest, 1942), the brand has been considered as a crucial construct and has been the main source of revenue for the organizations. The brands are major driver for the acquisitions of companies and revenue earned from these brands surpasses the value of all the organization's other assets (Moilanen and Rainisto, 2009; Arora et. al., 2015; Sarkar et. al., 2016). The research in place branding is recent phenomena and the researchers' interests in the place branding developed after the publication of notable book on marketing of places by Kotler, Haider and Rein (1993). Thereafter the research related to tourist destination branding started in the year 1998 (Dosen, *et al.* 1998; Pritchard and Morgan, 1998).

In this present era, countries, cities and regions of the world have been facing stiff competition to attract tourists, residents, investors and other resources to their places. The economical, technological, demographical and political changes in environment intensified the competitions among towns and cities at national and international scales (Van den Berg and Braun, 1999). The place which has positive image or reputation gets it easier to compete for resources, attention, people and funds. Positive place image or reputation shapes the place competitive identity and builds a place worth visiting for tourists (Morgan et al., 2002). The burgeoning competitions and challenges of the places enforced the policy makers to adopt the place branding strategy. Thus, Place branding has gained popularity among the different nations, cities, regions and others geographical areas of all around the world to achieve competitive advantage. The place branding not only helps to attract multiple target audiences such as tourists, investors, residents and exporters but also improves the economic and social

development of places. As a result place branding has also become crucial for the urban governance and development.

These places have adopted the conventional branding models and principles which were designed for the products for a single company. Though, these principles and models cannot be applied directly to places like countries, cities and regions which are considered as a more complex and multidimensional entities (Moilanen and Rainisto, 2009).

The multiple stakeholders of places and their varied interests also makes place branding more complex phenomenon (Konecnik Ruzzier and de Chernatony, 2013). Place branding can unite all the multiple stakeholders of places to build new competitive identity and to communicate consistent and integrated form of message to all target groups (Gilboa *et al.*, 2015; Kalro *et. al.*, 2017). It also enables the interaction of different stakeholders with a one particular brand (Merrilees *et al.*, 2012).

Place branding is holistic term which incorporates a nation's, a city's or a region's overall political, cultural and business image including tourism dimension. The place branding of nations, cities and regions in tourism context, has been known as destination branding. Destination branding aims to attract visitors to all these places and makes them different and distinctive in the eyes of its potential tourists. It also builds competitive identity which makes the places stand out from its competitors.

The significance of brand image in building strong brands has been well recognized among marketing researchers (D. Aaker, 1996; Kapferer, 1997). It has been noted that all countries, regions and cities have brand images just like products, services and corporations (Anholt, 2008). Place image is defined as the beliefs, ideas, and impressions that a person holds of a place (Kotler *et al.*, 1993). These brand images of places are crucial for attracting target groups (Anholt, 2008; Baloglu & McCleary, 1999; Braun, 2008).

The formulation and communication of image of the place is crucial for the place branding and image is widely communicated in all promotional campaigns of place branding (Kavaratzis, 2004). The application of the concepts and principles of brand image of product in tourism context is known as destination image. Destination image has been regarded as a precursor to destination branding (Pike, 2009). The central aim of destination branding is to build a positive destination image (Cai, 2002). In destination branding literature, most of the conceptual and empirical research emphasized on destination image to understand the destination brand (Cai, 2002; Hankinson, 2004, 2005; Konecnik & Gartner, 2007;

Papadopoulos & Heslop, 2002; 2001; Tasci et al., 2007). Therefore measurement and effectiveness of destination branding is heavily relied on destination image conceptualization. It was concluded that destination image is pivotal to destination brand evaluation and brand equity (Boo *et al.*, 2009).

Keller's (1998) brand association model has a wide acceptance in conventional branding literature which includes three types of categorization of brand associations such as attributes, benefits, and attitudes. Gartner (1993) presented the robust conceptualization of the destination image which comprises cognitive, affective, and conative components. It was notified that Gartner's (1993) model of destination image is considered an equivalent to Keller's (1998) brand association model. The cognitive and affective images of Gartner are equal to Keller's attribute and benefit types of brand associations (Cai, 2002). These two components are widely acknowledged as prominent indicators of destination image (Baloglu, 1996; Baloglu & Mangalolu, 2001; Baloglu & McCleary, 1999; Hosany et al., 2007).

Destination image has been extensively examined using the cognitive and affective images components in the literature. This model has been empirically validated by several studies using the tourists sample in different countries, cities and regions and this shows the well acceptance of the cognitive and affective model in the literature (Byon and Zhang, 2010).

The cognitive dimension of destination image denotes to tourist's own knowledge and beliefs about a particular city and affective dimension is related to tourist's feelings/emotions towards the destination (Baloglu and Brinberg 1997; Gartner 1993; Baloglu and McCleary 1999a, 1999b; Beerli and Martin, 2004). The cognitive component of destination image includes functional or tangible or measurable perceptions of tourists such as scenery, accommodation, infrastructure or price levels and psychological or intangible or immeasurable perceptions of tourists which comprise atmosphere or friendliness (Alcaniz, *et al.*, 2009).

The tourists' behaviour can be evaluated in different stages of before, during, and after the vacation experience and previous research indicates that destination image has been recognized as a key driver in assessment of tourists' behaviour in all three stages (Bigne' *et al.*, 2001). Thus destination image plays a crucial role in decision-making, destination choice, post-trip evaluation, and behaviour of tourists in future (e.g. Baloglu & McCleary, 1999; Echtner & Ritchie, 1991; Gallarza, *et al.*, 2002). Tourists' knowledge about the images of a particular destination enhances the probability of tourist destination loyalty (Zhang et al., 2014). The burgeoning competition among the places and significance of loyal tourists made the destination loyalty a critical component of destination branding and management research

(Chen and Phou, 2013). The loyalty also supports in reducing recruitment costs, price sensitivity and serving cost of customers (Allenby & Lenk, 1995; Krishnamurthi & Raj, 1991). The tourist destination loyalty has been considered as an advancement of customer loyalty research and it is an extension of customer loyalty construct in tourism setting (Baloglu, 2001).

Brand credibility is essential part to build strong brands (Baek *et al.* 2010). The credibility of brand is the most significant characteristic of a brand (Erdem & Swait, 2004). “The brand credibility is defined as the believability of the product information contained in a brand, which requires that consumers perceive that the brand have the ability (i.e., expertise) and willingness (i.e., trustworthiness) to continuously deliver what has been promised” (Erdem & Swait, 2004; pp:192). Destination source credibility is considered as the application of the concepts and principles of brand credibility in tourism destination branding. Destination source credibility is vital for tourism destination branding practice (Bianchi & Pike, 2011; Pike, 2005) and it acts as a signal in tourists’ decision-making process which leads to affect tourists’ overall attitudes and behavioral intention toward a specific destination (Kerstetter & Cho, 2004). Destination source credibility also builds destination image (Erdem & Swait, 2004; Spry *et al.*, 2011). The creation and formation of destination source credibility has been achieved through all practices and aspects of marketing communication (Baek *et al.* 2010). Thus destination source credibility increases the positive perceptions of tourists towards a particular destination and builds destination image (Grace & O’Cass, 2005; Murray, 1991). It has been also notified that brand credibility increases word of mouth behaviour customers and lessens the switching behaviour among the customers; hence it leads to customer loyalty (Sweeney and Swait, 2008).

India has been recognized as a major destination for foreign tourists. India has wide variety of attractions which includes historical places, beautiful natural sceneries, rich cultural heritage, traditions, spiritual places, wildlife, ecological biodiversity and adventure. India has variety of tourist’s destinations which offer heritage, cultural, sports, business, wellness, medical, leisure, cruise, adventure, religious and wildlife tourism by fulfilling the functional and emotional needs of tourists.

As per the report from Ministry of Tourism, Govt. of India (MOT, 2015-16), India achieved a growth rate of 4.5% in foreign tourists arrivals in 2015. The foreign tourist arrivals were 76.79 lakh and 80.27 lakh in the year 2014 and 2015 respectively. The foreign exchange earnings also increased with a growth rate of 9.6% during the year of 2015.

The Jaipur city is the capital of state of Rajasthan, India. Rajasthan is one of the prominent states and achieved 5<sup>th</sup> rank among all states in terms of foreign tourist arrivals in

India with a growth rate of 6.1% (MOT, 2014). Rajasthan offers a wide variety of attractions for foreign tourists such as historical forts, palaces, religious places, art and culture, delicious cuisines, deserts and beautiful landscape. Recently Rajasthan tourism has re-launched the brand new logo and campaign to woo foreign tourists.

Jaipur city is popularly recognized as the Pink City. The city is among the three destinations in the golden triangle of Indian tourism with Delhi and Agra city. Jaipur city is among the top tourists destination in India. Jaipur is worldwide famous for its unique architecture, forts, monuments, palaces, art and craft, culture and unique cuisines. The Jaipur is also included in UNESCO's creative cities network in the category of crafts and folk art (UNESCO, 2015).

This research uses destination image (cognitive and affective image), destination loyalty and destination source credibility constructs to develop the place branding model taking the sample of foreign tourists. The relationships among the cognitive image, affective image destination loyalty and destination source credibility have been empirically validated in Indian context using sample of foreign tourists stayed at Jaipur city. The review of literature indicates that the relationships among cognitive image, affective image and destination loyalty have been mostly examined in western countries, cities and regions. The investigation of these constructs in Indian context has been unexplored. The relationship of destination source credibility with cognitive image, affective image and destination loyalty has not been examined yet hence this research fulfils this gap found in the literature.

## **1.2. Background of the Research**

Place branding domain emerged with the merging of three research domain such as urban policy, tourism and mainstream branding (Hankinson, 2010). The concept of brand image originated in the year 1955 and importance of it was highlighted in mainstream branding (Gardner and Levy, 1955; Sagar et. al., 2006; Sagar et. al., 2009; Sagar et. al., 2011).

Thereafter in urban policy literature urban image (Pocock and Hudson, 1978) and destination image (Hunt, 1975) in tourism literature appeared. In this early stage, the article of Kotler and Levy (1969) on marketing focused the expansion of the concept and principle of marketing to places such as nations, cities and region but still no connection was established between place image and marketing concepts (Kavaratzis, 2005).

The end of 20<sup>th</sup> century witnessed the rapid development in branding theory with the emergence of the various concepts of brand such as brand equity (Aaker, 1990; Keller, 1993),

Brand architecture (Aaker and Joachimstaler, 2000) and Brand identity (Kapferer, 1997). Earlier place selling was predominantly used to promote the geographical places. Thus the large body of the research was concerned with place promotion as a strategic tool for selling places (Gupta and Wali, 2020). Place promotion defined as “the conscious use of publicity and marketing to communicate selective images of specific geographical localities or areas to a target audience” (Gold & Ward, 1994: pp.2). Thereafter classical branding theories were also applied to services and corporations which recognized as service branding (de Chernatony and Siegel-horn, 2001) and corporate branding (Balmer, 1995; Ind, 1997).

Subsequently, the need for destinations was felt to form a unique identity and to distinguish themselves from the growing competitions. Thus, it witnessed the commencement of destination branding research to attract the visitors for the destinations (Morgan and Pritchard, 1999). In beginning of new millennium, the place branding domain rapidly emerged with the research publication in destination branding (Morgan et al., 2004), nation branding (Dinnie, 2008), region branding (Caldwell and Freire, 2004), city branding (Kavaratzis, 2005).

Although Kotler, Haider and Rein (1993) identified the main four target segments of place branding such as visitors, residents and workers; business and industry; and export markets but the research in tourists context was found abundantly in the literature. The research in the other target segments is still scarce. Most of the research which used target segment of residents or workers basically focused on mainly different dimensions of place image.

Destination image and destination loyalty are crucial constructs for branding the destinations. The cognitive, affective image conceptualization of destination image was extensively investigated in tourism literature (Pike, 2002). Destination image exerts significant impact on tourists’ decision making and travel behavior (Baloglu & McCleary, 1999; Sahney et. al., 2013; Sahney, 2015).

Many empirical studies investigated the relationship among cognitive, affective, overall image and destination loyalty. Some studies have shown the direct impact of destination image on destination loyalty (Bosque & Martín, 2008; Lee, Scott & Kim, 2008). Some studies identified indirect influence of destination image on destination loyalty (Castro, Armario, & Ruiz, 2007; Chi & Qu, 2008) and some other studies revealed both direct and indirect influence of destination image on destination loyalty (Bigné, Sánchez, & Sánchez, 2001; Chen & Tsai, 2007). Thus, the meta-analysis of Zhang, *et al.* (2014) found that tourism literature is indecisive on the relationship between destination image and destination loyalty (Zhang, *et al.*, 2014).



However, the tourist destination literature indicates that some empirical studies investigated the relationship among cognitive, affective image and destination loyalty (Baloglu, 1999; Lobato et al., 2006) and some studies examined the relationship between cognitive image and destination loyalty (Chen and Tsai, 2007; Alcaniz et al., 2009).

Zhang, *et al.* (2014) conducted meta-analysis of sixty six destination image and destination loyalty studies to find out the linkage between the two constructs. They found that cognitive and affective image exert direct and significant impact on three types of destination loyalty such attitudinal, behavioural and composite loyalty (Zhang, *et al.*, 2014).

The source credibility concept usually means to suggest communicator's positive features that increase the probability of receiver's acceptance of a message (Ohanian, 1990). Ohanian (1990) offered the source credibility model in the field of marketing. The source and brand credibility concepts developed from brand signalling theory (Erdem & Swait, 1998). The brand signal comprises the marketing mix strategies and activities of the organization which were linked to that brand and hence brand signal includes clarity and credibility (Erdem & Swait, 1998). Nevertheless, the application of this concept in tourism destination has been mostly overlooked (Veasna, *et al.*, 2013). In the tourism destination literature only single study found which investigated the relationship among destination source credibility, destination image, destination attachment and satisfaction (Veasna, et al., 2013).

No such study is found in Indian context which examined the relationship among cognitive, affective image and destination loyalty. Similarly, no comprehensive model has been proposed and empirically validated related to destination source credibility, cognitive, affective image and destination loyalty in the tourism literature. This research fulfils the gap identified in the tourism literature.

### **1.3. Problem Statement**

Thorough analysis of place branding literature reveals that it is mostly qualitative in nature. The literature lacks empirical tested models with respect to a particular city or destination. It creates difficulty to devise successful branding strategy for a specific city, destination or country around the world. Similarly, there is no empirically validated branding model found in Indian context. This research tried to fill this gap by developing place branding model for Jaipur city of India with perspective of foreign tourists.

Although the significant construct of branding is destination image which was extensively researched but this construct is under explored in Indian context. There has been no

robust measurement instrument of destination image with the context of India existed in the extant literature. Consequently, this research developed and validated the multidimensional scale for measuring city image of Jaipur (India) with the perspective of foreign tourists.

The brand and source credibility constructs are well recognized for building the brands in conventional branding literature. The application of these concepts in tourism destination branding is at nascent stage. There is a strong need to include source credibility construct in branding of a specific city or destination. Hence, this research developed and empirically validated the model of place branding by incorporating source credibility for Jaipur city with the context of foreign tourists.

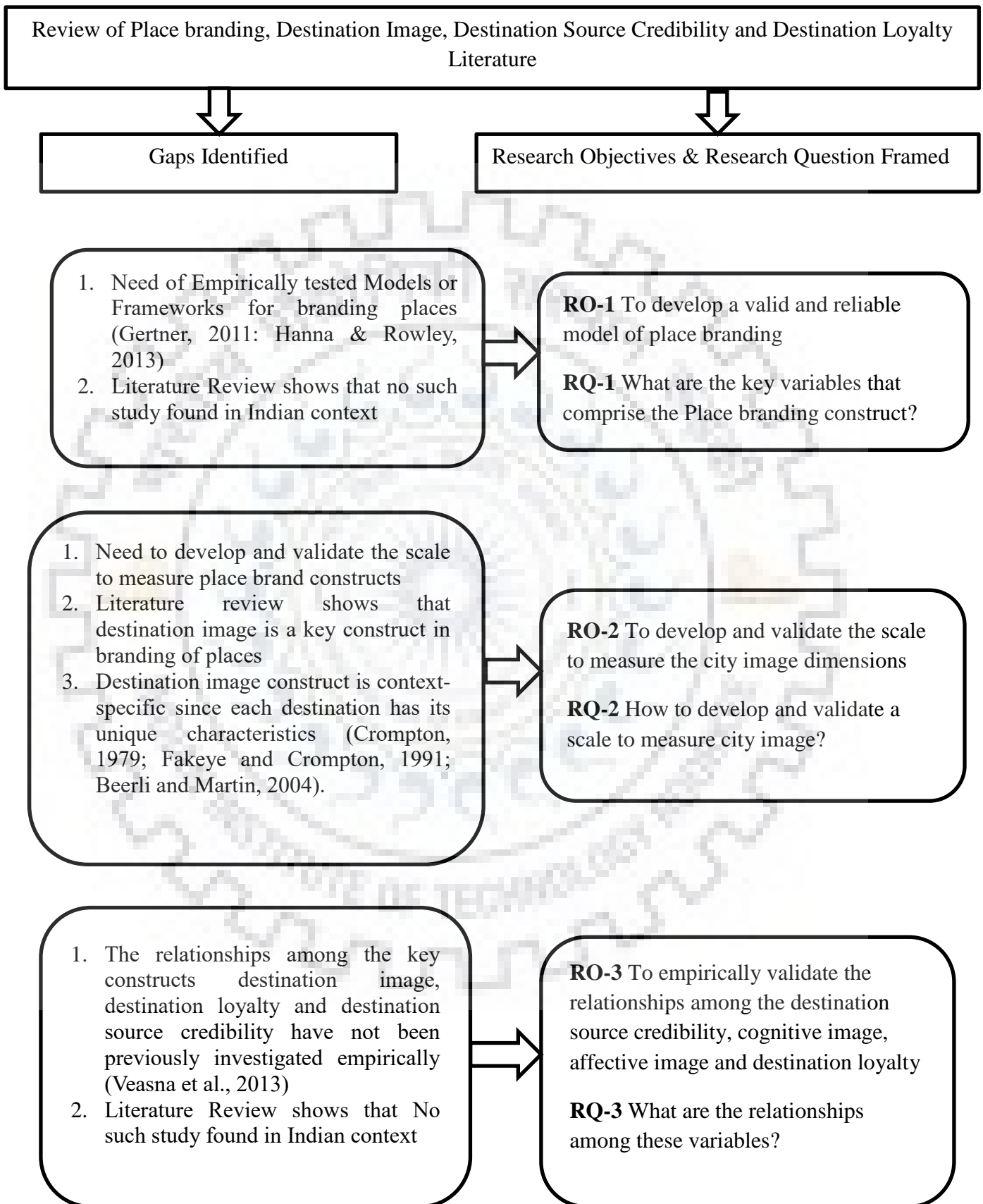
#### **1.4. Objectives of the Research**

The present research aimed to develop and propose a model of place branding. This research also designed to empirically validate the proposed model of place branding. This research especially focused on the foreign tourists as a target segment of place branding. These objectives have been formulated on the basis of gaps identified from the thorough review of place branding studies. Thus, this research integrates the key constructs of place branding and investigates the interrelationships among these variables.

The main three objectives of this research are as follows:

1. To develop a valid and reliable model of place (destination) branding.
2. To develop and validate the scale to measure the city (destination) image dimensions.
3. To empirically validate the relationships among the destination source credibility, cognitive image, affective image and destination loyalty?

**Figure 1.1 Conversions of Research Gaps into Research Objectives and Research Questions**



## **1.5. Methodology Adopted for the Present Research**

This research adopted different methods to accomplish the objectives of the current research. The first objective was achieved by employing qualitative research method which has been also known as exploratory research design. In qualitative stage, the thorough literature review was undertaken in two different phases to identify the key constructs for developing the model of place branding. The first phase of literature review on place branding was focused with the perspective of all the target audiences (i.e. tourists, residents, investors) of place branding. The second phase of literature review was emphasized on the specific constructs used to develop the model of place branding with the perspective of tourists' segment.

To fulfill the second objective for developing scale to measure the city (destination) image of Jaipur (India), researcher followed the standard scale development procedure as recommended in the literature (Churchill, 1979; Anderson and Gerbing, 1988; DeVellis, 1991, Netemeyer et al., 2003). Initially, in exploratory phase, researcher identified key dimensions of city (destination) image by employing qualitative research methods such as reviewing extant literature of city (destination) image, qualitative interviews and analysis of qualitative data. Further, in quantitative methods, exploratory factor analysis (EFA) was used to reduce the items in scale refinement stage. The scale was validated through using confirmatory factor analysis (CFA) and structural equation modeling (SEM) techniques.

To achieve the final objective of this research, again quantitative methods were adopted. The hypotheses were formulated to test the interrelationships among the different variables proposed in the model. The confirmatory factor analysis (CFA) and structural equation modeling (SEM) techniques were further employed with AMOS software to test these hypotheses. The quantitative data for both the scale development and testing of hypotheses were gathered through self-administered questionnaire survey method.

## **1.6. Definitions of Key Terms-**

### **1.6.1 Brand:**

A brand is “a name, term, sign, symbol, or design, or a combination of them intended to identify the goods and service of one seller or group of sellers and to differentiate them from those of competition” (Kotler & Gertner, 2004, p. 41).

### **1.6.2 Brand Image**

Brand image is “the perceptions about a brand as reflected by the brand associations held in consumer memory” (Keller, 1993; p. 3).

### **1.6.3 Nation**

Nation refers to the sum of a country’s economic, social and political activity. Nation-branding embraces the way a country projects itself in terms of its overall political, cultural and business image. This includes a tourism dimension.

### **1.6.4 Place**

Place is used mostly in the same way as ‘nation’: in a holistic way that encompasses a country’s, a region’s or a city’s overall political, cultural and business image. This also includes tourism dimension and where it is used in this way place is usually associated with the terms place-branding or place-marketing. Otherwise, place is used with its regular, lay meaning to describe somewhere (e.g. a country, region or city) without any brand-related or other specific connotation.

### **1.6.5 Place Brand**

“Place brand as a network of associations in the consumers’ mind based on the visual, verbal, and behavioral expression of a place, which is embodied through the aims, communication, values, behavior, and the general culture of the place’s stakeholders and the overall place design” (Zenker and Braun, 2010).

### **1.6.6 Place Branding**

“Place branding is defined as the practice of applying brand strategy and other marketing techniques and disciplines to the economic, social, political and cultural development of cities, regions and countries” (Kavaratzis and Ashworth, 2006).

### **1.6.7 Destination:**

Destination refers to a country, region or city specifically as a tourism destination – somewhere that wishes to attract visitors. It is quite specific and is not used in any other context.

### **1.6.8 Destination Branding**

Destination branding is “the marketing activities (1) that support the creation of a name, symbol, logo, word mark or other graphic that both identifies and differentiates a destination;

(2) that convey the promise of a memorable travel experience that is uniquely associated with the destination; and (3) that serve to consolidate and reinforce the recollection of pleasurable memories of the destination experience, all with the intent purpose of creating an image that influences consumers' decisions to visit the destination in question, as opposed to an alternative one” (Blain, Levy, & Ritchie, 2005, p. 331).

### **1.6.9 City or Destination Image**

Destination image is defined as “the sum of the beliefs, ideas, and impressions that a tourist holds about a destination” (Crompton, 1979, p. 70), and it is considered as a multidimensional construct having three primary dimensions, which are cognitive, affective, and conative (Prayag, 2007).

### **1.6.10 Brand Credibility**

The credibility of a brand as a signal (i.e., brand credibility) to be the believability of the product position information contained in a brand which depends on a brand’s willingness and ability to offer what it promises to consumers (Erdem & Swait, 1998; Erdem et al., 2002).

### **1.6.11 Source Credibility**

The Source credibility is usually defined to infer a communicator's positive characteristics that affect the receiver's acceptance of a message (Ohanian, 1990). The source credibility has three dimensions such as expertise, trustworthiness and attractiveness.

- (a) Expertise- It is referred to the extent to which a communicator is perceived to be a source of valid assertion (Ohanian, 1990). Another definition of expertise is the degree of perceived understanding, skills, and knowledge that the endorser has (Hovland, et al., 1953).
- (b) Trustworthiness- It is referred to the degree of confidence in the communicator's intent to communicate the assertions he considers most valid (Ohanian, 1990). Another definition of trustworthiness is the attributes of dignity, believability, and honesty possessed by the endorser and observed by consumers (Friedman et al., 1976).
- (c) Attractiveness- Attractiveness refers to one’s outward physical appearance—that is, someone who is perceived as beautiful, elegant, or classy (McCracken, 1989; Ohanian, 1990 Amos et al., 2008).

### **1.6.12 Destination Source Credibility**

It is the application of principle and theory of brand and source credibility to tourism destination setting. The destination source credibility is defined as the believability that the destination management is willing and capable of delivering on its promises related to a specific destination (Veasna et al., 2013).

### **1.6.13 Destination satisfaction**

According to Chen and Chen (2010), “Tourist satisfaction is primarily referred to as a function of pre-travel expectation and post-travel experience” (p. 30). Accordingly, destination satisfaction is defined as a tourist’s emotional response to the extent the destination is capable of meeting their needs and expectations.

### **1.6.14 Destination loyalty**

Customer loyalty is defined as “the relationship between relative attitude and repeat patronage” (Dick & Basu, 1994, p. 49; Oliver, 1999). Tourist loyalty is considered as an extension of customer loyalty in tourism setting (Backman & Crompton, 1991; Baloglu, 2001). Hence, destination loyalty is defined as tourist’s intention to revisit or recommend to others a particular destination.

## **1.7. Overview of the Present Research**

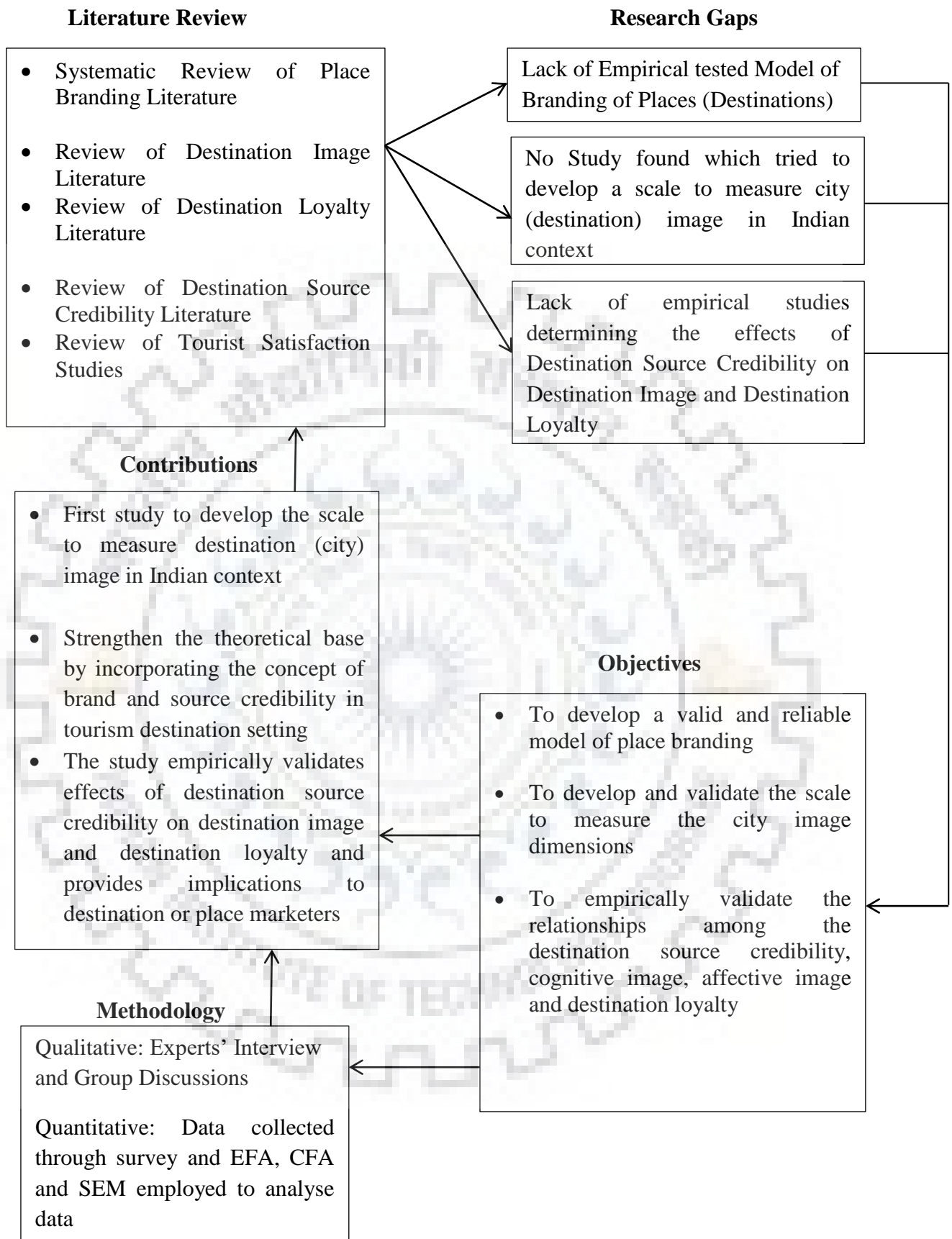
The current research started with thorough review of place branding literature in first phase. It was identified that place branding strategies were focused to attract the three major target segments such as tourists, residents and investors to specific places. The first phase of literature review of place branding was undertaken by considering all three segments. This research especially focused on tourists’ segment of place branding; hence the second phase of literature review was underlined on the specific constructs used to advance the model of place branding with the perspective of tourists’ segment. The two phases of literature review were used to identify the research gaps. The researcher converted these research gaps into research objectives and subsequently research questions were framed. The review of literature also helped to identify the key constructs of place branding which eventually used to advance the model of place branding in the context of foreign tourists.

The city (destination) image was identified as a key construct in branding of places. Hence, this research developed the scale to measure the city (destination) image of Jaipur

(India) in context of foreign tourists. The preliminary scale was developed through qualitative research which involved thorough review of city (destination) image literature, in-depth interview of experts and content analysis. Initial scale development process began with the exploration of conceptual definitions of city (destination) image and identification of its dimensions. Further, many items were generated and the content validity of all the items were judged with the help of experts. Next, the first phase of quantitative survey was performed and items were reduced by using exploratory factor analysis (EFA). Finally, in scale validation phase, again survey was conducted using foreign tourists visited Jaipur (India) city. The data were analyzed by performing confirmatory factor analysis (CFA) and structural equation modeling (SEM). This process resulted in a valid and reliable instrument of city (destination) image of Jaipur (India) with the perspective of foreign tourists.

Finally, the hypotheses were formulated using the key constructs (i.e. destination source credibility (DSC), cognitive image, affective image and destination loyalty) of the model. The survey was again conducted and data were analyzed using CFA and SEM to test all the hypotheses. The findings revealed that the effects of destination source credibility on cognitive image, affective image and destination loyalty were found positive and significant. All these research activities carried out were shown below in research framework.





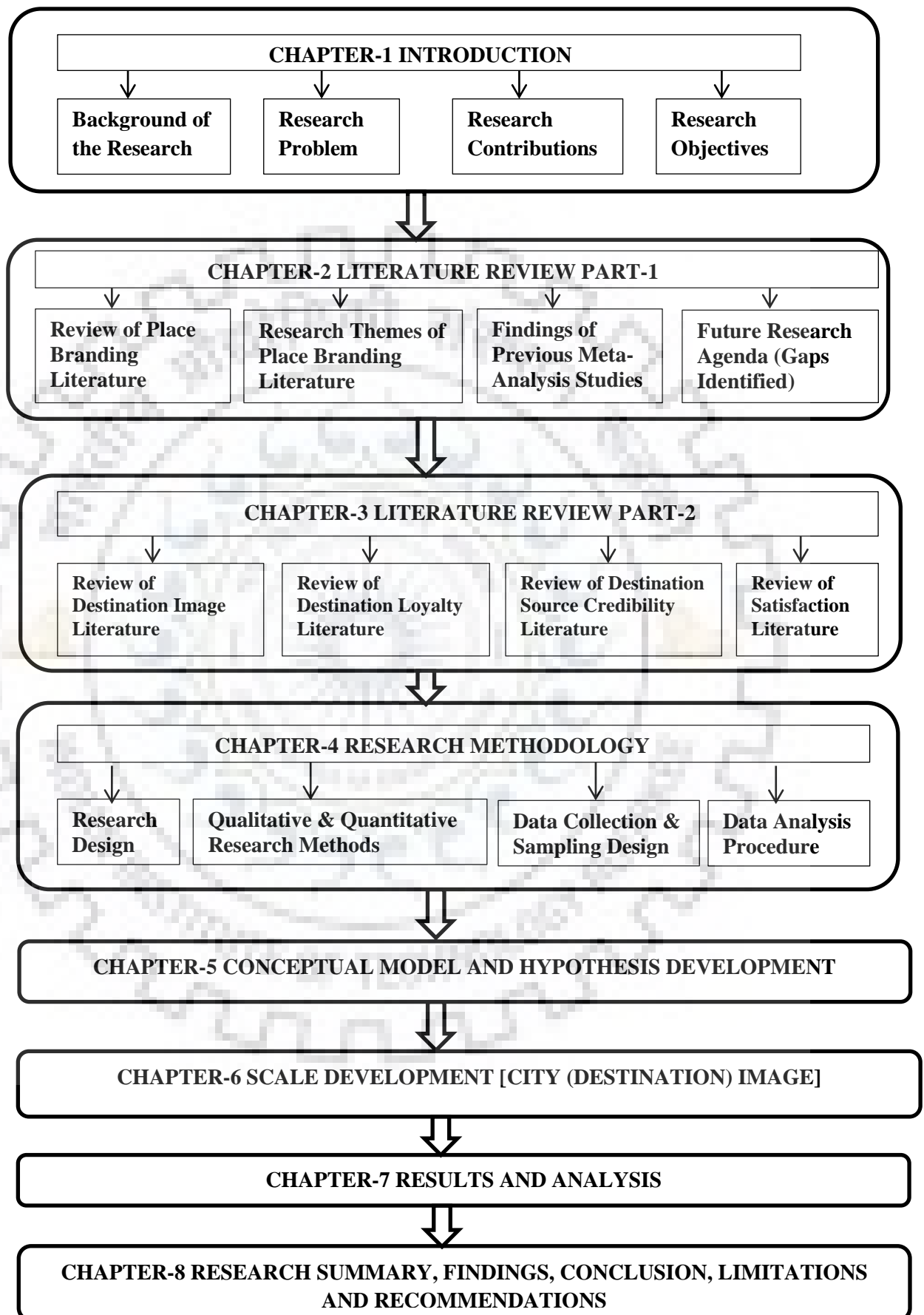
**Figure 1.2 Research framework**

## **1.8. Chapter Organization of the Thesis**

The research work carried out in this doctoral thesis has been covered in eight chapters. The brief descriptions of each chapter are provided here. The chapter one begins with the introduction of the research undertaken, background of the research, problem statement and importance of the current research. Chapter two presents thorough review of place branding literature (Literature Review Part-I) which helps in understanding the concept of place branding. It also supported in identifying the research gaps and formulating the research objectives and research questions. Chapter three dealt with the review (Literature Review Part-II) of specific constructs which are used to propose the place branding model with the context of foreign tourists.

The research design and methodology for undertaking present research are elaborated in details in chapter four. Chapter five dealt with the development of place branding model and formulation the research hypotheses. Chapter six provides the detailed descriptions of development of scale for measuring city image. Chapter seven presents the analysis and results of this research. This chapter delineates findings of all the hypotheses formulated in this research, thus, empirically validating the interrelationships among the key variables of place branding. The summary of major findings, conclusions and discussions regarding the current research are presented in chapter eight.

Figure: 1.3 Chapter Organization of Thesis



## **1.9. Conclusion:**

The current chapter presents a brief outline research work carried out in this thesis. It began with short introduction of place branding research by focusing its need and significance in economic and social development of places. It elaborates in brief about the important and essential constructs for the development of place branding. It also highlights brief information on the position of India and Jaipur in the arrival of foreign tourists. The emergence of place branding research domain from conventional branding and other disciplines and its subsequent development are highlighted in the background of research. Then, the current problem found in the theory and practice of place branding research domain has been explained. Further, this chapter elaborates major theoretical and managerial contribution of this research. Next, it presents the objectives of this research designed according to research gaps found in the literature. Finally, this chapter touched upon the definitions of key terms and chapter organization of this thesis.



**2. Introduction:**

This chapter elaborates the place branding literature as a whole by incorporating the studies related to all the target audience of place branding such as tourists, residents and investors. This chapter adopts the critical and taxonomical approach of literature review by using the various criteria such as article classification on different bases, methodology adopted by reviewed studies, conceptual framework proposed, data analysis techniques and data collection methods used by reviewed studies. In this chapter, various research themes of all reviewed studies are also discussed. The chapter also presents results of previous meta-analysis studies on place branding and theses and dissertations on place branding. This chapter also highlights the nomological networks of key constructs of place branding which identified in the literature review. This chapter provides the research gaps found in the place branding literature and accordingly future research agenda has been presented.

**2.1. Genesis and Evolution of Place Branding Research Domain**

The place branding literature emerged by the integration of various academic literature such as mainstream branding, tourism and urban policy (Hankinson, 2010). The branding principles and practices for manufacturing initiated in the early 20<sup>th</sup> century in the USA (Low and Fullerton, 1994). The major advancement in the branding happened after the publication of article of Gardner and Levy in the year 1955 on brand image (Gardner and Levy, 1955). The authors emphasized that brand image is more crucial than technical features of the product (Gardner and Levy, 1955). Meanwhile, the promotional campaigns of nations were included in the area of marketing in the notable article of Kotler and Levy (1969). Further, the academic and research interests in marketing of places were rapidly grown by the pioneer work of Hunt (1975) on destination image with the perspective of tourism. The author argued that the perception of tourists or visitors related to a specific place influence their decision making for travelling (Hunt, 1975). Similarly, in the urban policy and planning literature, Pocock and Hudson, (1978) highlighted the importance of urban image for place governance and development.

The speedy growth in the development of mainstream branding theory was witnessed after the year 1980. The concept of brand extension was emerged and developed after the prominent work of Aaker and Keller (1990). They highlighted the importance of brand extension and pointed out that the perception of consumers of recognized brand can be transferred into launching new product through brand extension (Aaker and Keller, 1990). Further, the brands' value has been considered as a significant asset for the corporation (Doyle, 1989). Thus, the academic research in the concept and measurement of brand equity was accelerated. The Aaker (1991) and Keller (1993) presented the conceptualization of brand equity with the perspective of consumers that laid robust foundation in theoretical development of brand equity construct.

Since, the steady progress in branding literature, many authors emphasized that both internal and external stakeholders must be included in brand building process (Keller and Aaker, 1992; Ind, 1997). Thus, the brand identity concept was originated and it was conceptualized by the notable work of Kapferer, (1997) Aaker & Joachimsthaler, (2000). The branding process with the perspective of internal stakeholders can be best explained by the various frameworks of brand identity (Kapferer, 1997; Aaker & Joachimsthaler, 2000).

Meanwhile, Kotler et al. (1993) advocated the separate marketing strategies for places that accelerated the place marketing practices. The place marketing was exclusively dependent on selling and promotion of the places (Gold and Ward, 1994). Then, it was underlined that destinations require marketing and branding strategies for not only to build distinctive identity but also to attract tourists (Morgan and Pritchard, 1999). Further, researchers' focus was moved from product branding to corporate branding and it was highlighted the numerous branding strategies for the organization (Balmer, 1995). It was also argued that corporate brand influences favourably in developing strong image among consumers of existing products and extended products (Ind, 1997). The need of branding practices was also realized for non-profit organizations and it was emphasized that brand status of non-profit organization is essential to communicate its values and to raise funds (Hankinson, 2000). The Ewing and Napoli (2004) created the measurement instrument for non-profit branding and established the relationship between non-profit and place branding.

The similar progress was also noticed in service branding literature. The branding is also vital for services and strong service brands are needed to fulfil the promises to customers (Berry, 2000). Further, it was emphasized that internal stakeholder (i.e. staff) are the significant for providing superior brand values in services branding (de Chernatony and Segal-Horn,

2001). These advancements in branding practices have been closely linked to the growth of internal branding (Ind, 2001). The internal branding focused that internal stakeholder (i.e. staff) must recognize the promise of the brand and deliver it effectively (Hatch and Schulz, 2003).

All these theoretical developments in the marketing and branding literature laid the solid foundation in the speedy growth of place branding research domain. The Morgan et al., (2004) argued that destinations possess core characteristics for travelling and they focused that travelling to a specific place is associated with tourists' experience. They advocated that destinations provide several prospects for branding which are unexploited yet (Morgan et al., 2004). Further, the study of Caldwell and Freire, (2004) reported the differences in branding of nation, region and city and this intensified the debate for regional branding (Caldwell and Freire, 2004).

The study of Kavaratzis (2004) presented the conceptual framework to gain in-depth understanding of city brand in the context of city's own residents. The publication of this notable article increased the scholars' interest in city branding. Meanwhile, the work of Dinnie, (2008) on nation brand caught the attention of researchers on various aspects of nation branding. The author threw the light on numerous concepts and issues of nation branding (Dinnie, 2008). All these underlined research broadened the area of place branding literature.

## **2.2. Overview of Place branding Literature**

The thorough review of literature indicated that places are branded using various brand dimensions such as culture, tourism, heritage, industry agriculture (Hanna and Rowley, 2008). Several authors raised different dimensions of brand for branding of places in the literature. The Boyne and Hall (2004) in their study focused the role of food of that specific place in the branding of rural region. They highlighted the significance of website in communication of food related identity of place to increase the food tourism (Boyne and Hall, 2004). The importance of residents in the formation of place brand was examined by the study of Braun et al. (2013). The authors identified three roles of residents as citizens, ambassadors and voters in branding of places (Braun et al., 2013). The safety and security were also emerged as the significant branding strategy for cities (Coaffee and Rogers, 2008). It was reported that the resiliency measures taken by the city's governance increased the reputation of that city (Coaffee and Rogers, 2008).

The sustainability practices and good environmental quality measures adopted by the city's governance are also considered a significant place branding strategy and such practices

provide competitive advantage to create a strong place brand (Pant, 2005). The study of Hanna and Rowley, (2013) investigated the role of brand experience in the context of practitioners for the formation of place brand. They argued that place brand experience can be developed through place's infrastructure and engagement of its stakeholders (Hanna and Rowley, 2013). The brand personality concept of mainstream branding was successfully applied to city brand (Kaplan et al., 2010). The authors identified the six dimensions of personality of city brand by conducting their research on three cities of Turkey (Kaplan et al., 2010). The role of local narratives was also highlighted in the development of place brand (Lichrou et al., 2010). The local narratives are significant to understand the insight of place and these are responsible for creation of favourable place brand image (Lichrou et al., 2010). It was discussed that the cultural products of a particular place are useful in branding of that place (Rausch, 2008). The author argued that the inherent characters of a place are imbibed in the cultural products of that place and these products can be used to enhance the image among target audience (Rausch, 2008). The Zenker and Beckmann (2013) in their study showed that different target groups of the city brand possess different knowledge and perception about the city. They emphasized that city branding strategy should be designed differently according to various target audience (Zenker and Beckmann, 2013). The study of Jacobsen (2009) presented the conceptual framework to measure the brand equity of place brand with the perspective of investors. The author stressed that investors are attracted to invest in a specific city by evaluating the values and assets of city brand (Jacobsen, 2009). In the context of residents of the country, it was demonstrated that satisfaction of citizens are crucial for country branding (Zenker and Rütter, 2014). The results of their study revealed that citizen satisfaction increases the attachment of residents towards the country and which is essential to enhance the perception the residents (Zenker and Rütter, 2014). The study of Bodet and Lacassagne (2012) showed the importance of hosting a big sporting event for branding of places. They concluded that elements of sporting event can be shifted to a place which regarded as a co-branding strategy. They also cautioned that some negative elements from sporting event may transfer to place which must be controlled for effective place branding (Bodet and Lacassagne, 2012).

### **2.3. Conceptualization of Place Brand Construct**

Several researchers reported the ambiguity in the conceptual development of the place branding construct (Hankinson, 2001; Kavartzis, 2004; Lucarelli and Berg, 2011). The absence of clarity in conceptual development hindered the growth of robust theoretical building of the field (Gertner, 2011; Lucarelli and Berg, 2011). The thorough analysis of literature



revealed that many researchers tried to conceptualize the place brand construct in various ways. Hence, they produced the different conceptual models or theoretical frameworks to understand meaning and concept of place brand. Hankinson (2004) presented the conceptual model to provide theoretical underpinning for branding of tourist destinations. The author suggested five components of the conceptual model which included core brand, brand infrastructure relationships, primary service relationships, consumer relationships and media relationships (Hankinson, 2004). The study of Florek et al., (2006) highlighted the role of websites in branding of cities. They developed the theoretical framework to effectively communicate the identity of place brand (Florek et al., 2006). They recommended three components such as design, behaviour and communication of place brand in their framework (Florek et al., 2006).

Kavaratzis (2004) proposed the conceptual framework for building city brand with the perspective of city's residents and emphasized the importance of image in the city branding (Kavaratzis, 2004). The author focused that city's image is main component in the city brand development model and this image can be communicated by using primary, secondary as well as tertiary communication (Kavaratzis, 2004). Jacobsen (2009) in his study advanced the brand equity framework of a place in the context of investors. This framework threw the light that two variables assets and values of place brand are essential to build the brand equity of a place (Jacobsen, 2009). The strong brand equity of a place attracts the foreign direct investment towards that place (Jacobsen, 2009).

The notable study of Caldwell and Freire (2004) identified the differences in branding of nation, region and cities by applying brand box model of de Chernatony. They used functional and image (representational) dimensions to conceptualize the place brands (Caldwell and Freire, 2004). They concluded that nation brand is perceived by the tourists on the representational (image) dimension while city or region brand is perceived mostly on the functional dimension (Caldwell and Freire, 2004). Hanna and Rowley (2011) introduced more holistic model to ensure effective management of place branding practices. This model was designed with the perspective of managers or practitioners and which comprised nine components (Hanna and Rowley, 2011). They emphasized the role of brand experience in their model and also suggested that the participation of stakeholders is crucial for branding of places (Hanna and Rowley, 2011).

Kaplan et al., (2010) investigated the applicability of brand personality framework for city brand. They identified six dimensions of city brand personality which contained few new personality traits (Kaplan et al., 2010). The authors concluded that these personality traits can

be used to differentiate the city brand from others (Kaplan et al., 2010). The remarkable study of Ruzzier and de-Chernatony (2013) introduced the model of brand identity for a place in the context of nation branding. They emphasized the involvement of stakeholders in brand building process of a nation. That practice would be useful to create vision, mission, and functional as well as emotional values for systematic branding of a nation (Ruzzier and de-Chernatony, 2013).

The Zenker (2011) in his study proposed a conceptual framework to measure the city brand in the context of residents. The author suggested three major components of this conceptual framework and elements such as infrastructure, communication are kept under the identity of the place (Zenker, 2011). The image of place brand was the second variable of this framework that involves the perception of target audience (Zenker, 2011). The outcome variable of this framework contained the elements such as the satisfaction of residents (Zenker, 2011).

The Anholt (2006) introduced the city brands index to measure strength of the city brand. The city which has great image or reputation among the target audience, scores high in this city brands index ranking (Anholt, 2006). The index is also known as a hexagon and has six elements on which city brands are ranked (Anholt, 2006). The element “presence” includes city’s global prestige and awareness among target audience and “place” involves the perception about city’s infrastructure (Anholt, 2006). The economic, business and educational prospects offered by the city, included in the “potential” and the “people” encompasses the perception of residents of city (Anholt, 2006). The “prerequisites” measures the quality of life and satisfaction of citizens’ on city’s various facilities and the lifestyle of residents of city is included in the “pulse” (Anholt, 2006).

Anholt and Hildreth (2005) presented the instrument to measure the performance of country brand. This scale has been designed on six different parameters on which countries are assessed and accordingly brand ranking is earmarked (Anholt and Hildreth, 2005). The country which gets the highest ranking, the image or reputation of that country is considered strong globally (Anholt and Hildreth, 2005).

All the 147 reviewed studies were further analysed on the basis of their conceptual/theoretical background. It was found that in most of the studies conceptual or theoretical frameworks were not presented. The only 32 (22%) models/conceptual/theoretical frameworks were recognized from the 147 reviewed studies. Of the 32 conceptual or theoretical frameworks, 28 models/frameworks were conceptual or theoretical and while 4 frameworks

were empirical in nature. In these proposed frameworks/models, the conceptualization of place brand identity construct was mostly found.

For the conceptualization of place brand identity construct, researchers utilized various theories and concepts such as classical branding, organizational identity theories and the concept of sense of place. The place brand image and stakeholder perspectives were also used for the conceptualization of place brand construct. Two and four dimensional tangible/intangible framework was used to conceptualize place brand image. Researchers also tried to include numerous stakeholders of place branding for the conceptualization of place brand construct. Researchers utilized different classical branding theories such as brand equity, brand personality and brand architecture theories to conceptualize the place branding construct.

#### **2.4. Classification of Place Branding Literature**

This section presents the taxonomical review of place branding literature. The research articles for the review have been identified through a systemic search procedure and relevant articles were analyzed thoroughly. Firstly, articles published online in numerous scholarly or academic journals on place branding during the period of January, 2004 to April, 2014 were chosen. The following online databases were used for searching the relevant articles on place branding: (see Table: 2.1)

- I. EBSCO Business Source Complete
- II. ABI/INFORM
- III. SCOPUS

The keywords “Place brand” and “Place branding” in the articles were used to search the relevant studies in the above mentioned online databases. The Gertner (2011b) in his review reported that these keywords were mostly preferred by the scholars and academicians in the place branding literature thus these keywords were selected for the review. In the place branding literature, numerous other terminologies such as nation, country, city, region, destination branding and marketing were used and by including all these keywords in search yielded very large number of articles in the online databases. Thus this review limited to above mentioned keywords. This review also included some relevant dissertations and theses on place branding while book reviews, conference proceedings, working papers and publications of government and private firms were not used for this review. The Table: 2.1 shows the results of all articles found in online databases:

**Table 2.1:** Results database: Studies found in various electronic databases

Key terms	Number of articles found in			
	EBSCO	ABI/INFORM	SCOPUS	Total
Place brand	30	37	26	93
Place branding	80	85	65	230
<b>Total</b>	110	122	91	323

Note: After removing all duplicate and irrelevant articles, 147 articles were finalized for this review.

Through this systemic search of keywords applying the above mentioned criteria resulted in 323 articles. In the second stage, the content analysis of the collected articles has been carried out. In the content analysis, articles were checked for relevance and duplication and articles which were found irrelevant or repeated removed from further analysis. Through this extensive search process final 147 articles selected which were found to be useful for the purpose of this review. In this review, full text research articles collected from the online databases were used for the further analysis. For this purpose online databases were also manually screened for the final selection of the articles.

## **2.5. Assessment of Variables of the Articles Reviewed:**

All the articles were thoroughly read and analyzed on the basis of several criteria. Thus the articles were assessed on the basis of different variables such as article classification, geographical context, methodology adopted, data collection methods, data analysis techniques used and conceptual or theoretical framework proposed in the all the articles. The articles classification includes the general characteristics of the articles such as articles titles, authors, years of publication, volumes, issues, pages, places of publication and journals in which published. In the geographical context, all the articles were evaluated on the basis of countries, cities regions and towns where the research conducted. The methodology of all the articles was examined on the basis of qualitative or cases, quantitative and conceptual approach of the researchers. The data collection methods were identified such as survey, focus group, documents, web contents analysis and interviews, etc. The data analysis techniques used in all the articles such as thematic analysis, content analysis, factor analysis, SEM were also identified. The conceptual or theoretical backgrounds of all the articles were also identified. This review also examined the various research themes found in all the articles, as shown in TABLE-2.2

**Table 2.2:** Place branding literature: Different features/variables evaluated

<b>Variable</b>	<b>Basis of identification</b>
Article Classification	Author(s), Title, Year of publication, Journal, Place of publication, Volume, Issue, Pages.
Geographic Context	Country, Region, City and others including towns, etc.
Methodology adopted	Qualitative (Cases), Quantitative and Conceptual
Data Collection Methods	Survey, Focus Group, Documents, Web contents, Interviews, etc.
Conceptual or Theoretical Frameworks	Conceptual/theoretical background of the articles.
Data Analysis Techniques used	Thematic Analysis, Content Analysis, Factor Analysis, SEM etc.

## **2.6. Article Classification**

This section presents the general bibliographic characteristics of all 147 articles collected for review. All the articles were classified on the basis of year of publication, number of authors, journals in which articles published, discipline of journals and place of the publication. The Table: 2.2 demonstrates all these characteristics related the reviewed articles. In the Fig. 2.1 the graphical representation of year wise classification of all the articles has been presented. In this graph, the trend line shows a constant year wise growth in the number of articles published each year up to December 2013. However, this graph also shows downward trend in the period of January 2014 to April 2014. The downward trend is due to that this review considered the publications from January 2004 to April 2014; therefore the trend after April 2014 does not fall under the purview of this review. The graph also shows each year number of articles published in the journals.

**Table 2.3: Year-wise classification of place branding literature**

<b>Year</b>	<b>No. of Articles</b>	<b>Number of Authors</b>	<b>Authors</b>	<b>Journals</b>
2004	8	30	Boyne & Hall (2004), Dinnie (2004), Hankinson (2004), Hosper (2004), Kotler <i>et al.</i> (2004), Papadopoulos (2004), Azevedo (2004), Pedersen (2004)	Place Branding and Public Diplomacy (4), Journal of Vacation Marketing (1), Intereconomics (1), International Review on Public and Non-profit Marketing (1), Journal of Urban Technology (1)
2005	7	8	Anholt (2005), Blichfeldt (2005), Dooley & Bowie (2005), Freire (2005), Kavaratzis (2005), Pant (2005), Skinner (2005),	Place Branding and Public Diplomacy (6), The Marketing Review (1),
2006	8	25	Anholt (2006a), Beracs <i>et al.</i> (2006)(12), Florek <i>et al.</i> (2006), Gold (2006), Vitiello & Willcocks (2006), Warnaby &Bennison (2006), Anholt (2006b), Hosany <i>et al.</i> (2006)	Place Branding and Public Diplomacy (7), Journal of Business Research (1)
2007	9	15	Allen (2007), Gertner (2007), Gould & Skinner (2007), Hornskov (2007), Peel & Lloyd (2007), Pryor & Grossbart (2007), Rein & Shields (2007), Skinner &Kubacki (2007), Askegaard & Kjeldgaard (2007),	Design Management Review (1), Place Branding and Public Diplomacy (7), Journal of Macromarketing (1)
2008	17	28	Anholt (2008), Baum <i>et al.</i> (2008), Coaffee & Rogers (2008), Fullerton <i>et al.</i> (2008), Hall (2008a), Hanna & Rowley (2008), Iversen &Hem (2008), Mayes (2008), Medway & Warnaby (2008), Ooi (2008), Peel & Lloyd (2008), Rausch (2008), Wills & Moore (2008), Hall (2008b), Therkelsen & Halkier (2008), Van Ham (2008a), Van Ham (2008b),	Place Branding and Public Diplomacy (10), Fennia (1), European Journal of Marketing (2), Town Planning Review (1), Journal of Travel & Tourism Marketing (1), Scandinavian Journal of Hospitality and Tourism (1), Annals of the American Academy of Political and Social Science (1)
2009	8	10	Anholt (2009), Jacobsen (2009), Daramola-Martin (2009), Forristal & Lehto (2009), Freire (2009), Zenker (2009), Andersson & Ekman (2009), Ashworth (2009),	Place Branding and Public Diplomacy (3), Journal of Place Management & Development (3), Journal of Brand Management (1), European Spatial Research and Policy (1)

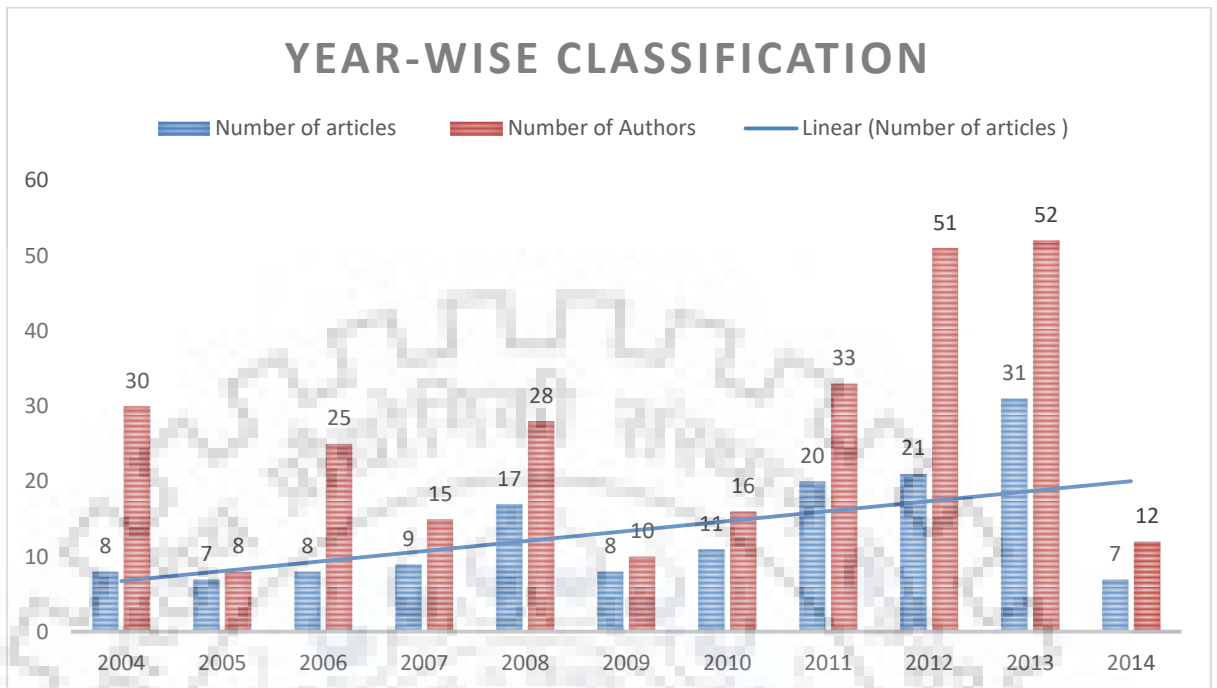
2010	11	16	Anholt (2010), Hankinson (2010), Hansen (2010), Hildreth (2010), Houliez (2010), Kaplan <i>et al.</i> (2010), Metaxas (2010), Rizzi, & Dioli (2010), Ryan & Mizerski (2010), Sysner (2010), Ashworth (2010)	Place Branding and Public Diplomacy (8), European Journal of Marketing (1), Journal of Town & City Management (2)
2011	20	33	Boisen <i>et al.</i> (2011), Clifton (2011), Govers (2011), Hanna & Rowley (2011), Kostanski (2011), Lichrou & Patterson (2011), Lindstedt (2011), Maheshwari <i>et al.</i> (2011), Mak (2011), Ren & Blichfeldt (2011), Sevin (2011), Skinner (2011), Sneed <i>et al.</i> (2011), Van Assche & Lo (2011), Zenker & Martin (2011), Zenker (2011), Kalandides (2011), Aitken & Campelo (2011), Gertner (2011a), Gertner (2011b),	Place Branding and Public Diplomacy (8), Journal of Place Management & Development (5), European Planning Studies (1), Journal of Marketing Management (2), Journal of Brand Management (2), Scandinavian Journal of Hospitality and Tourism (1), Marketing Review (1),
2012	21	51	Bodet & Lacassagne (2012), Freire (2012), Giovanardi (2012), Hanna & Rowley (2012), Harrison-Walker (2012), Horlings (2012), Jacobsen (2012), Jansson (2012), Johansson (2012), Kavartzis (2012), Kemp <i>et al.</i> (2012), Kerr, & Balakrishnan (2012), Klijn <i>et al.</i> (2012), Martinez (2012), Mettepenningen <i>et al.</i> (2012), Orth <i>et al.</i> (2012), Pigman (2012), Rothschild <i>et al.</i> (2012), Tantawi & Youssef (2012), Gustavsson & Elander (2012), Konecnik Ruzzier & Petek (2012),	Place Branding and Public Diplomacy (7), Journal of Place Management & Development (2), European Sport Management Quarterly (1), Academy of Marketing Studies Journal (1), Urban Studies (1), Journal of Product & Brand Management (1), Public Management Review (1), Journal of Town & City Management (1), Sociologia Ruralis (1), Journal of Business Research (1), Journal of Management History (1), African Journal of Economic & Management Studies (1), Local Environment (1), Anatolia – An International Journal of Tourism and Hospitality Research (1)
2013	31	52	Boland (2013), Braun <i>et al.</i> (2013), Chan & Marafa (2013), Giovanardi <i>et al.</i> (2013), Hildreth (2013), Kavartzis & Hatch (2013), Konecnik & de Chernatony (2013), Lucarelli & Brorström (2013), Melewar & Dennis	Place Branding and Public Diplomacy (11), Journal of Place Management & Development (3), Marketing Theory (2), Journal of Business Research (1), The Marketing Review (2), Environmental Communication (1),

			(2013), Porter (2013), Taha (2013), Architecture, City and Environment Tobiasa & Wahl (2013), Zakarevicius (1), Land Use Policy (1), Management & Lionikaite (2013), Zavattaro (2013), of Organizations: Systematic Research Zenker & Beckmann (2013), Brown <i>et</i> (1), Administrative Theory & Praxis <i>al.</i> (2013), Cavicchi <i>et al.</i> (2013), de San (1), Eugenio Vela (2013a, 2013b), Journal of Marketing Management Domínguez García <i>et al.</i> (2013), Govers (2), International Food and (2013), Hakala & Öztürk (2013), King Agribusiness Management Review & Crommelin (2013), Lemmetyinen <i>et</i> (1), Boletín de la Asociación de <i>al.</i> (2013), Mittilä & Lepistö (2013), Geógrafos Españoles (1), Journal of Ryu & Swinney (2013), Sevin (2013), Brand management (1), Town Vuorinen & Vos (2013), Zenker & Planning Review (2) Beckmann (2013), Hanna & Rowley (2013a), Hanna & Rowley (2013b),
2014	7	12	Campelo <i>et al.</i> (2014), Cull (2014), Place Branding and Public Diplomacy Freire (2014), Hall (2014), Zenker & (2), Journal of Travel Research (1), Rütter (2014), Alekseyevna and Scandinavian Journal of Hospitality Viktorovna (2014), Hoyng (2014), and Tourism (1), Cities (1),World Applied Sciences Journal (1), Cultural Studies (1)

The articles were further examined on the basis of journals in which they are published; discipline, publisher, and place of publication (see Table: 2.4). It was noticed that all the articles appeared across 43 different international journals. Majority of articles were published in the following journals: Place Branding and Public Diplomacy, Journal of Place Management and Development, Journal of Brand Management, Journal of Marketing Management, European Journal of Marketing, Journal of Business Research, Town Planning Review, Marketing Review, Journal of Town and City Management, and Scandinavian Journal of Hospitality and Tourism. The academic disciplines of journals in which articles are published have also been identified. The distinct academic disciplines such as Marketing, Business and Management, Tourism, Planning, Social Science and Urban Studies have contributed in place branding literature. Thus the multidisciplinary nature of place branding literature has been acknowledged. The places of publication of majority of articles reviewed were found in United Kingdom (UK) and United States (US) based journals. The journals from other geographical areas such as Netherlands, Germany, Lithuania, etc. have comparatively lesser representation in place branding literature.



**Figure 2.1:** Year-wise classification of articles published, and authors involved



**Table 2.4:** Journal-wise classification of articles

S.No.	Name of the Journal	No. of Papers	Discipline	Publisher Name	Region
1.	Place Branding and Public Diplomacy	73	Marketing	Palgrave Macmillan	UK
2.	Journal of Place Management and Development	13	Marketing	Emerald Group	UK
3.	Journal of Marketing Management	04	Marketing	Taylor & Francis	UK
4.	Journal of Brand Management	04	Marketing	Palgrave Macmillan	UK
5.	The Marketing Review	04	Marketing	Westburn Publishers	UK
6.	European Journal of Marketing	03	Marketing	Emerald Group	UK
7.	Journal of Business Research	03	Management	Elsevier Inc.	Netherlands
8.	Scandinavian Journal of Hospitality and Tourism	03	Tourism & Hospitality	Routledge (T &F)	UK
9.	Journal of Town & City Management	03	Urban Planning & Place marketing & branding	Henry Stewart Publications	UK
10.	Town Planning Review	03	Planning	Liverpool University Press	UK
11.	Marketing Theory	02	Marketing	Sage Publications	US
12.	Academy of Marketing Studies Journal	01	Marketing	Allied Academies	US
13.	Journal of Macro marketing	01	Marketing	Sage Publications	US
14.	Journal of Product & Brand Management	01	Marketing	Emerald Group	UK

15.	International Review on Public and Non Profit Marketing	01	Marketing (Public & Non Profit)	Springer Verlag	Germany
16.	Journal of Vacation Marketing	01	Tourism	Sage Publications	US
17.	Journal of Travel Research	01	Tourism	Sage Publications	US
18.	European Sport Management Quarterly	01	Management and Tourism	Routledge (T &F)	UK
19.	Journal of Management History	01	Management	Emerald Group Publishing	UK
20.	Management of Organizations: Systematic Research	01	Business & Management	Vytautas Magnus University	Lithuania
21.	Urban Studies	01	Urban Studies	Sage Publications	US
22.	Architecture, City and Environment	01	Urban Studies	Universitat Politecnica de Catalunya	Spain
23.	Cities	01	Urban Policy	Elsevier Limited	Netherlands
24.	Design Management Review	01	Design Management & Strategy	Design Management Institute	US
25.	Sociologia Ruralis	01	Social Sciences: (Sociology & Political Science)	Blackwell Publishing	UK
26.	Environmental Communication	01	Environmental Science and Management	Taylor & Francis Group	UK
27.	African Journal of Economic and Management Studies	01	Economics	Emerald Group Publishing	UK
28.	Annals of the American Academy of Political and Social Science	01	Sociology and Political Science	Sage Publications	US

29.	European Planning Studies	01	Planning	Routledge (T &F)	UK
30.	Land Use Policy	01	Planning (urban & rural land use)	Elsevier Limited	Netherlands
31.	Public Management Review	01	Public Management	T & F Group	UK
32.	Administrative Theory & Praxis	01	Public administration theory	M.E. Sharpe, Inc.	US
33.	Journal of Travel & Tourism Marketing	01	Travel and tourism	Routledge (T&F)	UK
34.	Cultural Studies	01	Social Sciences	Routledge (T&F)	UK
35.	Anatolia	01	Tourism & Hospitality	Routledge (T&F)	UK
36.	Journal of Urban Technology	01	Urban Studies	Routledge (T&F)	UK
37.	Inter-economics	01	Business and Economics	Springer Science & Business Media	Netherlands
38.	World Applied Sciences Journal	01	Multidisciplinary	IDOSI	UAE
39.	European Spatial Research and Policy	01	Planning and Development,	Lodz University Press	Poland
40.	International Food and Agribusiness Management Review	01	Agricultural and Biological Sciences: Food Science	International Food and Agribusiness Management Asso.	US
41.	Boletín de la Asociación de Geógrafos Españoles	01	Social Science (Geography)	Association of Spanish Geographers	Spain
42.	Local Environment	01	Environmental Science	Routledge (T&F)	UK
43.	Fennia	01	Social Science	Geographical Society of Finland	Finland

## **2.7. Geographical Context of Place Branding Literature**

The thorough review of literature revealed that several place branding studies were conducted on different places which involved countries, regions, cities, islands and towns etc. Boland (2013) conducted his study on Liverpool City of UK and analysed the role of spatial planning in the process of city branding. The author concluded that planning practices transformed the city's physical and cultural environment and re-branded the city by improving the image or reputation (Boland, 2013). Dooley and Bowie (2005) applied the concept of brand architecture in the context of nation branding by undertaking their study on South Africa. They argued that the country successfully used umbrella branding strategy to manage its portfolio of sub brands (Dooley and Bowie, 2005).

Van Ham (2008) explored the importance of place branding in international politics by taking the examples of US, China and European Union. The author highlighted that security issues are vital for these countries to manage and retain the image and reputation (Van Ham, 2008).

Boyne and Hall (2004) conducted their study in rural regions of Scotland (UK) and investigated role of tourism practices associated with food for branding of rural regions. They focused that websites must be used effectively to promote gastronomy related identity of rural regions (Boyne and Hall, 2004). This strategy would be beneficial for branding of rural region and attracting tourists associated with food (Boyne and Hall, 2004). The residents play an important role in developing and managing place brands (Freire, 2009). The author undertook his research at different regions and cities of Portugal, Spain and UK and identified that tourists' destinations selection, their decision making and consumption behaviour are greatly influenced by the local residents of that places (Freire, 2009).

Hansen (2010) emphasized the role of narratives in the development of place brand by taking the case of Bornholm Island (Denmark). The author argued that place brands can be created through values which would be useful in the construction of place identity (Hansen, 2010). The target audience (i.e. tourists) can learn these values through narratives which ultimately build favourable image and reputation (Hansen, 2010). In the nation branding context, Ooi (2008) explored the case of branding of Singapore which was emerged as a creative city through its systematic branding practices (Ooi, 2008). The author discussed that the government of Singapore encouraged the creativity and innovation in its economy and re-branded the country by implementing its vision through strict and proper controlling (Ooi, 2008).

Rausch (2008) investigated the place branding strategy adopted by the rural area of Japan. The government of Japan promoted its cultural products to the international market to enhance the image of the country (Rausch, 2008). The author suggested that cultural products represent the main character of a particular place and these products can be extended to other indigenous products developing a synergy in overall place branding practices (Rausch, 2008).

Zenker and Beckmann (2013) carried out their empirical investigation at Hamburg (Germany) and identified the perceptions of different target groups of place branding. They explained that external and internal target customers had different image in their mind for city brand (Zenker and Beckmann, 2013). The results of their study revealed that tourists were more associated with waterfront, culture and shopping dimensions of the city brand. The dimensions such as harbour, nature and free space and higher education were more relevant for residents (Zenker and Beckmann, 2013). The study of Ruzzier and Petek (2012) highlighted the place practices used by the country Slovenia. They argued that identity of the place brand can be created by engagement of different stakeholders in the process of building of nation brand (Ruzzier and Petek, 2012).

Further the review presents the different places where the research was conducted by the scholars and academicians. It was examined that researchers used various geographical locations such as countries, cities and regions in their study. In this review, it was found that 21 studies concentrated on country context, 28 on city context, and 17 on region context. In 4 studies, scholars focused on both city and region (e.g., Freire 2007; Sysner 2010). In twenty two studies researchers used other locations such as islands, continents, towns, states and rural areas. It was examined that in the 55 studies researchers did not mention any location. The UK was mostly preferred geographical location by the researchers in a majority of past studies (e.g., Boyne and Hall 2004; Skinner 2005).

Liverpool (UK) was found to be most examined location by the researchers who conducted city based research. In region based studies, the Oresund Region (Europe) was considered mostly by the researchers. The European continent was dominantly found as most of the countries, cities and regions investigated by the researchers in their articles were based on European continent. Thus in place branding literature, the lack of research articles were found on the North American, African and Asian continents context. It is notable that the words 'town' and 'city' were used in this review on the basis of their usage in the articles reviewed. In many articles, the two terms were used interchangeably.

## **2.8. Methodology adopted by the Reviewed Articles**

The comprehensive literature review revealed that researchers preferred the qualitative methodology for their investigation various research topics. It was observed in the literature that there were few studies found which used quantitative methodology in their research. Aitken and Campelo (2011) developed the conceptual framework of place branding having four core elements which is known as sense of place. They adopted ethnography and grounded theory methodology to advance the framework and understand the research problem (Aitken and Campelo, 2011). The data were collected from residents and tourists through observation, in-depth and group interviews (Aitken and Campelo, 2011).

Askegaard and Kjeldgaard (2007) examined the significant role of local food products in brand building process. They stressed that these products reflect the cultural heritage of that place and can be used as a place branding strategy (Askegaard and Kjeldgaard, 2007). The authors employed qualitative research methodology by collecting the data from tourists and consumers through observation, focus group and semi structured interviews (Askegaard and Kjeldgaard, 2007). The study of Bodet and Lacassagne (2012) analysed the role of sporting event in improving the image of a place. They confirmed that there may be transmission of some associations from sporting event to the place and but cautioned that numerous negative elements also persist. They surveyed the British people and allowed them to express their ideas and words freely (Bodet and Lacassagne, 2012).

Baum et al., (2008) explored the practices used for the development of brand image of tourist destination. They highlighted that friendliness and hospitality of local people were utilized to create imagery for a tourist destination that was useful to form the destination image. This study adopted qualitative methodology by gathering the data from secondary sources (Baum et al., 2008).

The study of Forristal and Lehto (2009) investigated the role of native species in branding of cities. They emphasized that native species reflect the character of the city and can be used as a destination branding strategy. The authors adapted the brand personality measure designed by Aaker (1997) to explore the congruence between the personalities of native species and city (Forristal and Lehto, 2009). Their findings confirmed the similarities between personalities of native species and city. This research used quantitative method and collected the data through survey of students (Forristal and Lehto, 2009).

Giovanardi et al., (2013) used ethnographic technique in their research to understand the development of place brands. The authors gathered the data by participants' observation and conducting interviews with main stakeholders. They postulated the concept of brand ecology and revealed that place brand is formulated with the combination of two aspects which involved functional as well representational components (Giovanardi et al., 2013). The study of Gould and Skinner (2007) utilized the ideographic approach for their research. They took the opinions and semi structured interviews of major stakeholders or decision makers. The authors emphasized that single identity of a country must be created in order to build proper place brand (Gould and Skinner, 2007). They reiterated that inconsistency in brand message promoted about the place can damage the image of that place (Gould and Skinner, 2007).

Hanna and Rowley (2008) in their exploratory study, analysed the numerous terminology utilized in the place branding literature. They selected various case studies related to the place branding area and analysed them to identify the interrelated vocabulary in the field (Hanna and Rowley, 2008). The qualitative research of Hansen (2010) focused that creation of influential narratives were more significant in the development of powerful place brands. These narratives were found useful for the target groups to understand values and recognize the meaning of place brand (Hansen, 2010). The author conducted interviews and analysed the several news articles for his research (Hansen, 2010).

The further analysis of 147 articles was carried out on the basis of methodological approach adopted. In this analysis, it was examined that 97 articles were found to be empirical and 50 articles were classified as a non-empirical in nature. All those articles which used primary data collection (i.e. surveys) and secondary data collection such as interviews, observations and other secondary sources denoted as empirical studies. The non-empirical studies or conceptual studies were based on authors' thoughts or concepts and mainly included editorials, opinion pieces and review of previous literature. This review shows that total empirical studies accounted for 66 % and on the other hand, non-empirical or conceptual studies were found to be 34 % of the total number of articles reviewed. In the empirical studies, it was observed that researchers used qualitative, quantitative and combination of both qualitative and quantitative methodological approaches.

The empirical studies were further analyzed and these were divided into case studies and research studies. All those studies which used case based approach and qualitative data, denoted as case studies. All those studies which used qualitative, quantitative and combination of both qualitative and quantitative data, denoted as research studies. In the 97 empirical



studies, it was observed that in 76 (78 %) studies, data collection methods were qualitative data and in 16 (17 %) studies data collection methods were quantitative data. Thus the place branding literature is predominantly based on qualitative data. The combination of both qualitative and quantitative data was found in remaining 5 (5 %) studies. The studies which used qualitative data basically adopted various approaches such as multi-sited ethnography, social representation, hermeneutic, phenomenological, ideographic, narrative and semiotic. The numerous theories such as actor network, grounded and historical were also found in those studied which relied on qualitative studies. Thus this review identified case studies, research studies and conceptual studies as per the methodological approach adopted in the reviewed articles.

### **2.9. Case Studies in Place Branding Literature**

It was observed through comprehensive literature review that researcher focused mostly on case studies to investigate the phenomena of place branding. The case study of Azevedo (2004) highlighted the successful co-branding strategy between product branding and place branding. The results of this study revealed that favourable image or reputation of a specific product brand can be effectively shifted to a destination wherever the product brand is produced (Azevedo, 2004). Freire (2005) in his case study underlined that the concept of place brand is significant for the sustainable development of a certain place. The author argued that place branding strategy can become useful to deal with the stereotypes of a particular place (Freire, 2005). It was also stressed that place brand concept supports in the preservation of local culture of a specific place (Freire, 2005). Vitiello and Willcocks (2006) in their case study discussed the importance of 'detail' in the creation and development of place brand. The 'detail' refers to language, attitude, behaviour of the people of the place and it also involves how people of that place dress in. (Vitiello and Willcocks, 2006). The details can be used to develop sense of place and to improve the perception of target groups of place branding (Vitiello and Willcocks, 2006).

The case study of Kostanski (2011) introduced the notion of toponymic dependence to build the strong place brand. The author argued that individuals develop dependencies with toponyms in same manner in which dependencies for the place may be created (Kostanski, 2011). The toponyms can be used as an effective place branding strategy by differentiating the distinctive features of a certain place from another (Kostanski, 2011). The case study of Jansson (2012) explored the usefulness of competitive identity of a place in bringing social change of that place. The author denoted place branding practices as a competitive identity in

his study. He argued that social change can be reflected through the increasing of tolerance as well as inclusiveness (Jansson, 2012). The competitive identity was successfully used to promote identity of a place and to protect the local culture. Further, the competitive identity can also be responsible for a growth of economic activities of a place and that ultimately improves the image of a place (Jansson, 2012).

The case study of Mittilä and Lepistö (2013) investigated the effective use of artists in building of strong place brand. They underlined that artists can play a significant role in the creation of identity of a rural region. Their roles can be recognised as to make up not only stories but also artifacts. The artisans can also play a role of an entrepreneur and offer numerous services for the tourists of rural regions (Mittilä and Lepistö, 2013).

This review identified 46 case studies which is 47% of the total number of empirical studies. This shows that researchers heavily relied on the case based approach in dealing with different place branding issues in their research. These cases studies were further examined on the basis of geographic location.

#### **Classification based on geographical location**

It was examined that in all these case studies, some focused on countries (n= 7; 15.2 %), cities (n=14; 30.4 %), regions (n =11; 23.9 %), both city and region (n= 1; 2.17 %) and others (n =11; 23.9 %). In two case studies, researchers did not mention any such geographic locations. In the country based case studies, it was examined that four case studies used single location (South Africa, Armenia, Denmark and Singapore), while the other three focused on multiple locations such as EU, US, China, Denmark, Sweden, Finland, Norway, UK and Scotland. In the city based case studies, 10 studies focused on single location such as Dundee, Liverpool and Sydney (e.g., Peel and Lloyd 2008; Daramola-Martin 2009; Kerr and Balakrishnan 2012) and four cases used multiple cities (e.g., Coaffee and Rogers 2008; Rizzi and Dioli 2010; Taha 2013). Liverpool (UK) was the most preferred city for the researchers in city based case studies.

The case studies which focused on different regions, seven concentrated on a single region (e.g., Hornskov 2007; Mak 2011; Porter 2013). The Oresund region was most preferred choice of researchers in region based case studies. In the four case studies, researchers focused on multiple regions such as Gyor, Styria and Wales (US), Tuscany (Italy), Minnesota and Missouri (US) (e.g., Van Assche and Chien Lo 2011; Clifton 2011). The study of Syssner (2010) conducted research on various cities and regions of Sweden which is the only case study

on both city and region context. The case studies which focused on various locations such as states, islands, rural areas, towns and the national parks of different countries were categorized as other geographical contexts.

## **2.10. Conceptual Studies in Place Branding Literature**

It was observed in the literature that many notable authors unfolded their views, ideas and opinions about place branding in their articles. Anholt (2005) in his article elaborated the use of the terms brand as well as branding. The author discussed the importance about the application of branding techniques to the places (Anholt, 2005). Anholt (2006) shared his views on whether place branding can be used only by the capitalistic or rich countries. He also threw the light on the significance of place branding in the economic development of the countries (Anholt, 2006). The progress of the place branding field was highlighted in the next article of Anholt (2010). He raised numerous issues of place branding and tried to remove the misperception related to field (Anholt, 2010).

Ashworth (2010) in his article discussed about the different issues responsible for the successful place branding. He emphasized that place branding is emerged as a flexible and reactive tool to govern and manage the place (Ashworth, 2010). Cull (2014) highlighted the success of place branding practices through cultural events. The author discussed that Angola (African nation) achieved the success in the art exhibition held at Venice (Italy) in the year 2013 which improved the reputation of the country (Cull, 2014). The article of Gold (2006) suggested that intellectual architecture can become a valuable tool for place branding. The intellectual architecture is essential for the generation of knowledge, growth of the local culture and advancement of technology. Thus, it can be utilized as an effectively strategy for the development of place brand (Gold, 2006).

Hildreth (2010) proposed the narrative framework to understand the phenomenon of place branding. The author also suggested certain significant tools to get better consequences through place branding practices. He also described the benefits and threats of using place branding technique (Hildreth, 2010). Lindstedt (2011) explored the association among the three important elements of place branding. He established the link between place and its identity in the context of local residents. The author also unfolded the relationship between residents' attachment to its place in the development of place brand (Lindstedt, 2011).

Sevin (2011) in his article raised the ethical shortcomings found within the place branding field. The author developed the two-step framework to understand the concerns

pertaining to ethics of the field (Sevin, 2011). Rein and Shields (2007) discussed the role of sports in the formation of place brands. They argued that investment in sports can be useful strategy for branding of places (Rein and Shields, 2007). The investment in sports can provide different platforms for branding and positioning of the countries (Rein and Shields, 2007).

In this review, 50 conceptual articles were found. These articles were written on the basis of authors' knowledge, judgement, thoughts or conceptual understanding of the place branding research. These articles included editorials, opinion pieces and previous reviews of literature of the place branding research. In the conceptual studies, it was found that renowned personalities in the field of place branding such as Simon Anholt, G.J. Ashworth and Robert Govers also wrote some of these conceptual articles.

### **2.11. Empirical Studies in Place Branding Literature**

It was noticed in the literature that researchers preferred qualitative methodology over quantitative to understand the phenomenon of place branding. Baum et al., (2008) in their study explored the concept of destination image in the tourism context. They evaluated the role of personnel working in tourism sector in formation of image and construction of destination brand. The contributions of these employees are also reflected in enhancing the experience of tourists to a destination (Baum et al., 2008). The empirical study of Fullerton et al., (2008) analysed the role of advertising campaign in branding of places. They investigated the effects of advertising campaign in changing the perception of people of the country. The results of this study revealed that such campaign improved the tourism related perception but it did not change the government related perception (Fullerton et al., 2008).

The place branding and its connection with imaginary were explored by the qualitative study of (Johansson 2012). The author tried to establish the importance of fiction as well as narration as a strategy of place branding. He discussed about the involvement of politics in place branding and also explained that how effective use of imaginary helped the rebranding of the city (Johansson, 2012). The quantitative study of Kemp et al., (2012) examined the application of branding theories to place based brands. They investigated the role of residents of the city (internal stakeholder) in the building the city brand. The findings of this empirical study revealed that if residents develop powerful associations with brand then they emotionally connect to the city brand. Thus, they can become strong advocates for city brand (Kemp et al., 2012).

The study of Orth et al., (2012) investigated the importance of tourists' attachments in the building of place brand. They employed attribution related theory for their examination and collected the data quantitatively through large survey (Orth et al., 2012). They also highlighted the significance of tourists' experience in the development of place brand. The findings revealed that tourists' prior attachments and brand associations with place both are valuable to increase the experience of tourists (Orth et al., 2012).

Klijn et al., (2012) in their quantitative study examined the significant role of participation of stakeholders in branding of places. They highlighted that the government is the major actor in successful building of the place based brands. The results of their study showed that involving all the stakeholders in brand development of places is effective strategy to attract the target audience (Klijn et al., 2012).

In this literature review, 51 research studies were found which accounted for 53% of total empirical studies. Research studies comprised both qualitative and quantitative studies in which case studies and conceptual studies excluded. In research studies, previous literature review articles of place branding such as meta-analysis, general review, critical review and methodological review included.

## **2.12. Data Collection Methods**

All the articles were further analysed on the basis of methods of data collection. It was examined that in the case studies, researchers mostly relied on qualitative data and in some case studies researchers did not disclose the methods of data collection. The numerous sources of data collection were found in all the qualitative studies. All the studies which used qualitative data heavily relied on interviews, observations, secondary sources (literature, documents, books, news articles, web contents, web series & social media), opinion surveys, free association of words, brainstorming sessions, and a combination of the above mentioned sources for their collection of data (See Table: 2.5). The survey and experiment were found to be most preferred methods of collection of data in all studies which used quantitative data. Also studies which adopted mixed methodological approach basically used both qualitative and quantitative methods of data collection (See Table: 2.6).

**Table 2.5:** Data Collection Methods of Qualitative Studies

<b>Method of Data Collection</b>	<b>No. of Articles</b>	<b>Types of Data Used</b>	<b>No. of Articles</b>
Observations and Interviews (In-depth, Focus Group, Semi structured)	7	Interviews & Focus group meeting	1
Secondary Sources (documents, web contents, literature review)	9	Interviews	14
Free Association of Words	1	Observations, Secondary sources, Interviews	2
Secondary sources & Interviews	12	Opinion Survey & Brainstorming Session	2
Web Content Analysis, Online Web series and Social Media	4	Interviews & Qualitative Survey	2
Not Mentioned/Specified	19	Secondary sources & Observations	1

### 2.13. Data Analysis Techniques

In this review, 51 research studies were further analysed on the basis of data analysis techniques used in these articles. It was found that most of the qualitative studies were either not used, or not mentioned (if used) the data analysis techniques. The content analysis and thematic analysis were the most preferred data analysis techniques in those qualitative studies which specified the data analysis techniques. The 9 studies used content analysis while 7 used thematic analysis and the qualitative analysis software Atlas.ti 2.0 and (CAQDAS) Nvivo were preferred by only 2 studies. The ANOVA, Structure Equation Modeling, Factor analysis (EFA & CFA), Correlation and Regression analysis were found to be preferred techniques in those studies which used quantitative approach and the combination of both qualitative and quantitative approaches (See Tables: 2.7 and 2.8).

**Table 2.6:** Data Collection Methods of Quantitative Studies

<b>Data Collection Methods</b>	<b>Data Analysis Techniques</b>	<b>Articles</b>
Online Survey	EFA, t-Test & Regression	Linda Forristal & Lehto (2009)
Pre-Post Experimental	Diagnostic copy test	Fullerton et al. (2008)
Survey (Telephonic)	Linear Regression & Partial Least Squares (PLS)	Jacobsen (2012)
Survey	Factor Analysis	Kaplan et al. (2010)
Survey	SEM	Kemp et al. (2012)
Survey	Regression Analysis	Orth et al. (2012)
Survey (Mail)	CFA	Sneed et al. (2011)
Survey	ANOVA and Correlation analysis	Tantawi & Youssef (2012)
Survey	Regression and SEM	Zenker & Rütter (2014)
Survey	ANOVA	Zenker (2009)
Survey	EFA, Canonical Correlation & MANOVA	Hosany et al.(2006)
Survey (Mail)	t-Test	Ryu & Swinney (2013)
Interviews & Experiment	None	Zenker & Beckmann (2013)
Previous Literature (Review)	Meta-Analysis	Gertner (2011a)
Previous Literature (Review)	Content Analysis & Chi Square test	Hanna & Rowley (2008)
Previous Literature (Review)	Meta-Analysis	Lucarelli, & Brorström
Previous Literature (Review)	Meta-Analysis	de San Eugenio Vela (2013)

Thus the dominance of qualitative studies was found in place branding literature which mostly depended on content and thematic analysis. Zenker and Beckmann (2013a, b) raised the question on the quality of interviewed participants in these qualitative studies. This may be due to majority of qualitative studies used unstructured or semi-structured techniques of data collection which were recognized as convenient methods of the researchers. Therefore the results of these studies are not considered as conclusive and cannot be generalized. Chan and Marafa (2013) also notified that certain kind of subjectivity was found in qualitative methods due to individual interpretations of researchers. In this review, it was examined that most of the studies relied on either qualitative or quantitative methods of data collection and analysis.

It was suggested that a combination of both qualitative and quantitative methods of data collection and analysis may be valuable and generate more accurate results. In this review, quantitative studies were found less in number. The quantitative studies mostly depended on surveys and some of these studies took smaller sample sizes hence the accuracy of results in these studies was doubtful.

**Table 2.7:** Data collection Methods and Data Analysis Techniques for Studies with Mixed Research Design approach

Data Collection Methods	Data Analysis Techniques	Articles
Interviews, Focus group, Survey (Web based)	Correlation analysis and Structure Equation Modelling (SEM)	Klijn <i>et al.</i> (2012)
Secondary published sources and On-line survey among opinion leaders and key stakeholders	Delphi Technique	Konecnik & de Chernatony (2013)
Document analysis, Interviews, Survey (Phone)	ANOVA	Mak (2011)
Interviews & Survey	Qualitative Analysis and SPSS used	Tobiasa & Wahl (2013)
Semi structured Interviews & Survey	None	Warnaby & Bennison (2006)
Secondary sources, Interviews & Survey	ANOVA (F-test) and SPSS used	Konecnik & Petek (2012)



**Table 2.8:** Data Analysis Techniques of Qualitative Studies

<b>Data Analysis Techniques</b>	<b>Articles</b>
Content Analysis	9
Thematic Analysis	7
Qualitative Analysis Software (Atlas.ti 2.0, CAQDAS Nvivo)	2
Thematic & Content Analysis	1
Delphi Method	1
Not Specified/Not Used	54

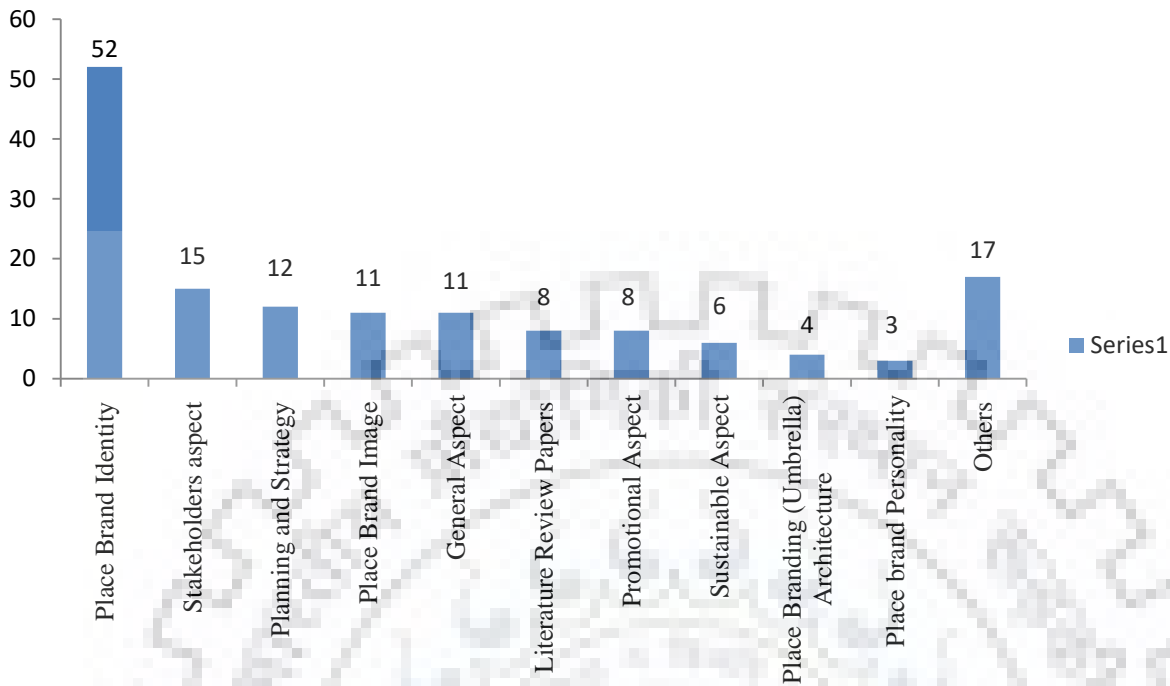
#### **2.14. Research Themes of Reviewed Studies**

A further analysis of 147 articles was carried out on the basis of research themes. This review identified various research themes and through these themes, researchers' preferred topics in place branding literature was highlighted. The following themes such as brand identity, stakeholder aspect, place brand image, planning & strategy, general aspect, promotional aspect, sustainable aspect, place brand architecture and place brand personality were found in this review. The other themes were also found which included literature review articles, place brand equity, place brand experience and ethical issues in place branding.

##### **2.14.1 Themes of total reviewed articles**

The place brand identity theme was most preferred theme by the scholars and academicians of place branding as it was found in the majority of articles. This review identified 52 articles (35.4%) which were based on place brand identity theme. This review indicated that researchers focused more on the various aspects of brand identity and its role in the development of place branding. The place brand identity theme included numerous facets of place identity such as cultural, security, sense of place, political issues, narratives, environmental issues and tangible and intangible assets of a place. The stakeholder aspect was next most preferred theme by the researchers in place branding literature and thereafter followed by planning and strategy theme.

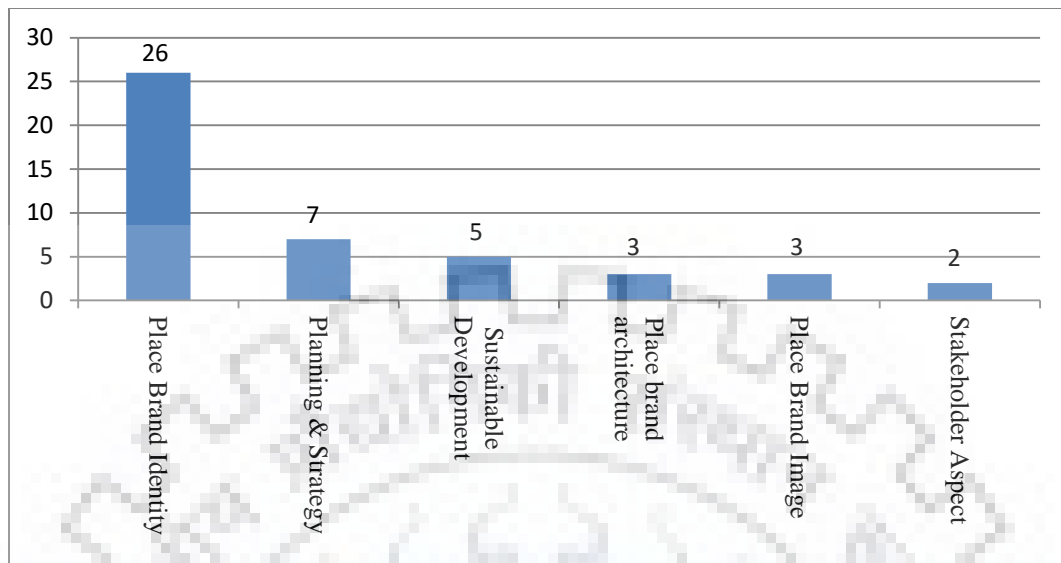
**Figure 2.2:** Research Themes (Total sample articles reviewed)



#### **2.14.2 Themes of case studies**

This review also identified research themes of all 46 case studies. The six distinct themes of all case studies were found which indicated that researchers tried to explore diverse area of place branding as a field of study. In the case studies, researchers again preferred to examine the various issues of place brand identity. The other themes such as planning & strategy, sustainable development, place brand architecture, place brand image and stakeholder aspect of place branding were identified. The researchers undertook their study in several nations, cities and regions of the world which demonstrated that place branding field as a research gained global recognition.

**Figure 2.3:** Research Themes of Case Studies



### 2.14.3 Themes of conceptual studies

The conceptual studies found in this review were also analysed on the basis of research themes. In the conceptual studies researchers mainly focused on four themes such as place brand identity, general aspect, stakeholder aspect of place branding, and place brand image. The researchers' interests in conceptual studies were concentrated on different issues of place brand identity. This review identified 17 conceptual studies (34%) which discussed on issues related to place brand identity.

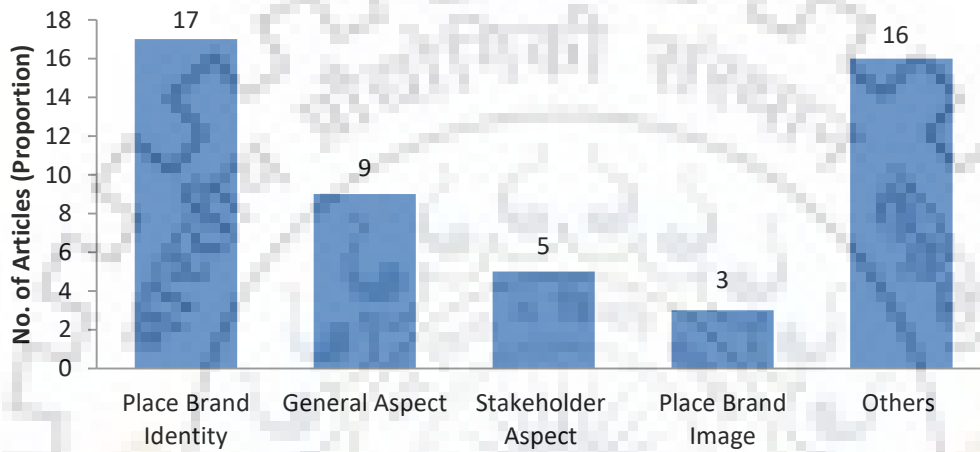
Place brand identity included tangible/intangible attributes, cultural aspects, spatial identities and environmental concerns of places. The 9 conceptual studies (18 %) raised the issues related to general trends in place branding, de-marketing and some studies proposed conceptual frameworks of place branding. The 5 conceptual studies (10 %) touched the issues related to stakeholder aspects such as role of residents, customer equity and satisfaction. Of the 5 above mentioned conceptual studies, one study was found in which author proposed a relational network brand model (See Fig. 4).

### 2.14.4 Themes of research studies

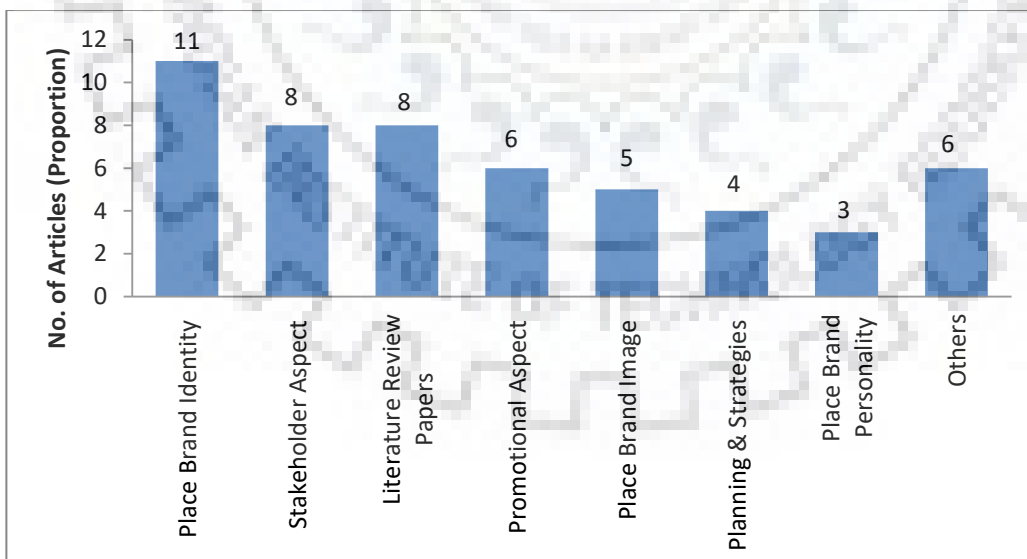
The research studies in this review were also investigated to determine various themes. The place brand identity was emerged as prominent theme and it was discussed in 11 research studies (21.56 %). The stakeholder aspect was found to be second most preferred theme by academicians & researchers of place branding. This theme was used in 8 research studies (15.68 %). The researchers also discussed the role of communication or promotion in place

branding. This theme was categorized as promotional aspect (n=6, 11.76 %). The other themes place brand image (n = 5, 9.8 %), planning & strategies (n=4, 7.84 %), and place brand personality (n = 3 studies, 5.88 %) were found to be significant themes in place branding literature (see Fig. 5). This review also identified 8 literature review articles and in these articles authors approached the place branding field with meta-analysis, general review, critical review and methodological review.

**Figure 2.4:** Research Themes for Conceptual Studies



**Figure 2.5:** Themes for Research Studies



## **2.15. Meta-Analyses carried out by previous studies and results**

It was identified that in the literature review articles, a number of authors undertook reviews with meta-analytical approach. In this section, the results of meta-analyses carried out by Gertner (2011a, b), Lucarelli and Berg (2011) and Lucarelli and Brorström (2013) were presented. Gertner (2011a, b) undertook a comprehensive review of place marketing and place branding literature up to the year 2009 and the major findings of this review are displayed here as under (Gertner; 2011a, b).

- The contribution of scholars of different academic disciplines was witnessed to place branding literature and they discussed various issues related to business, management, marketing, branding, public diplomacy, urban planning, design and geography.
- The literature was chiefly concerned with qualitative, descriptive, or based on case studies, editorials, personal opinions of authors and marketing and advertising campaigns carried out by places.
- A few qualitative articles followed specific methods which involved ethnography, textual analysis, in-depth interviews, focus groups, literature reviews, historical analysis and hermeneutics.
- The dearth of quantitative empirical research was found in the literature. The qualitative articles were also deficient in theoretical background and in most of these articles authors did not advance any testable models or hypotheses. A few articles which were based on quantitative empirical research mostly applied simple statistical analysis.
- In the literature, it was found that authors conducted their research on wide range of places which involved nations, cities, continents, metropolitan areas, groups of countries, boroughs and business districts.
- The scholars concentrated on various topics and issues related to place branding. The terms 'branding', 'brands' and 'image' were mostly preferred for discussion and similarly the term 'place marketing' was not used much in the literature.
- The place branding literature was heavily relied on secondary sources of data and convenience samples which generated the issue of external validity. The future research directions were not recommended by most of the place branding scholars.

This review also identified another significant review which was undertaken by Lucarelli and Berg (2011) and they also approached the place branding literature up to the year 2009. The major findings of this meta-analytical review are presented here as under (Lucarelli and Berg 2011):

- They reported that place branding literature grew continuously. They emphasized that place branding literature developed as a cross disciplinary mix research domain. This was happened due to the knowledge of different streams was utilized to advance the field.
- The empirical foundation of research domain was mainly based on case studies which were reported to be 65 % of the total reviewed studies. A few comparative studies and fewer studies attempted to measure the impact of city branding efforts were found in the place branding research domain. The large metropolitan cities as well as small suburban towns were mainly investigated by the scholars and which were specifically concerned with cities in the western world, particularly European.
- The scholars mainly emphasized on case studies rather than comparative and multi-case studies, and qualitative methods rather than quantitative.
- The authors asserted that phenomenon of city branding were chiefly approached with three perspectives by the scholars branding as production, branding as appropriation, and critical studies. It was concluded that most of the city branding studies incorporated the production perspective whereas appropriation perspective was adopted by less number of city branding studies.
- The fragmented theoretical foundation in literature was observed. The authors discussed that the marketing paradigm which involved place, city, destination and urban marketing was adopted more while the branding paradigm which involved place, city, destination and urban branding was less frequently adopted. They explained that branding paradigm appeared in the 2000s after which scholars repeatedly utilized the term place branding and city branding instead of place marketing and city marketing.
- The authors found 51 articles out of the total reviewed articles in which scholars proposed models and they examined that more than half of those models were advanced on the basis of traditional branding and marketing models.
- The authors emphasized on two approaches, namely marketing (e.g., promotion, selling, communication), branding (e.g., image building, visual identity) and three perspectives

place (destination, territory, location and area), city (municipality and town) and city regions (metropolitan, cosmopolitan and urban).

The important and comprehensive attempt was recently seen in the literature by Lucarelli and Brorström (2013). They undertook meta-theoretical analysis of place branding literature and the findings of their review are as follows (Lucarelli and Brorström 2013):

- The authors observed the interdisciplinary characteristics of place branding studies. These studies were developed by incorporating the knowledge of numerous academic disciplines such as marketing, geography, urban studies and tourism.
- Despite the academic diversity found in the literature, a few journals covered nearly half of all studies published, and majority of articles were published in “topic” journals.
- The authors presented the new categorization of all place branding studies according to the meta-theoretical perspectives those studies endorsed.
- They proposed six perspectives (critical structuralist, radical humanist, production, co-production, consumer oriented and appropriation perspective) of place branding literature. These six perspectives were developed on the basis of two dimensional continuum (regulation-radical change and objective-subjective).
- The place branding studies which adopted objective approach (i.e., critical structuralist, production, co-production and consumer oriented perspective) were predominantly found in literature. On the other hand, the studies which were based on subjective approach (i.e., critical humanist, appropriate perspective) were found less in number.
- The studies which were categorized as critical structuralist perspective, conceptualized place branding literature as a socio-political phenomenon and these studies were chiefly sociologically or geographically driven. Similarly, it was observed that the studies which used critical humanist perspective conceptualized place branding literature as a sociocultural construct.
- The studies which adopted the production perspective emphasized on the formulation of place brands, branding activities and events. The authors suggested that these studies also concentrated on process, management, building and governance in place branding.
- The studies used the co-production perspective highlighted on exploring and understanding the actors’ role, construction of place branding as a social phenomenon

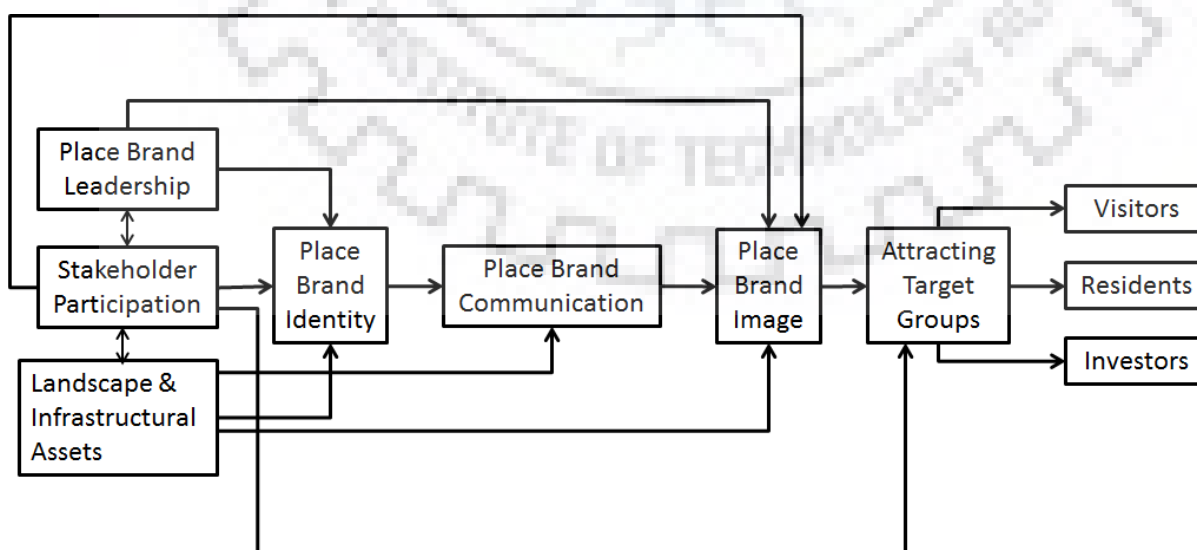
and influence and weight of different types of actors in the process of governance, management and building of place branding.

- The studies following to consumer-oriented perspective concentrated on the methodological aspect. These studies approached actors through surveys, and carried out experiments and qualitative and quantitative investigations to get the information.
- Studies using the appropriation perspective conceptualized place branding as having various degree of order, collaboration and integration. These studies adopted the bottom-up approach where actors formed the main focus of analysis. They recommended that future studies should adopt appropriate perspectives for approaching place branding literature.

## 2.16 Nomological Network of Constructs

The various useful constructs were identified from the reviewed articles which were vital for developing place branding strategies. These constructs were separately investigated in numerous articles which considered in the present review. All these constructs were considered as relevant for the place branding study and also found essential for the examination in future research. On the basis of these constructs, a nomological network of constructs was developed. The inter relationships among constructs were shown in this nomological network.

**Figure: 2.6 Nomological Network of Constructs**





The authors established the relationships among place brand identity and brand leadership, stakeholder participation and landscape & infrastructural assets (Konecnik Ruzzier and de Chernatony, 2013), Hanna and Rowley, 2011, 2013). Similarly, Hankinson (2004) also elaborated the relationships between place brand identity and stakeholder participation and landscape & infrastructural assets. The importance of stakeholder participation in formulation of place brand identity was underlined by Kavaratzis (2012), Vuorinen and Vos (2013). The link between place brand identity and place brand communication (Hanna and Rowley 2011, 2013a, b), and between place brand communication and place brand image (Kavaratzis 2004; Hanna and Rowley 2011, 2013a, b) was shown (see Fig: 6). Hankinson (2004) also established the link between place brand communication and landscape & infrastructural assets.

The association between place brand communication and landscape & infrastructural assets was highlighted (Florek et al., 2006). Kavaratzis (2004), Peel and Lloyd (2008) included the constructs such as place brand leadership, stakeholder participation and landscape & infrastructural assets in the communication which affected directly to place brand image. Kotler et al. (1993) emphasized that place branding strategy aimed to attract various target groups such as visitors, residents and investors to a particular place. The positive relationship between the constructs stakeholder participation and attracting target groups was shown empirically (Klijn et al., 2012).

### **2.17 Theses and Dissertations on Place Branding**

This review also identified dissertations or theses related to place branding which were considered to be essentially included in the review of any field of research. The 9 dissertations or theses were included and these are as follows: Hanna (2011), Maheshwari (2010), Bitterman (2008), Lu (2012), Mauro (2011), Barnett (2013), Chandler (2013), McGeary (2012) and Dempsey (2011).

A strategic place brand management model was proposed by incorporating the different theories of classical branding, place branding and stakeholder in the thesis of Hanna (2011). In this thesis, the proposed theoretical model was empirically tested through conducting in-depth interviews with practitioners associated with destination marketing organisations. The issue related to sustainable development through place branding was emphasized by Maheshwari (2010). The concept of place branding and its evolution and development from regeneration, growth and sustainability perspectives were elucidated in this thesis. The critical evolution of place branding was discussed by Bitterman (2008). In this thesis potential issues and concerns of place branding in future were also highlighted.

The study of Lu (2012) investigated the impact of place brand on individual brand within the place. The branding of industrial clusters was specifically emphasized in this thesis. The study also examined the impact of cluster brands on individual brands of the organisations within the cluster (Lu, 2012). The importance of motifs in architectural site was explored for developing place branding strategy in thesis of Mauro (2011). These motifs contained symbolic and graphical expressions which was useful for improving the depth and meaning for building sense of place (Mauro, 2011). The place branding strategies for municipalities was main focus of the research in the thesis of Barnett (2013). The study evaluated the different place branding strategies which were linked to the economic development of various municipalities. The study also examined the perception of internal audiences of city brand (Barnett, 2013). The importance of place brand in building and supporting social capital among residents of a certain place was investigated by the Chandler (2013). Another thesis of McGeary (2012) discussed the role and importance of documentary filmmaking in developing place branding strategies. The documentary filmmaking which involved specific features and characteristics of a certain place was found to be effective in implementing place branding strategies (McGeary, 2012). Dempsey (2011) examined the significance of representation of political issues related to particular place and the impact of these issues on place branding strategy.

## **2.18. Future Research Agenda**

The future research directions were determined on basis of the analysis undertaken in through literature review and the gaps identified from the literature. Firstly, the various antecedents and consequents were recognized which were found suitable for developing the place branding strategies. Second, the numbers of gaps were identified in the extant literature.

The various constructs such as leadership, brand communication, stakeholder participation, brand personality, brand image and brand experience were found to be significant for the investigation in the future research. Similarly, the important consequents were also identified such as future behaviour intention, attracting target groups, brand advocacy, brand loyalty and satisfaction of target audiences. The social media emerged as a powerful medium of communication. Therefore it is needed to examine the influence of social media communication on attracting target group in future research. The impact of leadership on external stakeholders is also required to be investigated in future. The brand experience is recognized as a relevant in the context of place brand development and thus this construct requires further study. Although researchers tried to examine the place brand personality in the context of tourism, its investigation in context of residents as a target group of place requires

further study. The place brand equity was also investigated in the tourism context (Konecnik and Gartner 2007; Boo et al. 2009) and investor context (Jacobsen 2009, 2012), thus place brand equity was found to be a relevant area for further research in context of resident stakeholder.

### 2.18.1. Gaps identified from the literature

The existing literature was thoroughly reviewed for the identification of major gaps. Some of the major gaps are found to be noteworthy and needs to be fulfilled in future research endeavours. The gaps so recognized in the place branding literature are summarized in Table: 2.9

**Table 2.9:** Summary of Major Gaps Identified

<b>Gaps Identified</b>	<b>Source</b>
The use of information technology in different range of issues of place branding.	Boyne and Hall (2004)
(a) The contribution of concepts and models from corporate, services, non-profit and internal branding in the field of place branding (b) The role and development of brand identities that form the basis of brand communications (c) The transferability of strategic branding concepts such as brand architecture (d) In services branding, the management of the place brand experience (e) In internal branding, the impact of organizational culture on place brand management practices	Hankinson (2010)
(a) There should be focus on defining and testing models and relationships (b) The development of theoretical frameworks and typologies (c) The attitudes toward city brands and nation brands	Gertner (2011)
There is a need to identify and test possible methods of stakeholders' involvement	Kavaratzis (2012)

More investigation through theoretical & empirical research will be required for the role of residents in place branding	Braun et al. (2013)
There should be focus on specific areas such as place image evaluations, brand equity studies, stakeholder satisfaction investigations and brand impact assessments	Chan and Marafa (2013)
The role of brand experience, development of theoretical frameworks and to undertake empirical research in relation to place brand experience	Hanna and Rowley (2013b)
Exploration of structural linkage between spatial planning and place branding in future research	Van Assche and Lo (2011)
The role of cultural products such as films, books and music in development of place brand image or reputation	Dinnie (2004)

## 2.18.2. Research questions

In this review, it was observed that research questions would be essential for the future research. These research questions were formulated on the basis of gaps determined from the place branding literature. The research questions are presented here as under:

The study of Boyne and Hall (2004) investigated the significance of World Wide Web in the promotion of local food which led to the development of tourism at particular place. The role of websites was also emphasized for building the place brand (Florek et al., 2006). It was found that the role of social media in place brand development was mostly unexplored despite its rapid expansion. Thus use or role of information technology in building the place branding field required more investigation in future. Therefore the following research question was proposed:

### **RQ.1. *How does information technology affect the process of place branding?***

The importance of brand experience in development of place branding was highlighted by Hanna and Rowley (2013b). They also used the brand experience construct in their place brand management model (Hanna and Rowley 2011). Similarly, Hankinson (2010) found the major gap related to brand experience in the place branding literature and suggested that ample scope of the investigation of place brand experience in future research. Thus the following research questions were proposed for further research:

***RQ.2. What is the role of brand experience in the development of place branding practices?***

The stakeholder participation was found to be important construct in place branding (Kavaratzis, 2012). This review indicated that interests of researchers' in stakeholder based place branding were increased constantly. The possible methods for the inclusion of stakeholders in the creation and development of place branding were found to be another area which would be investigated in future research. Therefore the following research question was proposed for further research:

***RQ.3. What are the methods of stakeholder involvement in the place branding process?***

The significance of internal branding was mostly ignored in place branding literature and Hankinson (2010) in his study focused on the issue of internal branding (Hankinson, 2010). The influence of culture was investigated in the literature involving tourists' stakeholder. The place brand management practices were managed by different public and private organizations of the places (i.e. nations, cities, regions). Therefore more investigation would be required to examine the impact of different organizational cultures on place brand management practices. Thus this area would be worthwhile to explore in further research:

***RQ.4. What is the impact of organizational culture on place brand management practices?***

Residents were known to be significant stakeholder in the development of place brand. It was observed in the literature that most of the studies concentrated on tourists' stakeholder. Braun et al. (2013) emphasized on the role of residents in place branding. They also supported the participation of citizens in governing processes which was highlighted in urban governing literature. There would be worthwhile to investigate empirically in the context of the role of residents in the place brand building process. Therefore the following research question was proposed for future research:

***RQ.5. What are the roles of residents in the place branding process?***

There was significant impact of culture and cultural products of places (i.e. nations, cities, regions) on place branding. There was a general acceptance in the literature that culture exerted significant influence in the development of place branding. There was no such study found that empirically investigated the role of cultural products in place branding development. Dinnie (2004) discussed that the role of cultural products such as films, music and books was overlooked in place branding research. Thus it would be interesting to investigate the influence of cultural products on place branding in future research. The above discussion led to propose the following research question:

***RQ.6. What roles do cultural products (film, music, books, etc.) play in the development of place reputations and image?***

Hankinson (2010) in his article accepted that to understand the transferability of various strategic branding concepts to place branding would be needed in further research. The traditional branding concept such as brand equity, brand image and brand personality already applied to places mostly in the context of tourists' stakeholder. The brand architecture (umbrella branding) concept was examined by few studies in place branding research. Therefore this concept would be required to investigate more in further research. On the basis of this the following research question is worth answering:

***RQ.7. How strategic branding concepts such as brand architecture can be transferred to place branding practices?***

In this review, spatial planning emerged as an important area for the scholars and several articles were identified related to spatial planning and place branding. Spatial planning was known to be essential aspect for the development of places (i.e. nations, cities, regions). Van Assche and Chien Lo (2011) emphasized to uncover the linkages between spatial planning and place branding. These issues would be interesting to examine in further research. Thus the following research question was proposed for future research:

***RQ.8. What is the structural linkage between spatial planning and place branding?***

## **2.19. Conclusion**

This chapter has analysed extant place branding literature pertaining to its all target audiences such as tourists, residents and investors. The place branding literature has been assessed on the basis of numerous variables such as article classification, geographic context focused, methodology adopted, conceptual or theoretical frameworks proposed, data collection methods and data analysis techniques used. It demonstrates the various research themes identified in the reviewed place branding literature. It also reveals the results of some key place branding studies in the literature which conducted meta-analyses. Further, this chapter elaborates the nomological network designed with the key place branding constructs. It highlights on the research of some significant theses and dissertations on place branding. In the end, future research agenda has been presented on the basis of gaps identified from place branding literature. Subsequent to this, various research questions are discussed.

**CONCEPTUALIZATION OF VARIABLES THROUGH  
LITERATURE REVIEW**

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**3. Introduction**

This chapter describes the place branding literature especially concentrating on tourists' stakeholder. It was found that scholars specifically emphasized on tourists segment in the place branding literature. In the place branding literature, the studies which focused on tourists segment, the term "destination" was predominantly used by the scholars. This chapter presents the review of all those constructs which have been used to develop the model of place branding. The following constructs such as destination image, destination loyalty, destination source credibility have been used to advance the place branding model. This chapter also presents the review of destination satisfaction construct which was used in the scale development process.

First, this chapter starts with the review of destination image construct. Destination image literature was reviewed and analysed on the basis of the following criteria: (i) The categorization of the destination image literature includes conceptualization of destination image, formation of destination image and assessment and measurement of destination image (ii) Bibliographic details, Types of data used and Types of data analysis techniques used. The findings of some key destination image articles (especially literature reviewed articles) are presented. Second, this chapter elaborates the review of destination loyalty construct. Destination loyalty literature was reviewed and analysed on the basis of different factors: (i) The conceptualization of destination loyalty (ii) Bibliographic details, Geographical context, Types of data used and Types of data analysis techniques used (iii) Antecedents of destination loyalty. The findings of some key destination loyalty studies are also highlighted. Third, this chapter also provides the review related to the destination source credibility and destination satisfaction constructs. At the end of this chapter, research gaps identified from all these studies are provided.

**3.1 An Overview of Destination Image**

The management of destination image has been considered a significant aspect in destination marketing or branding. The destination marketers focus on to get knowledge related to the formation and characteristics of the destination image hence destination image has been

regarded as a central concept in destination marketing or branding. The research in the field of destination image commenced in the early 1970s and scholars' interests in this construct increased in the 1990s. Thereafter this construct drew continuous attention by academic scholars and industry practitioner. The destination image was researched for more than four decades till date and therefore Pike (2002) acknowledged that destination image was investigated mostly in the tourism literature. Now destination image has been established as a widespread phenomenon in tourism destination literature (Pike, 2002).

The destinations or places have been facing stiff competition to attract the different target audience such as tourists, residents and investors. The competitions among destinations are mainly based on their positive image relative to competitors in the marketplace (Baloglu & Mangalolu, 2001). Therefore each destination tries to create positive image among the tourists which is essential to achieve competitive advantage (Baloglu & McCleary, 1999b). It has been extensively acknowledged in the literature that perceived image of tourist destination has an important effect on decision-making, destination choice, post-trip evaluation, and future behaviours of tourists (Baloglu & McCleary, 1999; Gallarza, Saura, & García, 2002). Pike (2002) conducted the review of 142 destination image studies between the period of 1973 to 2000 and the author accepted that tourists' image perceptions of the destinations may affect a broad range of issues involving top of mind awareness, length of stay, frequency of visits, and even perceived value of the destination.

The thorough analysis of destination image literature revealed that the relationship of this construct was examined with many other constructs. The destination image was found to be an important construct which influenced future behaviour of tourists (Lee et al., 2014). The future behaviour was mostly studied with the help of intentions to revisit and positive word of mouth behaviour (Qu et al., 2011). Several studies empirically investigated the destination image and its effect on future behaviour of tourists (Baloglu, 1999; Bigne et al., 2001; Alcaniz et al., 2009; Qu et al., 2011).

The satisfaction of tourist was also observed as another important construct in the literature. The various studies examined the relationship between satisfaction and destination image (Lobato et al., 2006; Chi and Qu, 2008; Prayag and Ryan, 2012; Song et al., 2013; Lee et al. 2014). Chen and Tsai (2007) investigated the relationships among destination image, trip quality, satisfaction and behaviour intention. Prayag and Ryan (2012) explored the relationships among destination image, place attachment, personal involvement, and tourist's satisfaction and destination loyalty. Song et al. (2013) used another construct perceived value



along with destination image, tourist satisfaction and destination loyalty in their study and examined the relationships among them.

Another significant study was identified in the literature (Hosany et al., 2006). They examined the relationship between destination image and destination personality and the authors concluded that both the concepts were found to be related to each other (Hosany et al., 2006). Recently, Chen and Phou (2013) investigated the relationships among the destination image, destination personality, satisfaction, trust, attachment and destination loyalty using brand relationship theory and attitude theory.

Recently, the efforts in the literature were also made for developing the destination branding model by incorporating the construct destination image (García, et al., 2012; Qu et al., 2011).

### **3.1.1 Key definitions of destination image**

The key definitions of destination image are presented here as under:

1. Reynolds (1965) - the image formation process is the development of a mental construct on the basis of a few selected impressions among the flood of total impressions. These impressions are elaborated, embellished and ordered in the individual's mind.
2. Hunt (1975) - the impressions that a person or persons hold about a country in which they do not reside.
3. Embacher and Buttle (1989) - Image is comprised of the ideas or conceptions held individually or collectively of the destination under investigation. Image may comprise both cognitive and evaluative components.
4. Fakeye & Crompton (1991) - Image is the mental construct developed by a potential tourist on the basis of a few selected impressions among the flood of total impressions.
5. Echtner and Ritchie (1991) - The perceptions of individual destination attributes and the holistic impression made by the destination.
6. Gartner (1993) - Destination images are developed by three hierarchically interrelated components: cognitive, affective, and conative.
7. Milman and Pizam (1995) - Visual or mental impression of a place, a product, or an experience held by the general public.
8. Baloglu and McCleary (1999) - An individual's mental representation of knowledge, feelings, and global impressions about a destination.

9. Coshall (2000, p. 85) - The destination image as the individual's perceptions of the characteristics of destinations.
10. Son & Pearce (2005) - The destination image as an individual's subjective beliefs, feelings, and multi-sensory representations toward a tourist destination
11. Tasci et al. (2007, pp. 200)-The destination image is an interactive system of thoughts, opinions, feelings, visualizations, and intentions toward a destination.

### **3.2. Conceptualization of Destination Image in the Literature**

This section presents the conceptual background of destination image studies found in the literature. Thorough analysis of literature revealed that there is a rich history of destination image research. Several scholars and authors tried to conceptualize this construct in different ways. The scholars or researchers attempted to identify the various factors responsible for the formation of destination image. The early attempt to capture the destination image was made by Phelps (1986). The author classified the destination image into two categories which was known as primary image and secondary image of the destination (Phelps, 1986). The tourists develop the primary image towards destination after the visit to destination. The primary image is the result of actual travel experience of the tourists. The tourists' evaluate various attributes of the destination such as accommodation, natural attractions, tourists' sites, entertainment facilities, price levels, quality of services and historical attractions. Thus, the assessment of these destination attributes may be useful for the construction of primary image among tourists (Phelps, 1986). The mental impressions of the first time visitors have been acknowledged as a secondary image. Hence, it is the perception of the tourists' towards a destination before the actual visit. The formal sources (brochures, websites, travel guide books etc.) and informal sources (friends, families etc.) are responsible for the formation of secondary image (Phelps, 1986).

Further, the pioneer work of Gunn (1988) caught the researchers' attention on the destination image research. The Gunn (1988) suggested the conceptual framework for the formation of destination image. This framework comprised seven steps which are as follows;

1. Build-up of mental images of the tourists about holiday experiences
2. Alteration of those images by additional information
3. Making a decision for a holiday trip
4. Travel to the specific tourist destination

5. Involvement at the destination
6. Tourists' return back to their home
7. Alteration of images based on the holiday experience

Accordingly, Gunn (1988) proposed the concepts of organic image as well as induced image. The perceptions formed by the tourists about the destination before travelling to the location are recognized as an organic image. These perceptions are usually derived from indirect sources which are not related to any marketing efforts (Gunn, 1988). These indirect sources include television documentaries, books, school lessons, news reports, movies, magazines and stories related to friends' travel experiences (Gunn, 1988). The consistent and continuous marketing communication efforts (i.e. advertisement) are used to form the induced image about the destination (Gunn, 1988).

Fakeye and Crompton (1991) further elaborated the conceptualization of destination image. They proposed three dimensions of destination image which included Organic image, induced image and complex image. The organic as well as induced images concepts suggested by Fakeye and Crompton (1991) are similar to the conceptualization of Gunn, (1988). The image which exists before the exposure to any promotional efforts from the destination is categorized as organic image. The tourists form induced image when they are actively engaged in searching the information about the destination and exposed to communication messages of the marketers. The complex images are formed when tourists actually travel to a destination and they get the real experience of the trip (Fakeye and Crompton, 1991).

Echtner and Ritchie (1991; 2003) in their notable work on destination image criticized the previous conceptualization of destination image found in the literature. They stated that previous definitions of destination image are inappropriate, imperfect and vague. Most of prior image studies tried to capture the image only through various attributes of destination (i.e. natural attractions, accommodation, shopping facility, sports facility, tourist sites). Hence, to address these drawbacks, Echtner and Ritchie (1991; 2003) proposed the new conceptualization to measure the destination image. They developed the three dimensional conceptual framework. According to this conceptualization, the formation of destination image occurs along three continua. The first dimension (continuum) involves individual attributes as well as holistic impressions of a specific tourist destination. The various tourists' attractions, transportation, architecture, accommodation, shopping and sports facilities found at the destination are included in individual attributes. The tourists' overall feelings towards a

particular destination are known as holistic impressions (Echtner and Ritchie, 1991; 2003). The second dimension (continuum) comprises functional characteristics at one end and psychological characteristics on other end. The functional characteristics involve directly observable or measurable or tangible attributes of the destination such as natural attractions, tourist sites, weather, historic sites/museums, landscapes, shopping and sports facilities. The psychological characteristics are abstract, intangible attributes of the destination which are not directly measurable such as atmosphere, cleanliness, safety, customs/culture and friendliness of residents. The third dimension (continuum) is based on common or unique features or characteristics of the destination. The common features are available at each destination and comparisons between various destinations are likely. It consists whether, accommodation, landscapes, shopping centers and public transport. The unique features or attributes are exclusive to a particular destination which may involve for instance pyramids found in Egypt and Eiffel tower situated in Paris (Echtner and Ritchie, 1991; 2003).

Further, the pioneer study of Gartner (1993) made a highly influential attempt to understand the formation of tourist destination image. The author postulated the new conceptualization of destination image. This conceptualization of destination image involved three components which are regarded as cognitive, affective and conative components. The cognitive component referred to the knowledge and beliefs of the tourists acquired through various information sources and promotional efforts by the destination marketers (Gartner, 1993). The cognitive dimension included all functional and psychological features of destination stated by the Echtner and Ritchie (1991; 2003). The affective component of destination image represents tourists' emotions, attachment and feelings towards the different features of destination. The conative image denotes to tourists' action and behaviour related to travelling a specific destination.

The cognitive and affective components of destination image of Gartner (1993) are derived from the concept of brand associations proposed for product branding by the Keller (1993; 1998). Keller (1993; 1998) presented the typology of brand associations which involved attributes, benefits, and attitudes. It was suggested that Gartner (1993)'s three component framework of image has been regarded as a parallel to Keller (1998)'s brand association model (Cai, 2002). The author delineated that cognitive and affective images of Gartner (1993) are equivalent to attributes and benefits types of brand associations of Keller (1998). The conative image is corresponding to attitudes type of brand association of Keller (1998) (Cai, 2002).

The conceptualization of destination image propounded by the Gartner (1993) was used by several studies in the literature for the empirical investigation of destination image. The cognitive and affective components were widely acknowledged by many studies as prominent indicators of destination image (Baloglu, 1996; Baloglu & Mangalolu, 2001; Baloglu & McCleary, 1999; Hosany et al., 2007; Pike, 2009). The cognitive component was predominantly used to investigate phenomenon of destination image in the literature (Martin & Bosque, 2008). The essential affective component was mostly ignored in the literature by the scholars to capture the destination image. It was suggested that both cognitive and affective components were found to be necessary for the formation of destination image (Qu et al., 2011). Several image studies empirically validated both the dimensions of destination image adopting this conceptualization (Lin et al., 2007; Martin & Bosque, 2008; Wang & Hsu, 2010).

The image studies which used to examine the cognitive component of destination image are; Baloglu, (2000); Castro et al. (2007); Chen and Tasci, (2007); Chi and Qu, (2008); Lee and Back, (2007); Lucio et al. (2006) and the image studies which used to examine the affective component of destination image are; Li et al. (2010); Lin et al. (2007); Qu et al. (2011).

The study of Gallarza et al (2002) undertook in-depth review of literature on destination image and advanced the conceptual framework to measure the destination image. According to this framework, destination image has four concepts which are as follows;

1. Destination image as a complex concept- It is considered as a complex concept because it has more than one interpretation. It lacks unique meaning to understand the whole concept. There are many differences found in the components of destination image. It has been also observed that the interactions among the components of destination image are also highly variable (Gallarza et al., 2002).
2. Destination image as a multiple concept- The multiplicity nature of destination image is due to its numerous components which range from individual features to holistic perception. Image concept has been emerged from the research of multi-disciplinary areas.
3. Destination image as a relativistic concept- It is known as a relativistic concept because individual tourist has his or her own an exclusive subjective assessment for a particular destination. This concept is also comparative due to the different perceptions of tourists among various attributes of destination.

4. Destination image as a dynamic concept- The dynamic nature of image has been witnessed because the changes are occurred in it based on the time and space (Gallarza et al., 2002).

Further advancement in the conceptualization of destination image was observed in the literature. The study of Tasci & Gartner (2007) improved the conceptualization of destination image. They explained three sources of image formation agents in their comprehensive model of destination image. The authors elaborated the process of destination image formation using three perspectives which are as follows;

1. Supply-side perspective: This perspective involves the various sources of information provided by the destination marketers for the construction of image. Thus, the image formed through this perspective, is also known projected image. Such type of image is a result of countless promotional efforts by the destination marketers through verbal as well as visual messages (Tasci & Gartner, 2007).

2. Independent perspective: This perspective includes intermediate elements between projected and perceived images and these are also responsible for the creation of destination image. These are also called as autonomous agents. The autonomous agents comprise numerous things such as articles of newspapers, news of television channels, educational resources, movies and prevalent culture (Tasci & Gartner, 2007).

3. Demand-side perspective: This perspective states the perceptions held in the minds of tourists about the destination. It is also called as a perceived image of a destination among the tourists. This type of image formed through tourists' knowledge, understanding, intellectual ability and the interpretation of all these messages (Tasci & Gartner, 2007).

Moreover, Ghazali and Cai (2013) presented the upgraded model of destination image by using the frameworks of Gartner (1993) and Tasci and Gartner (2007). This model focused on the role of social media sites (SMS) in the creation of destination image due to growing importance of social media in the present context. The socio-technological progress in current scenario and dynamic nature of image triggered to advance such conceptualization of destination image (Ghazali and Cai, 2013). This model has three perspectives such as supply-side, demand-side, third parties (equal to autonomous agents of Tasci & Gartner, 2007) and these three perspectives are connected with SMS. The model acknowledged that SMS plays a significant role to influence all the components of destination image (cognitive, affective, and conative) because the continuous interaction occurs between them through SMS.

### **3.3. Basis of Articles Classification**

For the analysis of destination image literature, the articles were collected from various online databases such as Elsevier's Science Direct, Taylor & Francis, Sage publication and Google Scholar. The keyword "destination image" was used to search the articles and total 41 articles were collected from above mentioned databases. The criteria which were used to analyse the articles are as follows: (i) The conceptual background of the image studies which also involved formation of destination image (ii) Assessment and measurement of destination image. (iii) Bibliographic details, Types of data used and Types of data analysis techniques used in the destination image literature (iv) Findings of some key articles (especially literature review papers) were presented.

### **3.4. Assessment and Measurement of destination Image**

Gallarza, et al. (2002) in their article examined that scholars or researchers adopted two approaches for the measurement of destination image. The first approach included those empirical studies which actually did not develop theoretical bodies but applied statistical techniques to measure the destination image (Schroeder, 1996). The second approach involved those empirical studies which elucidated a methodology and dealt with the complications of the measurement of image (Echtner and Ritchie, 1993).

Echtner and Ritchie (2003) and Jenkins (1999) identified structured and unstructured methods in the measurement of destination image. In the structured methods, numerous destination image attributes were specified and incorporated into a standardised instrument. Thereafter respondents were asked to rate each destination on each of the attributes profile which resulted in a destination image profile. The structured methods usually used a set of semantic differential or Likert type scales (Jenkins, 1999).

In unstructured methods, the respondents were permitted to freely explain their impressions of the destination. Thereafter, image dimensions were determined through the utilizing sorting and categorisation techniques. The focus groups, open-ended survey, questions, content analysis and repertory grid techniques were used (Jenkins, 1999). The studies which used structured methods are: Fakeye and Crompton, 1991; Baloglu and McCleary, 1999; Mackay and Fesenmaier, 2000) and the studies which used unstructured methods are: Embacher and Buttle, 1989; Echtner and Ritchie, 1991, 1993; Chaudhary, 2000).

### 3.5. Bibliographic Details

This review identified the bibliographic details related to destination image literature. This practice involved the pattern of the journals, number of authors contributed, publication titles and name of journals in which reviewed articles published. It was observed the reviewed studies were published in 14 different journals. All these journals were found to be related to tourism and hospitality discipline. The Tourism Management and Journal of Travel Research were appeared as leading journals for the destination image research. The total 20 articles were published in both of these journals. The 10 reviewed studies published in each Tourism Management and Journal of Travel Research. The Annals of Tourism Research and Journal of Travel and Tourism were second most preferred journals by the researchers or scholars. The 5 (five) reviewed studies published in each of these journals. Two studies were published in the Journal of Sport & Tourism.

One study was published in each of the following journals; Journal of Vacation Marketing, The Service Industries Journal, Tourism Geographies, Anatolia: An International Journal of Tourism and Hospitality Research, International Journal of Contemporary Hospitality Management, Destination Marketing and Management, Journal of Hospitality Marketing and Management, Journal of Tourism Studies and Journal of Hospitality and Tourism Research. It was also observed that all these journals were related to tourism discipline. (See Table-3.1)

**Table- 3.1** Articles published in various Journals of destination image literature

S.N.	Name of the Journal	No. of papers
1	Tourism Management	10
2	Journal of Travel Research	10
3	Annals of Tourism Research	5
4	Journal of Travel & Tourism Marketing	5
5	Journal of Sport & Tourism	2
6	Journal of Vacation Marketing	1
7	The Service Industries Journal	1
8	Tourism Geographies	1
9	Anatolia: An International Journal of Tourism and Hospitality Research	1



10	International Journal of Contemporary Hospitality Management	1
11	Destination Marketing and Management	1
12	Journal of Hospitality Marketing & Management	1
13	Journal of Tourism Studies	1
14	Journal of Hospitality & Tourism Research	1
Total		41

### 3.6. Qualitative versus Quantitative Data

The researchers or scholars preferred empirical investigation in all reviewed destination image studies. The quantitative data was mostly used in the destination image studies hence the literature was known to be dominant in quantitative data analysis. The qualitative data was also found in some studies. The qualitative data was collected through interviews (in depth interviews and focus group interview), websites and narratives. The researchers used survey method more frequently for the collection of quantitative data. Few articles also utilized the combination of both qualitative and quantitative data which was regarded as mixed methodological approach.

### 3.7. Data Analysis Techniques

This review further analysed the data analysis techniques used in the destination image studies. The exploratory factor analysis and confirmatory factor analysis were found to be the most dominant data analysis techniques in destination image studies. These two techniques were used in twenty five studies. The structural equation modeling (SEM) was the second most preferred data analysis technique by the scholars or researchers in the reviewed studies. ANOVA was used in seven reviewed studies and path and content analysis were utilized in five and three reviewed studies consequently. The repertory grid analysis, t-test, cluster analysis, multiple regression/regression, multidimensional scaling, thematic analysis, correlation and correspondence analysis were other data analysis techniques used in the reviewed studies of destination image. (Table: 3.2)

**Table-3.2** Data Analysis Techniques used in destination image literature

S.N.	Data analysis techniques	No. of Papers
1	Factor Analysis, Exploratory Factor Analysis and Confirmatory Factor Analysis	25
2	Structural Equation Modeling (SEM)	10
3	ANOVA	7
4	Path Analysis	5
5	Content Analysis	3
6	t-Test	3
7	Repertory Grid Analysis	2
8	Cluster Analysis	2
9	Multiple Regression/Regression	2
10	Correspondence Analysis	1
11	Multidimensional Scaling	1
12	Thematic Analysis	1
13	Correlation	1

### 3.8. Findings of Some Key Literature Sources

The seven literature review articles on destination image were identified. These studies are; Gallarza et al. (2002); Pike, (2002); Echtner and Ritchie, (2003); Tasci et al. (2007); Tasci and Gartner, (2007); Stepchenkova and Mills, (2010) and Zhang et al. (2014). Of these reviews, Stepchenkova and Mills, (2010) and Zhang et al. (2014) undertook meta-analytical review of destination image literature. The findings of these studies are presented here as under:

Tasci and Gartner (2007) discussed in their article that destination image was formed with three sources of agents which included Supply-side or destination, Independent or Autonomous and Demand-side or Image receivers. Supply-side or destination sources of image formation was also known as induced image. Induced image was developed with the support of marketing and promotional efforts (promotional materials) of the marketers. Independent or

Autonomous agents were involved some intermediate factors which comprised news articles, educational materials, movies and popular culture. Demand-side or Image receivers sources included those images which formed by the tourists and who select the information from all these sources and for building images about the particular destinations (Bramwell and Rawding, 1996; Dann, 1996; Gartner, 1993; Tasci and Gartner, 2007). The tourists' socio-demographics and past travel behaviour factors were also considered significant in the formation of image (Tasci and Gartner, 2007). The authors also proposed a complex model of the destination image (Tasci and Gartner, 2007).

Tasci et al. (2007) in their article revealed that scholars or researchers produced several definitions of destination image construct. These definitions were not considered as comprehensive and these emphasized on specific components such as cognitive or affective image. The authors also discussed that destination image was mostly conceptualized on the basis of cognitive dimension. The quantitative methods were predominantly found in the destination image literature and scholars measured the image by incorporating cognitive dimension. The combination of qualitative and quantitative methods was used in those destination image studies which measured image on the basis of affective component or both affective and cognitive components. They also described the relationships among image and other variables such as origin of visitors, religious orientation, distance from the destination, age, gender, income and ad exposure etc. (Tasci et al. 2007).

Echtner and Ritchie, (2003) in their article focused on three aspects of destination image which involved Image Formation, Conceptualization aspect, Measurement and operationalization aspects. The brief descriptions of all these are as follows:

Image Formation aspects - In this section, authors described the Gunn's (1988) three stages of destination image formation. First, organic image was built mainly through information gathered from non-touristic, non-commercial sources which incorporated the general media (news reports, magazines, books & movies), education and the opinions of family and friends. Second, induced image comprised commercial sources of information, such as travel brochures, travel agents and travel guidebooks. Third stage represented that image which was formed through actual visitation of destination and experience with destination.

Conceptualization aspects- In this section, authors proposed the conceptualization of destination image construct by illustrating the example of retail store image. The authors presented three continuum for the conceptualization of destination image which included functional (tangible) versus psychological (intangible), individual attributes versus holistic

impressions and common versus unique dimension. They emphasized that common versus unique dimension was ignored in the destination image literature. Measurement and operationalization aspects- In this section, they revealed that researchers or scholars used structured and unstructured methodologies for the measurement of destination image. The authors concluded that the combination of both these methods would be more effective to capture the whole aspect of destination image.

Gallarza, et al. (2002) undertook the significant review of destination image literature. First, the authors described the various issues raised by the scholars or researchers in the destination image literature. Second, they analysed the destination image literature on the basis of the followings: object variables, subject variables and destination attributes. Object variables included different geographical areas focused by the researchers such as cities, countries, states of USA, ski resorts and other zones. Subject variables involved types of respondents used by the researchers such as residents, tourists, retailers. Destination attributes were focused by the researchers which comprised nature, culture attractions, shopping facilities, transportations, accommodation, price, landscape surroundings and safety. The authors revealed that in the destination image literature, researchers used qualitative or quantitative methods for their investigations. The multivariate techniques such as multidimensional scaling and factor analysis were prevailing in those studies which adopted quantitative methodology. They also proposed a conceptual framework for destination image which contained complex, multiple, relativistic and dynamic nature of destination image (Gallarza, et al., 2002).

Stepchenkova and Mills, (2010) undertook significant meta-analysis of destination image literature. The authors discussed that destination image construct was investigated in various interdisciplinary research studies. These studies were concerned with sociocultural, media, self-concept and destination choice, positioning, marketing and branding disciplines. They observed that researchers mostly attracted to examine the behavioural component (such as purchase behaviour, travel behaviour, destination choice, behaviour/visitation intentions, propensity to revisit and loyalty) in destination image literature. The authors explained that the use of SEM and Path analysis techniques was increased to investigate the behavioural component of image.

The researchers were also shown the increasing interest to use advanced statistical tools such as multinomial logit model and perception based analysis techniques in destination image research. The trend of qualitative data in destination image research was also increased and qualitative data was mainly collected with textual or pictorial materials. Few studies also

collected the qualitative data from website and used CATA (computer-aided text analysis) software. The researchers mainly focused on North America and European countries, states or cities for their investigation. The research in the context of Asian, Australian and Central American continents were also attracted the attention of researchers. The destination image research was also conducted on non-traditional entities such as theme park, national park, heritage sites, anthropological sites, resorts etc. (Stepchenkova and Mills, 2010).

Pike (2002) conducted another significant review of 142 studies of destination image literature. The structured techniques were mainly adopted in the majority of destination image studies. The Factor analysis was found to be prevailing data analysis technique in destination image literature. The t-test, analysis of means, perceptual mapping, importance performance analysis, cluster analysis, repertory grid, mapping techniques etc. were other techniques used by the researchers. The studies on travel context were found less in number. The North America was mostly investigated in destination image studies and which was followed by UK/Europe, Asia, Australasia, Africa etc. The country context studies were mostly found in destination image literature. The scholars raised various issues such as segmentation, the effect of visitation and image differences between different groups in destination image research.

Recently, the meta-analysis of destination image and tourist loyalty studies was conducted by Zhang, et al. (2014). The authors revealed the linkage between destination image and tourist loyalty constructs. They observed the significant impact of destination image on tourist loyalty. All the dimensions of destination image such as cognitive, affective, overall and joint image exercised varying degree of impact on tourist loyalty. They discussed that overall image had the highest impact on tourist loyalty and followed by affective and cognitive image. The authors explained that tourist loyalty was classified into three category which involved attitudinal loyalty (intention to recommend), behavioural loyalty (intention to revisit) and composite loyalty (combination of both attitudinal & behavioural). The greatest impact of destination image was found on composite loyalty and lesser impact was noticed on attitudinal and behavioral loyalty.

Beerli and Martin, (2004) proposed the conceptual framework of perceived destination image, according to that image was formed with two factors which included information sources and personal factors. The authors described that both these factors were responsible for the formation of cognitive, affective and overall destination image. The information sources were classified into secondary sources and primary sources. The secondary sources involved induced, organic and autonomous agents and primary sources included previous experience and

intensity of visit. The personal factors comprised motivation, socio-demographic characteristics and vacation experience. They reported that destination image was not significantly influenced by the induced sources (i.e. brochure, ad campaign and internet). The travel agency staff was only induced sources which exercised significant influence on the cognitive factor of sun and sand resources. They investigated that cognitive image was affected significantly by organic and autonomous sources. The influence of motivation was observed significantly on affective image. The level of experience was also found a positive and significant relationship with the cognitive image among first-timers and with the affective image among repeaters (Beerli and Martin, 2004).

### **3.9. An Overview of Destination Loyalty**

The destination marketers found the loyalty construct valuable due to burgeoning competition and recognition of significance of loyal visitors (J.Lee, 2003). The investigation of tourist destination loyalty was acknowledged as an important aspect in tourism field (Oppermann, 2000). Yoon and Uysal (2005) described that tourist destinations are also known as products hence there are possibilities of tourists to revisit and recommend to the destinations for other prospective tourists (i.e. friends or family members). It was observed that despite the significance of concept of loyalty, its applications to tourism setting was limited (Yoon & Uysal, 2005). The thorough review of literature indicated that scholars or researchers used the concept of customer loyalty into tourism products, destinations, and recreational activities (Backman & Crompton, 1991; Baloglu, 2001; Iwasaki & Havitz, 1998; Lee, Backman, & Backman, 1997; Mazanec, 2000; Pritchard & Howard, 1997; Selin, Howard, & Cable, 1988). Baloglu, (2001) discussed that the use of the concept of customer loyalty into tourism and destination was witnessed in last few decades. Consequently, the concept of loyalty attracted the attention of tourism scholars (Sun et al., 2013) and it became crucial research area in the field of tourism (Baloglu, 2001, 2002; Baloglu & Erickson, 1998; Nininen & Riley, 2004; Oppermann, 2000).

In the classical branding literature, customer loyalty was acknowledged as a vital for developing the successful marketing strategy (Flavian et al. 2001; Pandey and Wali, 2011; Wali, 2018). The marketing literature indicated that repeat purchases or recommendations to others were known as a consumer loyalty (Yoon & Uysal, 2005). Aaker (1991) described that customer's attachment to a brand was recognized as brand loyalty. It was acknowledged in the literature that brand loyalty reduces recruitment costs of customers, price sensitivity of customers and serving cost of customers (Allenby & Lenk, 1995; Krishnamurthi & Raj, 1991).

Keller (2003) also included the brand loyalty construct in his customer based brand equity model. Oppermann (2000) observed the inadequate examination of destination loyalty construct in the literature and very few efforts were undertaken to investigate the application and usefulness of loyalty towards specific destinations.

In tourism setting, the suitable measures of tourist destination loyalty involved visitors' positive experiences, intention to return to the same destination, and positive word-of-mouth to friends or relatives (Bigne, et al. 2001; Chi and Qu 2008; Yoon and Uysal 2005). The revisit intention and destination suggestion were extensively used to measure the destination loyalty in the literature (Zhang et al., 2014). The destination image was acknowledged as the key driver in the evaluation of tourists' behaviour in all stages of before, during, and after the vacation experience (Bigne' et al., 2001). The impact of overall image was found significant on intention to revisit the same destination (Alcaniz et al., 2005; Bigné et al., 2001). The destinations which acquired positive images among tourists were found to be more associated in the decision making process (Chi and Qu, 2008).

Satisfaction construct was also investigated extensively in the literature to explain destination loyalty (Bigne et al 2001; Bowen 2001; Kozak 2001; Kozak and Rimmington 2000; Mazursky 1989; Oh 1999). The level of satisfaction was recognized as most powerful variable in determining intention to visit to destination (Kozak, 2001). The higher level of satisfaction led to increased possibility of repeat visit and positive attitude of tourist to recommend the destination to other prospective visitors (Valle, et al., 2006).

The satisfaction was found an important variable in explaining destination loyalty for first time and repeat visitors (Chi, 2010). The impact of satisfaction was observed more significant for first time visitors than for repeaters (Chi, 2010). The attribute level satisfaction was recognized as an antecedent of satisfaction (Oliver, 1993). The attribute level satisfaction and satisfaction were observed as different but related constructs (Oliver, 1993). Chi and Qu (2008) in their empirical study explained that the impact of attribute level satisfaction on destination loyalty was found positive. The relationship between destination loyalty and motivation construct was also investigated in the literature (Lau and McKercher, 2004; Yoon and Uysal, 2005). The relationship between destination personality and destination loyalty was also examined (Usakli and Baloglu, 2011; Stokburger-Sauer, 2011).

### 3.9.1 Key Definitions of Destination Loyalty

The key definitions of destination loyalty are presented here as under:

1. According to Jacoby and Kyner (1973) - Brand loyalty is expressed by a set of conditions: (i) biased, (ii) behavioral response, (iii) expressed over time, (iv) by some decision-making unit, (v) selected out of alternatives, (vi) a function of a psychological process. Therefore, loyalty is a function of evaluative and psychological attitudes, and behavioral repetition over some period.
2. Oliver (1999, p.34)-Loyalty as a deeply held commitment to rebuy or re-patronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behaviour.
3. Chen & Gursoy (2001, p.79) - The destination loyalty as —the level of tourist's perception of a destination as a recommendable place.
4. Aaker (1991)-That customer's attachment to a brand is known as brand loyalty.

### 3.10. Conceptualization of Destination Loyalty in the Literature

In product branding literature, the pioneer work of Jacoby & Chestnut (1978) postulated the conceptualization of brand loyalty. This conceptualization laid the robust theoretical foundation for the effective assessment and management of the brand loyalty. They conceptualized the brand loyalty into three ways; (1) attitudinal loyalty, (2) behavioral loyalty, and (3) composite loyalty (Jacoby & Chestnut, 1978).

**(1) Attitudinal Loyalty:** This type of loyalty is measured in terms of consumers' preference of brands or consumers' psychological devotedness towards the brands. It can also be expressed as the consumers' intention to purchase the particular brand or to suggest the other prospective consumers. Hence, this loyalty evaluates the strength of association of consumers towards a specific brand (Jacoby & Chestnut, 1978).

**(2) Behavioural Loyalty:** This type of loyalty is assessed on the basis of real purchasing behaviour of the consumers. It can also be expressed through the behavioral consequence or outcome of the consumers such as repeat purchases of a specific brand (Jacoby & Chestnut, 1978). This loyalty concept becomes unsuccessful to identify the factors which affect the brand loyalty (Yoon & Uysal, 2005).



**(3) Composite loyalty:** This loyalty is evaluated by integrating both attitudinal and behavioural loyalty. It was argued that true brand loyalty exists when consumers not only purchase the brand but also have favourable attitude towards it (Jacoby & Chestnut, 1978). It has been considered the most comprehensive measurement of loyalty in the literature (Oppermann, 2000).

Further, the notable study of Oliver (1999) advanced the conceptualization of consumer loyalty to understand the effective assessment of it. The Oliver (1999) postulated four phases in his conceptual framework of consumer loyalty and these are as follows;

**(1) Cognitive Phase:** In this phase, the consumers come across with variety of information related to attributes of brand. The previous knowledge of consumers is also the basis of this loyalty, thus, it is created through the consumer's belief about the brand. In this loyalty, the consumers are able to choose the brand from the alternatives (Oliver, 1999).

**(2) Affective Phase:** In this loyalty, the consumers develop favourable attitude towards a specific brand when performance of brand meets with expectations of the consumers. Therefore, the consumers are emotionally attached with the brand and that leads to develop commitment towards the brand.

**(3) Conative Phase:** This phase involves consumers' behaviour intention towards a particular brand. This loyalty is based on the repeated purchasing behaviour of the consumers to a brand. Thus, it shows the commitment of the consumers to rebuy the particular brand.

**(4) Action control Phase:** This type of loyalty encompasses consistency of behaviour of the consumers to repurchase the specific brand. In this stage, the behavioral intentions of the consumers are converted to actions (Oliver, 1999).

The conceptualization of brand loyalty of Jacoby & Chestnut (1978) was applied first by Oppermann (1999) to examine the destination loyalty in tourism context. The study of Oppermann (1999) proposed the typology to understand the tourism destination loyalty. This typology has seven levels of loyalty which are presented below;

**(1) Non-purchasers:** In this level, those tourists are included who are unaware about destination and have not travelled to the destination in their entire life.

**(2) Disillusioned:** This level involved those tourists who travelled first time to a destination and encountered with negative experience at destination. Thus, due to this reason, they are not willing to travel the destination again.

(3) **Unstable:** This segment contains those tourists who are always ready for travelling to various destinations to satisfy the need of uniqueness and new experience. They are not expected to visit the same destination even once they have a favourable experience.

(4) **Disloyal:** The disloyal tourists are having less desire for the uniqueness as compared to unstable tourists. Therefore, they may visit again to the destination in the near future.

(5) **Somewhat loyal:** The infrequent visits of tourists to a destination have been categorized in this segment. In this category, those tourists are included who travel to a destination hardly twice or thrice (Oppermann, 1999).

(6) **Loyal:** This segment of tourists regularly travels to a destination but not frequently. These types of tourists prefer to a destination but also want to explore the experience of other destinations.

(7) **Very Loyal:** The tourists are emotionally attached to a destination. Their frequency to return to a destination is quite high and they visit to a destination every year. This segment of tourists does not require the marketing and branding practices (Oppermann, 1999).

### **Attitudinal Loyalty**

The attitudinal loyalty was known as a dispositional commitment or attitude of a tourist holds towards a destination. It was measured by intention to recommend to other potential tourists (Bianchi & Pike, 2011). The various studies examined the attitudinal loyalty construct in the literature (Alcañiz, et al., 2009; Alcañiz, et al., 2005; Bigné, et al., 2001; Castro, et al., 2007; Lee et al., 2005; Lee et al., 2008). In all above studies, the destination image (i.e. cognitive and affective image) was found an important antecedent of attitudinal loyalty. The Two other antecedents were also identified which included satisfaction and service quality and these exercised significant impact on attitudinal loyalty.

### **Behavioural Loyalty**

Behaviour loyalty denoted to repeat visits by the tourists at a particular destination over a period of time. This loyalty involved actual behaviour of tourist. Zhang et al. (2014) highlighted that revisit intention was extensively used to measure behaviour loyalty in the literature. The intention of tourist was considered as a significant indicator of tourist behaviour. Many studies used behaviour intention to measure the behaviour loyalty hence visit intention or revisit intention was categorized into behaviour loyalty. Several studies investigated behavioural loyalty in the literature (Kaplanidou & Gibson, 2010; Kaplanidou &

Vogt, 2007; Kirstin, & Christoph, 2010; Nicola, 2011; Qu et al., 2011 and Usakli and Baloglu, 2011). The destination image (cognitive, affective and overall image) and satisfaction emerged as major antecedents of behavioural loyalty. It was also acknowledged that brand identification and destination personality exercised significant impact on behavioural loyalty.

### **Composite Loyalty**

The combination of both attitudinal and behavioural loyalty was known as composite loyalty. The composite loyalty was measured by both revisit intention and intention to recommend (Chen & Tsai, 2007). The numerous studies were identified which examined the composite loyalty in the literature (Boo et al., 2009; Bosnjak et al., 2011; Bosque & Martin, 2008; Chen and Tsai, 2007; Ekinci et al., 2013). The various antecedents of composite loyalty were also identified. The study of Boo et al. (2009) investigated the impact of customer based brand equity on loyalty. They recognized various constructs such as destination brand awareness, destination brand image, destination brand quality and destination brand value and showed their significant impact on loyalty. Bosnjak et al. (2011) explored the relationships among seven self-congruity variables and destination loyalty. Ekinci et al. (2013) in their study revealed the significant impact of self-congruence, life style congruence and brand identification on destination loyalty.

#### **3.11. Basis of Article Classification**

The destination loyalty literature was also reviewed. For the analysis of the literature, the articles were collect through online available databases such as Elsevier's Science Direct, Taylor & Francis, Sage publication, EBSCO, ABI/Inform and Google Scholar. The keyword "destination loyalty" was used to search the articles and total 31articles were gathered from all above mentioned databases. The following criteria were used to analyse the articles: (i) The conceptualization of the tourist destination loyalty-This involved the conceptual background adopted by the studies (ii) Bibliographic details, Types of data used and Types of data analysis techniques used in the tourist destination loyalty literature (iii) Antecedents of tourist destination loyalty. The findings of some key literature sources were also presented.

#### **3.12. Bibliographic Details**

The general details related to articles reviewed were identified. These included publication titles of the articles, number of authors, year of publication, volumes and issues of journals and the journals in which reviewed articles published. The reviewed articles were published in 10 different international journals and it was found that most of the journals belonged to tourism

discipline (See Table-3.3). Tourism management emerged as a leading journal in which 10 articles published. The 5 articles were published in Annals of Tourism Research and it appeared as second most prominent journal in the literature. The three articles were published in each Journal of Travel Research and Journal of Sport & Tourism. Two articles were published in Journal of Travel & Tourism Marketing and one article was published in each various journals. The years of publication of the reviewed articles were also identified. The reviewed articles were published between the periods of 2001 to 2014. This was observed that researchers interests' in destination loyalty construct increased after the year 2000.

**Table: 3.3** List of Journals identified in destination loyalty literature

<b>S.No.</b>	<b>Name of the Journal</b>	<b>No. of Papers</b>
1	Tourism Management	13
2	Annals of Tourism Research	05
3	Journal of Travel Research	03
4	Journal of Sport & Tourism	03
5	Journal of Travel & Tourism Marketing	02
6	Journal of business Research	01
7	International Journal of Contemporary Hospitality Management	01
8	Journal of Destination Marketing & Management	01
9	Journal of Environmental Psychology	01
10	Journal of Vacation Marketing	01
	<b>Total</b>	<b>31</b>

**Table: 3.4 Year wise publication of destination loyalty literature**

<b>S.No.</b>	<b>Year</b>	<b>No. of Papers published</b>
1	2001	2
2	2004	1
3	2005	3
4	2006	1
5	2007	3
6	2008	3
7	2009	2
8	2010	2
9	2011	5
10	2012	4
11	2013	4
12	2014	1
	<b>TOTAL</b>	<b>31</b>

### **3.13. Geographical Context**

The geographical focus of the reviewed studies was also analysed. It was observed that scholars conducted their research mostly on the USA. The researchers used various locations of the USA for their investigation which involved cities and states. The studies which conducted on cities of the USA involved Las Vegas and Atlantic (Boo et al., 2009) and Las Vegas (Usakli and Baloglu, 2011). The studies focused on states of the USA involved Florida (Kaplanidou & Gibson, 2010) and Oklahoma (Qu et al., 2011). The Spain was second most preferred country for the investigation of the researchers. The scholars covered various towns, cities and resorts of Spain for their examination. In Asia pacific region, China and Taiwan were attracted the researchers' attentions. The destination loyalty studies which concentrated on China and Taiwan involved Hong Kong (Lau and McKercher, 2004, Um, Chon & Ro, 2006), Hainan Island (Song et al., 2013; Sun et al., 2013) and Kengtin region of Taiwan (Chen and Tsai,

2007). The three and two studies were conducted on Germany and South Korea respectively. The others geographic areas were also focused which involved Japan, Turkey, Australia, Mauritius, and Cyprus and no such was found on Indian context.

### 3.14. Types of Data and Methods of Data Collection

All the reviewed studies of destination loyalty were found empirical in nature. Most of the reviewed studies used quantitative data and a few article adopted combination of both quantitative and qualitative data for their investigation. Hence the destination loyalty literature was found to be prevalent in quantitative studies. The quantitative data was collected through survey (personally, mail/online) and experts' interviews were main method of qualitative data collection. Further, the sampling techniques were also investigated in the reviewed studies. It was observed that researchers used various sampling techniques which included convenience, quota, random and proportionate stratified sampling techniques. Most of the studies used tourists sample and a few study took resident sample to examine the image of resident and their post purchase behaviour (Alcaniz et al., 2005). It was also witnessed that the sample of different types of tourists were taken which involved sports tourists, cruise tourists, recreationists' tourists.

**Table: 3.5** Geographical Context of studies in destination loyalty literature

S.No.	Country	No. of Papers
1	US	7
2	Spain	5
3	China	4
4	Taiwan	4
5	Germany	3
6	South Korea	2
7	Japan	1
8	Turkey	1
9	Australia	1
10	Mauritius	1
11	Cyprus	1
12	Not used	1
	<b>Total</b>	<b>31</b>

### **3.15. Data Analysis Techniques**

The further analysis was carried out of destination loyalty literature on the basis of data analysis techniques found in the reviewed studies. It was identified that quantitative data was extensively used in destination loyalty literature. Therefore exploratory factor analysis (EFA), confirmatory factor analysis (CFA) and structural equation modeling techniques were mainly adopted by the scholars or researchers. Others data analysis techniques were also used which involved cluster analysis, EFA and CFA (Castro et al., 2007), correspondence and regression analysis (Kirstin & Christoph, 2010), EFA and multiple regression analysis (Usakli and Baloglu, 2011), regression analysis (Horng et al., 2012), path analysis (Kaplanidou & Gibson, 2010; Um, Chon & Ro, 2006), EFA, t-test, chi square test (Lau and McKercher, 2004). The study of Zhang et al., (2014) performed the meta-analysis of previous destination image and destination loyalty literature (Zhang et al., 2014).

### **3.16. Antecedents of Tourist destination Loyalty**

In this review, the various antecedents of destination loyalty were also identified. The researchers examined the numerous variables which exercised the significant impact on destination loyalty construct. The destination image was widely examined antecedent of destination loyalty in the literature. Many studies investigated the impact of destination image variables which involved cognitive image, affective image and overall image on destination loyalty. The studies which explored the relationships among different image variables with destination loyalty variables included cognitive image (Castro et al., 2007; Chen and Tsai, 2007; Chi and Qu, 2008), cognitive and affective image (Lee et al., 2005), cognitive, affective and overall image (Qu et al., 2011), sports event image and destination image (Kaplanidou & Vogt, 2007; Kirstin & Christoph, 2010).

The service quality and satisfaction constructs were also investigated to explore the impact of these constructs on destination loyalty (Alcaniz et al., 2005; Bigne et al., 2001; Castro et al., 2007). Lee et al. (2008) investigated the role of celebrity involvement, familiarity, cognitive image and affective image on destination loyalty. The destination personality and its impact on destination loyalty were also examined (Stokburger-Sauer, 2011; Usakli and Baloglu, 2011).

Self-congruity was found another variable which exercised the significant impact on destination loyalty (Usakli and Baloglu, 2011; Bosnjak et al., 2011; Ekinci et al., 2013; Liu et al., 2012; Hung and Petrick, 2012). The impact of motivation on destination loyalty was also

examined (Lau and McKercher, 2004; Yoon and Uysal, 2005). Boo et al. (2009) and Bianchi & Pike (2011) investigated the role of customer based brand equity on destination loyalty. It was also observed that the brand identification construct exercised significant impact on destination loyalty (Stokburger-Sauer, 2011; Ekinici et al., 2013). Others antecedents of destination loyalty construct were also found which involved previous trip experience, travel constraints, leisure involvement, and place attachment.

### **3.17. Findings of Some Key Literature Sources**

The significant meta-analysis of destination image and destination loyalty literature was conducted by Zhang, et al. (2014). The authors reported that the attitudinal, behavioural and composite loyalty conceptualization of destination loyalty was extensively used in the literature. They showed the significant impact of destination image on destination loyalty. They further explained that overall image exercised largest impact on destination loyalty and followed by affective image and cognitive image. The impact of joint image (combination of both cognitive and affective image) on destination loyalty was not constantly observed. The destination image exercised largest impact on composite loyalty and then on attitudinal loyalty and behavioural loyalty consecutively. The significant impact of Self-congruity on behavioural loyalty and composite loyalty was observed in the analysis of the authors. In the comparison of cognitive image and affective image, self-congruity also exercised the greater impact on behaviour loyalty. As compared to cognitive image, self-congruity also exercised the larger impact on composite loyalty (Zhang, et al., 2014).

Yoon and Uysal (2005) conducted another significant study on destination loyalty. They investigated the impact of push, pull motivation and satisfaction on destination loyalty. The positive impact of satisfaction on destination loyalty was observed and their study results indicated that satisfaction was negatively affected by the pull travel motivation. The relationship between satisfaction and push travel motivation was also observed and it was shown that impact of push travel motivation on satisfaction was not supported. The authors also reported that the direct impact of push motivation on destination loyalty was found positive. The push motivation separately from pull motivation exercised the impact on tourist destination loyalty (Yoon and Uysal, 2005).

The study of Bigne et al. (2001) investigated the relationships among the different variable which involved destination image, perceived quality and satisfaction, intention to return and willingness to recommend. The results of this study indicated that destination image exercised positive impact on destination loyalty (on both the intention to return and



recommend). They explained that the impact of destination image on perceived quality and satisfaction was found significant and hence destination image emerged as a key factor in destination marketing. The influence of perceived quality on satisfaction and intention to return was confirmed by the authors. They explained that the influence of perceived quality on willingness to recommend the destination was not supported satisfactorily. The authors reported that the impact of satisfaction on willingness to recommend was observed positive. Similarly, the influence of satisfaction on intention to return was not supported (Bigne et al., 2001).

Boo et al. (2009) conducted another significant study on destination loyalty. The authors investigated the applicability of customer based brand equity model to tourism destination. They examined the relationships among many variables which included destination brand awareness, destination brand image, destination brand quality, destination brand value, and destination loyalty. The authors explained that customer based brand equity model which was designed for traditional brands would not be fully applied to tourism destination brand. They recommended the new brand experience construct in this model emerged by merging destination brand image and quality constructs. The impact of destination brand experience on destination value was found positive but its direct influence on destination loyalty was not supported. The authors informed that the mediating role of destination brand value was found to be significant (Boo et al., 2009).

Alcaniz et al. (2009) in their study analysed the influence of cognitive image components of tourist destination image which included functional component, mixed component and psychological component on overall image and behaviour intentions. The authors investigated empirically the applicability of the conceptual framework of destination image proposed by Echtner and Ritchie (1991, 1993). Their findings indicated that functional and psychological components of cognitive image exercised largest impact on overall image of tourist destination. The future behaviour intention was constantly influenced by Overall image of the destination. The functional component of cognitive image was found to be significant for intention to revisit and the psychological component was acknowledged as a relevant for the intention to recommend (Alcaniz et al., 2009).

Qu et al. (2011) empirically investigated the impact of cognitive image, affective image, unique image and overall image on tourist future behaviour intention. The tourist future behaviour was measured by intentions to revisit and recommend. The result of this study indicated that cognitive image, affective image and unique image exercised the significant

impact on overall image. They explained that the impact of cognitive image was found largest on overall image followed by unique image and affective image. The authors also confirmed that the overall image was found a mediator between its brand association (i.e. cognitive image, unique image, affective image) and tourist future behaviour (i.e. intention to revisit and to recommend) (Qu et al., 2011).

### **3.18. An Overview of Brand and Source Credibility**

The emergence of the terms brand and sources credibility were based on the work of Hovland et al. (1953). The initial research of Hovland et al. (1953) focused on communicator's credibility. Further, Erdem and Swait (1998, 2004) adapted the concept of credibility to the perspective of brand, which is known as brand credibility. Similarly, the model of source credibility was originally proposed by the Hovland and Weiss (1951). Consequently, the study of Ohanian (1990) advanced a comprehensive model of source credibility in the area of marketing which was based on the research work of Hovland et al. (1953).

The origin of both the notions brand and source credibility was also considered from brand signalling theory (Erdem & Swait, 1998). The brand credibility has been a crucial component in the brand equity model proposed by Keller (2001). The brands have been used as signals by the organizations to disseminate information in the market (Erdem & Swait, 1998; Erdem et al., 2002; Erdem and Swait, 2004). The brand signals encompass all previous and prevalent marketing mix approaches incorporated by the organizations (Meyer and Sathi, 1985). The brand signals are represented by asymmetric information (organizations have more knowledge than customers about the quality of products or services they sell) and imperfect information (customers cannot easily assess the quality of products or services) (Erdem & Swait, 1998). There has been a strong need for organizations by which they can credibly disseminate the information about the quality of products or services (Erdem and Swait, 1998). Therefore, the brand signals have to necessarily be credible for developing effective brand (Tirole, 1990). The organizations use numerous product or service attributes for signalling product quality which include high prices, superior distribution channels and longer warranties (Erdem et al., 2002).

The clarity and credibility are considered as two main characteristics of brand signals (Erdem & Swait, 1998). Clarity represents the lack of uncertainty in the information disseminated by brand's previous and current marketing mix approaches and activities. Credibility denotes to the degree of effective, truthful and dependable information conveyed by the brand signals (Erdem & Swait, 1998). There are two main components of credibility which

is known as trustworthiness and expertise. Trustworthiness refers that brand is eager or ready to deliver what has been promised. Expertise refers that brand has a capability to deliver what has been promised (Erdem & Swait, 1998; Erdem et al., 2002). The brand signals significantly influence utility and preference of brand. Thus, credibility is an important element in development of favourable brand preference (Erdem & Swait, 2004).

### **3.19. Brand Credibility**

The definition of brand credibility is demarcated as the perceived believability of the brand whether it has the capacity and willingness to consistently deliver what has been guaranteed (Erdem and Swait, 2004). Erdem and Swait (1998) investigated the role of brand credibility in developing brand equity and they highlighted that brand credibility is a significant determinant in building the brand equity. The brand credibility has been indicated by the aggregate impact of the credibility of all preceding marketing efforts employed by that brand (Erdem et al., 2002). The study of Erdem et al., (2002) examined the influence of brand credibility on price sensitivity of customers across various products categories and the results revealed that brand credibility reduces price sensitivity (Erdem et al., 2002). Erdem and Swait (2004) explored the influence of brand credibility on brand choice of the customers involving the constructs such as perceived risk, perceived quality and information costs. The findings revealed that brand credibility significantly influences the consumer's choice regarding to purchase brand.

The role of brand credibility has been acknowledged in maintaining long-term relationships with customers (Sweeney and Swait, 2008). Brand credibility increases word- of -mouth and diminishes switching behaviors of consumers (Sweeney and Swait, 2008). Brand credibility enhances confidence among customers by reducing uncertainty and risks (Kemp and Bui, 2011). In service branding context, it has been observed that brand credibility significantly influences the purchase intentions of customers (Baek and King, 2011). Alam et al. (2012) examined that brand credibility exerts significant influence on customer loyalty and their study also revealed the moderating effect of religious orientation among the constructs. In green marketing context, the study of Ng et al. (2013) demonstrated that brand credibility is key component in developing green brand image and green perceived value which eventually lead to build green brand equity. Bougoure et al. (2016) investigated the effect of service failure on brand credibility. They revealed that organization can manage the brand credibility during the situation of a service failure by providing and implementing proper complaint handling system (Bougoure et al., 2016).

In airline services context, it has been acknowledged that credibility of celebrity is essential for improving brand attitude and brand credibility which eventually enhance purchase intention of services (Wang et al., 2017). Shams et al. (2017) explored the interrelationships among brand innovativeness, brand credibility and purchase intention. They highlighted that organizations must focus on their brand's innovation which has a positive and favourable influence on brand credibility and purchase intention of consumers (Shams et al., 2017).

The recent study of Dwivedi et al. (2018) developed conceptual model by incorporating the constructs such as brand experience, brand credibility, perceived uniqueness and willingness to pay a price premium. They examined that brand experience has a positive and significant relationships with brand credibility and perceived uniqueness. The authors also showed that both brand credibility and perceived uniqueness have a significant influence on consumer willingness to pay a price premium (Dwivedi et al., 2018). An et al. (2018) combined the brand signalling and social-identity theories in their study and investigated that brand credibility has positive and significant influences on brand–self connection and brand–social connection. The brand–social connection is a key to disseminating positive word- of- mouth behaviour among consumers (An et al., 2018).

### **3.20. Source Credibility**

The term source credibility usually refers to the positive characteristics of senders (communicators) that will have an impact on adoption of message by receivers (Ohanian, 1990). Source credibility can be defined as “message source’s perceived ability (expertise) or motivation to provide accurate and truthful information (trustworthiness)” (Cheung and Thadani, 2012, p. 466). The theory of source credibility has been frequently employed in marketing literature to investigate the usefulness of celebrity endorsement (Ayeh, 2015).

Source credibility has been considered as a cognitive assessment of information by the consumers (Chakraborty and Bhat, 2018). The information disseminated by a credible source (e.g. celebrity) has a great effect on beliefs, attitudes, opinions, and behavior of consumers through a process of internalization (Wang et al., 2017). The internalization process happens when receivers adopt a source impact with respect to their personal values and attitude (Wang et al., 2017). A significant review of five decades studies of source credibility demonstrated the effect of source credibility on persuasion (Pornpitakpan, 2004). The review also investigated the five different types of variables which frequently correlate with source credibility (Pornpitakpan, 2004). The quality of argument and power of persuasion are necessary for the effectiveness of source credibility (Kutthakaphan and Chokesamritpol, 2013; Teng et al.,

2014). The study of Guido et al. (2011) examined that credible sources influence positively on purchase intention and create values for consumers. The three factors of source credibility (e.g., attractiveness, expertise and trustworthiness) have a significant effect on purchase intentions and develop positive attitudes of customers towards an advertisement (Yoon and Kim, 2016). The study of Dwivedi et al. (2014) focused in their investigation that endorser credibility favourably influences self-brand connection of consumers which eventually enhances brand evaluation of consumers. In the context of online consumer behaviour, the study of Chakraborty and Bhat (2018) investigated the effect of online credible reviews of products on brand image. They concluded that online credible reviews have a greater effect on hedonic brand image in comparison to functional brand image with the perspective of electronics products (Chakraborty and Bhat, 2018). The two dimensions of source credibility such as trustworthiness and attractiveness have significant impact on brand credibility and brand attitude and brand credibility influences positively the purchase intention of consumers (Wang and Scheinbaum, 2018). The Moran and Muzellec (2014) proposed the electronic word-of-mouth (e-WOM) credibility framework with the perspective of social networking sites which includes 4C's of e-WOM credibility (content, community, consensus, competence).

A recent significant study of Ismagilova et al. (2019) conducted meta-analysis from the results of prevailing source credibility studies. They investigated the effects of three dimensions of source credibility (i.e. expertise, homophily, and trustworthiness) on e-WOM (electronic word-of-mouth). The findings revealed that these components of source credibility have significant impact on eWOM usefulness, eWOM credibility, buying intention and information adoption of the consumers (Ismagilova et al. 2019). The study of Moo Hur et al. (2014) investigated the role of credibility in corporate branding context. They highlighted that CSR (corporate social responsibilities) activities positively influence on corporate brand credibility and corporate reputation and both these constructs enhance the corporate brand equity (Moo Hur et al., 2014).

In the social media platform, it has been examined that social WOM (word-of-mouth) credibility has significant influence on social WOM adoption and usefulness of information (Hajli, 2018). In the context of airline services, the study of Zhang et al. (2018) investigated that credibility of message source has a favourable effect on buying intention of air travelers with the perspective of aviation VCO (voluntary carbon offsetting) products. Recently, a significant examination has been undertaken by the study of Visentin et al., (2019), they explored the impact of fake news on internet (News credibility), content truthfulness and source

credibility on brand trust, brand attitude and brand intentions (Visentin et al., 2019). The study of Li (2015) also examined the influence of source credibility on behaviour of employees. They explored that the constructs source credibility and argument quality are found significant determinants in shaping the behaviour of employees towards the adoption of information system (Li, 2015).

### **3.21. Destination Source Credibility**

The destination source credibility has been regarded as an application of principle and theory of brand and source credibility in tourism destination setting. Although several studies in marketing literature investigated the brand and source credibility constructs, the exploration of brand and source credibility concepts in tourism destination context are found under researched in the extant literature. There are few studies identified in the literature which used the brand and source credibility theory in tourism perspective (Veasna et al., 2013; Loureiro, 2017; Kani et al., 2017).

The study of Veasna et al. (2013) applied the concept of brand and source credibility to tourism destination and investigated the inter-relationship among destination source credibility, destination image; destination attachment and destination satisfaction. The findings of this study revealed that destination source credibility exerts significant influence on destination image and destination attachment. The study also confirmed the positive effect of destination attachment on destination satisfaction. The authors emphasized that these constructs are key to destination branding (Veasna et al., 2013).

The study of Kani et al. (2017) extended the model of Veasna et al. (2013) by adding the constructs cultural value, perceived risk and revisit intention. The results indicated that both cultural value and destination source credibility impose significant effects on destination image hence, these two constructs are essential to build destination image among the tourists towards a specific tourist destination. The findings also revealed that higher destination satisfaction leads to revisit intention among tourists. The moderating role of perceived risk between destination image and revisit intention has been found significant (Kani et al., 2017).

In medical tourism context, another recent study of Loureiro (2017) investigated the role of credibility and servicescape on the perception of medical tourists related to various medical facilities. This study examined the effects of credibility and servicescape on service quality, image and pleasure feeling of medical tourists. The findings revealed that effects of credibility were found significant on improving pleasure feeling of tourists and formation of

positive image among tourists. The ambience and design are crucial factors in creating the favourable servicescape (Loureiro, 2017).

### **3.22. Conceptualization of Source and Brand Credibility in the Literature**

In general marketing and branding literature, the pioneer study of Hovland et al., (1953) tried to conceptualize the source credibility to understand the meaning and concept of this construct. They designed the model of source credibility which has two dimensions. This model of source credibility was grounded on the research of social psychology (Hovland et al., 1953). The two dimensions of this model are as follows;

- (1) **Expertise:** The expertise dimension can be treated as the perceived capability of the source to make valid proclamation. The sources which exhibit expertise are considered to be credible and persuasive.
- (2) **Trustworthiness:** It can be understood as the perceived readiness of the source to make valid proclamation. Similarly, the sources which exhibit trustworthiness are also considered to be credible and persuasive.

Further, in the context of celebrity endorsement, McGuire (1985) proposed the conceptualization of source attractiveness. This model of source attractiveness was based on the research of social psychology (McGuire, 1985). This model argues that the effectiveness of the message dependent on mostly three components which are as described below;

- (1) **Familiarity:** It is acknowledged as a knowledge and belief of the source through the various exposures. The sources that are familiar to the consumer are considered to be attractive and persuasive (McGuire, 1985).
- (2) **Likability:** It is considered as the affection and feeling developed for the source which is a result of attractive physical appearance of the source and favourable behavior. The sources that are liked by the consumer are considered to be attractive and persuasive (McGuire, 1985).
- (3) **Similarity:** It is described as a likeness between the source or communicator and receiver of the message. The sources that are similar to the consumer are considered to be attractive and persuasive (McGuire, 1985).

Moreover, the study of McCracken (1989) advanced the source credibility model in the context of celebrity endorsement. The author laid strong cultural foundation in the celebrity endorsement process through his proposed source credibility model. He suggested the three

stages in the model to understand process of the celebrity endorsement and these are discussed below;

**(1) Stage-1-** This stage states that the cultural meaning exists in in the celebrity. The celebrities convey these cultural meaning into an advertisement when they are used in the endorsement process.

**(2) Stage-2-** At this stage, celebrity come into in the advertisement and then the cultural meaning reside in the celebrity is moved to the product (McCracken, 1989).

**(3) Stage-3-** The final stage epitomizes that the cultural meaning transports from the product to the customer. Therefore, the celebrity endorsement plays a very crucial role during all the stages of this model (McCracken, 1989).

The comprehensive study of Ohanian (1990) advanced the model of source credibility and developed the scale to measure three dimensions of source credibility. The Ohanian (1990) in his study integrated both the models of source credibility (Hovland et al., 1953) and source attractiveness (McGuire, 1985) to construct and validate the measurement instrument of source credibility. The author constructed and validated the 15-item scale to measure three dimensions of source credibility which involved expertise, attractiveness as well as trustworthiness (Ohanian, 1990). This multi-item scale having three components of source credibility can be useful to evaluate the effect of each component on persuasiveness of celebrity endorser (Ohanian, 1990).

Further, the studies of Erdem and Swait (1998) and Erdem et al., (2004) applied the source credibility model of Hovland et al., (1953) to branding context which is recognized as brand credibility. Both these studies used two sub dimensions of brand credibility such as expertise and trustworthiness for the empirical investigation. The findings of their studies revealed that brand credibility can be most correctly understood as unidimensional (Erdem and Swait, 1998; Erdem et al., 2004).

In tourism destination context, the first study of Veasna et al., (2013) applied the concept of source and brand credibility which is called as destination source credibility. The study of Veasna et al., (2013) adapted the unidimensional scale of brand credibility developed by Erdem et al., (2004) to measure destination source credibility. The study of Loureiro (2017) also used the unidimensional scale of source credibility developed by Erdem et al., (2006) to measure hospital credibility in medical tourism context.



### **3.23. Measurement of Brand and Source Credibility**

The importance of brand and source credibility has rapidly increased in marketing and branding literature. It is essential to develop valid and reliable measure for brand and source credibility constructs. In marketing and branding literature, two measurement instruments for brand and source credibility were identified. One measurement instrument of source credibility was developed by Ohanian (1990) and second instrument of brand credibility was advanced by Erdem and Swait (2004). Several empirical studies have used these two measures of brand and source credibility for their investigation (Ayeh, 2015; Chung and Cho, 2017). The Ohanian (1990) developed fifteen items scale of source credibility which included three dimensions of source credibility such as expertise, trustworthiness, and attractiveness. Consequently, Erdem and Swait (2004) advanced the measure of brand credibility which involved six items with one single factor.

The measures developed by Ohanian (1990) and Erdem and Swait (2004) were predominantly used by many brand and source credibility studies. There are plenty of empirical studies found in the literature which used the scale of Ohanian (1990) (Spry et al. 2011; Kim et al. 2014; Dwivedi et al. 2014; Ayeh, 2015; Shan, 2016; Bougoure et al. 2016; Yoon and Kim, 2016; Wang et al. 2017). Similarly, ample of empirical studies adapted the measure of Erdem and Swait (2004) for their investigation (Veasna et al. 2013; Moo Hur et al. 2014; Jeng, 2016; Loureiro, 2017; Chung and Cho, 2017; Jake An et al. 2018; Dwivedi et al. 2018).

### **3.24 An Overview of Satisfaction**

The construct customer satisfaction has been thoroughly investigated by the scholars since 1980s particularly in marketing and service literature (e.g., Anderson and Sullivan, 1993; Oliver, 1980). It is viewed as a psychological and crucial concept in marketing and branding research (Yi, 1990; Pizam et al., 2016; Prayag et al., 2019). Customer satisfaction has been recognized to increase the profitability of the organizations by enhancing the customer base (Anderson et al., 1994), develop the customer loyalty (Hallowell, 1996), and create the brand equity (Pappu & Quester, 2006). The many review studies on customer satisfaction have been published in numerous inter-disciplinary areas over the years due to burgeoning significance of the customer satisfaction construct in the marketing literature (Prayag et al., 2018). Customer satisfaction is also essential for business sustainability by getting favourable responses and building long term relationship with customers (Fornell et al., 1996; Anderson et al., 2004; Cheng et al., 2018). An examination of literature shows that the various terms such as customer

satisfaction, consumer satisfaction and satisfaction are synonymously utilized by the scholars (Giese & Cote, 2000).

Early study of Cardozo (1965), initially presented the concept of satisfaction in the marketing literature. The author highlighted that satisfaction of customers occurs through confirm and disconfirm of their expectations associated with pre-purchase and post purchase of particular products and services (Cardozo, 1965). Afterward, Hartman (1973) advanced the concept of customer satisfaction incorporating three sub-constructs such as cognitive, affective and systemic (Hartman, 1973). The cognitive sub-construct denotes feeling of experience from services; affective sub-construct signifies customer's mental response towards the performance of services and systemic sub-construct represents distinction in expected services of customer and services received by the customers (Hartman, 1973). Subsequently, concept of customer satisfaction was delineated as customer's evaluation of service performance after the receiving of services and difference between expected and real experience of customer with service (Hunt, 1977). Further, this concept has been advanced by Oliver (1980) by proposing the model of expectancy-disconfirmation (Oliver, 1980). The satisfaction occurs when expectation of customer has been surpassed by perceived performance of services. If expectation of customer is not fulfilled by perceived performance of services and it leads to disconfirmation (Oliver, 1980). Several scholars employed the model of Oliver (1980) to examine the customer satisfaction construct (Khalilzadeh et al., 2017; Cicerali et al., 2017; Rather, 2018; Sipe and Testa, 2018; Zhang et al., 2018).

After the study of Oliver (1980), numerous scholars and researchers proposed the different models in their studies to conceptualize the construct of customer satisfaction such as perceived overall performance (Tse and Wilton, 1988); equity (Oliver and Swan, 1989); perceived quality-satisfaction-repurchase intentions (Anderson and Sullivan, 1993); ASCI model (Fornell et al., 1996); service quality and satisfaction (De Ruyter et al., 1997); equity-value-satisfaction-brand preference-repurchase intentions (Hellier et al., 2003); perceived service quality-value-satisfaction-revisit intention (Um et al., 2006).

The study of Fornell et al. (1996) which advanced the model American Customer Satisfaction Index (ACSI) has been recognized as a pioneer and comprehensive effort in the customer satisfaction literature. This model comprises six constructs incorporating customer satisfaction as a key construct (Fornell et al., 1996). Recent literature further expanded the conceptualization of customer satisfaction by incorporating the constructs service quality, and perceived value (Mohajerani and Miremadi, 2012) and perceived image (Chien-Hsiung, 2011)

in formation of satisfaction. It has also been acknowledged that satisfaction is vital for creating and enhancing brand equity for products and services (San Martín et al., 2019). Current studies established the association between brand experience and satisfaction have also been investigated (Chahal and Dutta, 2015; Iglesias et al., 2019). The results of these studies demonstrated that brand experience enhances the satisfaction of customers (Chahal and Dutta, 2015; Iglesias et al., 2019).

The ample research in the field of customer satisfaction produced nine different theories to enhance the understanding of this construct. Pizam and Ellis (1999) summarized these theories which are as follows: assimilation or cognitive dissonance (Festinger, 1957), Comparison-level (Thibaut and Kelley, 1959), assimilation-contrast (Sheriff and Hovland, 1961; Anderson, 1973), equity (Adams, 1963; Swan and Oliver, 1989), generalized negativity (Carlsmith and Aronson, 1963), attribution (Kelley, 1967), expectancy-disconfirmation (Oliver, 1980), value-precept (Westbrook and Reilly, 1983), Contrast theory (Hovland et al., 1957). Although, there are numerous approaches found in the literature to explain the customer satisfaction construct, the theory of Oliver (1980) was most extensively utilized by the scholars and researchers (Pizam and Ellis, 1999). This theory has been tested empirically and confirmed by various studies (Pizam and Ellis, 1999; Prayag et al., 2019). Among others equity, contrast, attribution and dissonance have been highly cited to understand the conceptualization of customer satisfaction (Yi, 1990; Yuksel and Yuksel, 2001b; Oh & Kim, 2017; Prayag et al., 2019).

### **3.25. Tourist Satisfaction**

The satisfaction has also been considered as a significant construct in marketing of tourism products and services (Yoon and Uysal, 2005). Tourist satisfaction facilitates the tourists to make appropriate selection of destination, to enhance the consumption of variety of tourism products and services and to take decisions regarding visit or revisit intentions of tourists to a particular destination (Kozak and Rimmington, 2000). Hence, tourist satisfaction is crucial for successful destination marketing and branding (Kozak and Rimmington, 2000). The satisfaction of tourists with a destination has been regarded as tourists' assessment to the degree of enjoyable fulfilment of their wants and desires after the consumption of variety of products and services provided by the destination (Hernández- Lobato et al., 2006; Amit and Ramachandran, 2010; Devangan et. al., 2013; Amit and Sasidharan, 2019).

The prevailing literature of tourist satisfaction has been mainly evolved on the extensive research on customer satisfaction (Song et al., 2012). The study of Pizam et al. (1978) made a

first attempt to investigate the satisfaction construct in the context of tourism and hospitality (Ladeira, et al., 2016). Thereafter, several research studies investigated the satisfaction construct in the context of tourism destination (Chon and Olsen 1991; Danaher and Arweiler 1996; Kozak and Rimmington, 2000; Hernández- Lobato et al., 2006; Chen and Chen, 2010; Chen and Phou, 2013; San Martín et al., 2019).

There are also several reviews of satisfaction identified in the literature related to the tourism and hospitality area (Pizam and Ellis, 1999; Yuksel and Yuksel, 2001a, 2001b; Cohen, et al., 2014; Torres, 2014; Pizam, et al, 2016; Ladeira, et al., 2016; Oh and Kim, 2017; Prayag et al., 2019). The study of Cohen et al. (2014) undertook the review of satisfaction research in major journals of tourism during the period of 2000 to 2012 and found that trust and loyalty constructs were frequently investigated along with satisfaction. The satisfaction was mostly researched construct or concept in both the fields of general business and tourism/hospitality (Oh and Kim, 2017). The study of Torres (2014) improved the understanding of satisfaction along with service quality in the field of tourism and hospitality. Recently, the systemic review of Prayag et al. (2019) examined the satisfaction studies published in five leading tourism and hospitality journals during the year of 2000 to 2016. They investigated that quantitative methods were heavily employed in comparison to mixed and qualitative methods to explore the concept of satisfaction. The authors highlighted numerous determinants of satisfaction in reviewed studies which include emotions, equity, employee satisfaction, fairness perceptions and corporate social responsibility (Prayag et al., 2019).

### **3.26. Antecedents of Satisfaction**

The review of literature shows that there are various antecedents of satisfaction recognized. The relationships among satisfaction, value and quality are extensively examined in the literature. The association between satisfaction and service quality is highly contested in the literature (Dmitrovic et al., 2009). It is recommended by some authors that service quality and satisfaction are separate constructs (Taylor and Baker, 1994; Oliver, 1997). Other authors argued that both these constructs are substitutable (Parasuraman et al., 1994; Mittal et al., 1998). The review of Ladeira et al., (2016) highlighted that perceived value, destination image and various environmental aspects found to be the important antecedents of satisfaction.

The authors also investigated other antecedents of satisfaction such as perceived justice (Susskind and Viccari, 2011; Wen and Geng-Qing Chi, 2013), perceptions of fairness and equity (Chang, 2008; Severt, et al., 2006). The emotions (positive/negative) have been also observed as crucial antecedents of satisfaction, the inter-relationships was explored by many

studies (Deng, et al., 2013; Wen and Geng-Qing Chi, 2013; Ali, et al., 2016). The current research also established the connection between corporate social responsibility (CSR) and satisfaction (Martínez and Del Bosque, 2013; Gao and Mattila, 2014; Su, et al., 2015). Recently, the green and sustainable practices of the organisations have also been shown to influence the satisfaction positively (Berezan et al., 2013; Gao and Mattila, 2014). The green overall image and green trust have also been observed as the antecedents of green satisfaction (Martínez, 2015). The role of employee-customer interactions in the prediction of satisfaction has been also well examined by various studies (Mathe, et al., 2016; Ustrov et al., 2016).

Recent study of Cheng et al. (2018) has investigated the positive influence of service recovery on the customer satisfaction. The brand experience has been found another vital antecedent of customer satisfaction (Chahal & Dutta, 2015). Another current study has explored the influence of sensory brand experience on customer satisfaction and brand equity (Iglesias et al., 2019). The transportation facilities at tourist destination have a significant effect on tourist's experience and satisfaction (Ettema et al., 2011). The performance of public transport has a positive and favourable influence on satisfaction of tourists at destination level (Thompson and Schofield, 2007). Hence, the availability of better transport facilities and services are acknowledged as crucial factors for enhancing satisfaction of tourists (Thompson and Schofield, 2007). Recently, the study of Loi et al. (2017) has investigated the positive and favourable effect of quality of tourist shuttles on satisfaction.

### **3.27. Satisfaction and Destination Image**

The destination image has been acknowledged as a key antecedent of satisfaction of tourists (Dmitrovic et al., 2009). Several studies have investigated the relationship between destination image and satisfaction in tourism context (Lobato et al., 2006; Chen and Tsai, 2007; Wang and Hsu, 2010; Chen and Phou, 2013; Lee et al., 2014; Su et al., 2017; Wong et al., 2018). The inter-relationships among the constructs such as destination image, satisfaction, perceived quality, intention to return and recommend were examined by the study of Bigne et al. (2001). In event tourism context, it was examined that the various variables of image influenced differently on service quality and satisfaction of tourists (Lee et al., 2005). The study of Lobato et al. (2006) examined the two dimensions of destination image such as cognitive and affective image on satisfaction and destination loyalty. The authors concluded that affective dimension influences more effect on satisfaction as compared to cognitive dimension of image (Lobato et al., 2006).

The inter-relationships among destination image, attribute satisfaction, overall satisfaction and destination loyalty were investigated by the study of Chi and Qu (2008). The results of this study confirmed that destination image directly influences significant effects on both attribute satisfaction and overall satisfaction (Chi and Qu, 2008). The relationships among image, satisfaction and loyalty were again empirically confirmed by the study of Park and Njite (2010). Wang and Hsu, (2010) explored the relationships between overall destination image on satisfaction of tourists. The authors highlighted that overall destination image influenced significantly on satisfaction which led to favourable and greater loyalty of tourists (Wang and Hsu, 2010).

They found that different variables of image had varying and significant effects on satisfaction (Park and Njite, 2010). The study of Prayag and Ryan (2012) introduced two new constructs such as place attachment and personal involvement in image-satisfaction-loyalty model and explored the structural relationships among them. The findings of this study revealed that destination image and place attachment both had a positive and significant influence on overall satisfaction however, the effect of personal involvement on overall satisfaction was not found significant (Prayag and Ryan, 2012). A significant and comprehensive study of Chen and Phou (2013) examined the structural relationships among image, personality, trust, satisfaction, attachment and loyalty. The results of this study also confirmed that destination image exercised both direct and indirect effects on satisfaction. The indirect effect was estimated through one or more mediator such as personality and trust and also observed as significant (Chen and Phou, 2013).

Prayag et al. (2015) used tourist's emotional experience construct in their model along with image, satisfaction and loyalty. The tourist's emotional experience has been identified as antecedent of overall image and satisfaction as per the findings of this study (Prayag et al., 2015). In the context of nature based tourism, the study of Jiang et al. (2017) developed the model using the constructs such as attitude to natural soundscapes, affective image and cognitive image of natural soundscapes, satisfaction and loyalty. They showed that image of natural soundscapes had a direct and significant effect on satisfaction (Jiang et al., 2017).

The study of Eid et al. (2019) advanced the conceptual model incorporating the constructs such as political stability or instability, image, destination attributes, satisfaction and intention to recommend. The findings of this study revealed that political stability or instability and image impose strong influence on satisfaction (Eid et al., 2019).

### **3.28. Conclusion**

This chapter summarizes the review of literature of key constructs which especially used for developing place branding model in this thesis. These important constructs have been reviewed with the perspective of tourists as one of the target segment of place branding. It started with the review of destination image studies. The studies on destination image and its two sub dimensions (i.e. cognitive, affective image) have been evaluated on the basis of different variables. Further, the literature on destination loyalty construct has been analysed. The review of destination loyalty literature especially emphasized on its antecedents and theoretical conceptualization. Subsequent to this, the review of tourist satisfaction literature has been highlighted. The review of tourist satisfaction particularly focused on its antecedents and explored the association between satisfaction and destination image. In the end, the review of brand and source credibility studies has been presented. The findings of few studies of destination source credibility found in the literature have been demonstrated.







The current chapter has been designed to provide systematic descriptions of the methodology adopted for accomplishing the research objectives of this research. It also attempts to provide the answers of the research questions framed for this research. It explains how qualitative and quantitative research approaches were used to achieve the objectives of this research. First, the chapter begins with the brief descriptions of the proposed model of this research and then subsequently research methodology and research design adopted by this research are presented. The research design section elucidates the mixed research design embraced by this research which includes the combination of both qualitative (exploratory) and quantitative (descriptive) approaches to undertake the research. The chapter discusses a brief overview of qualitative research method which was used to identify the appropriate dimensions of city image of Jaipur (India) with the perspective of foreign tourists.

Accordingly, it highlights the rationale of employing qualitative research method and focus group discussion method. Further, the chapter provides the descriptions related to the quantitative research method which was employed to develop and validate the scale for measuring city image of Jaipur by conducting the survey of foreign tourists visited the Jaipur city. The quantitative research method was also used to test the proposed research model of the research. Next, the brief overview of the research objectives and research questions designed for this research are presented. The subsequent section also explains scaling techniques, questionnaire design, sampling design, data collection method and procedure and data analysis technique applied in this research.

#### **4. Introduction**

The extensive review of place branding literature indicated that the researchers preferred qualitative research methods to investigate phenomena of place brand construct. The researchers tried to explore various variables that constitute the place brand construct for a specific country, city or region by incorporating qualitative research methods. It was also observed that majority of qualitative research studies adopted the case methodology approach for their investigation. Many place branding studies were written on the basis of authors' thoughts and concepts. Although qualitative methods have several advantages but these methods also suffer from numerous disadvantages. Thus, place branding literature lacks robust

methodological approach that creates fragmented theoretical base of the research domain (Lucarelli and Berg, 2011). The place branding research domain needs reliable and strong empirical data for building and validating theories that can be generalized across the various places or destinations (Gertner, 2011).

On the contrary, the examination of destination image and destination literature revealed that majority of the research studies heavily relied on quantitative research methods and conducted survey for collecting data. The researchers mostly ignored the qualitative research methodology for their investigation of destination image and destination loyalty constructs. The quantitative research obviously has been acknowledged as more precise and valuable for statistical analyzing the data than qualitative research but it also has certain limitations. The construct source credibility which has been widely explored in traditional branding but its application in tourism branding has to be investigated yet.

Therefore, the robust research methodological approach is required to develop valid and reliable model of place branding for a specific city or country context. This research fulfils these methodological shortcomings found in place branding literature. Accordingly, the present research used mix methodological approach by incorporating both qualitative and quantitative research methods. The qualitative research methods were employed to develop the conceptual model of place branding. The qualitative research involved comprehensive literature review and identification of key constructs to develop the research model. The qualitative research was also used at initial stage of development of measurement instrument of city or destination image of Jaipur (India).

This stage included conducting qualitative research interviews and analyzing the qualitative data through content analysis. The quantitative research was used at the subsequent stages of development and validation of scale of city image. The quantitative research was further employed to test the various hypotheses of the proposed research model. Thus, this research has made an attempt to develop strong theoretical foundation of place branding literature by using robust methodological approach.

#### **4.1 Proposed Model of the Research**

The theoretical model has been proposed to fulfil the objectives of this research. The theoretical model provides the conceptual foundation for undertaking the empirical research. The proposed theoretical model was developed based on the evaluation of variables deemed to be significant to the context of foreign tourists and as advocated in the literature. The proposed model

involves key constructs of place branding in context of foreign tourists. The city image (i.e. destination image) comprises two dimensions such as cognitive image and affective image. The cognitive image encompasses three factors which are identified through scale development process. The destination loyalty has been identified on the basis of theoretical concept of consumer loyalty found in traditional branding literature.

Similarly, the conventional branding concept brand or source credibility has been utilized for advancing the concept of destination source credibility in the proposed model of this research. The model delineates the relationships among destination source credibility, cognitive image, affective image and destination loyalty. All the hypothesized relationships described in the model are grounded from literature sources. The detail discussion of the proposed model has been presented in chapter-5. This model provides useful insights for the enhancement of place branding theory in context of tourist as a target segment. Henceforth, establishment of such a model has been required for both academically and practically for place brand management.

#### **4.2 Research Objectives and Research Questions**

The research objectives of this research have been formulated on the basis of gaps identified from the thorough review of place branding studies. The research questions are also designed and presented as under;

**Objective 1:** To develop a valid and reliable model of place branding.

Place branding has been an emerging area of research for scholars since the past decade. Many authors and scholars emphasized the requirement of empirically tested models or frameworks for branding places for the robust theoretical development of this research area (Gertner, 2011; Hanna & Rowley, 2013). Place branding has multiple target segments, thus, the model has to be developed while considering the specific target group. This research focused on tourist segment of place branding for advancing the model. The numerous studies which developed the model especially for tourist segment, underlined to identify the different other significant variables of place branding for developing and validating the model in future studies (Konecnik and Gartner, 2007; Qu et al., 2011; Veasna et al., 2013). Hence, the proposed model integrated the crucial variables of place branding concentrating on foreign tourists. The model was developed based on the theoretical foundation provided and review of literature. The respective research questions are also presented as below;

**Research Questions 1:** What are the key variables that comprise the Place branding construct?

**Objective 2:** To develop and validate the scale to measure the city image dimensions.

The thorough literature review revealed that destination image (i.e. city or country) is a vital for branding of places. Therefore, the second objective has been designed to develop the measurement instrument for city image especially focusing Jaipur city of India. It was achieved through third research question of the current research. The rigorous scale development procedure was adopted as per recommendation in the extant literature (Churchill, 1979; Anderson and Gerbing, 1988; DeVellis, 1991; Netemeyer et al., 2003) to achieve the second objective of this research. Many authors and scholars admitted that each destination (i.e. city or country) has unique characteristics or dimensions which represent destination image. Hence, there was a necessity to develop context specific destination image scale (Crompton, 1979; Fakeye and Crompton, 1991; Beerli and Martin, 2004). Byon and Zhang (2009) reported that most of the previous scales developed based on the application of EFA, thus, reliability and validity of these measures were in question. This research developed the measure of destination image by applying EFA, CFA and SEM techniques. The respective research question to fulfil this objective is as follows;

**Research Questions 2:** How to develop and validate a scale to measure city image?

**Objective 3:** To empirically validate the relationships among the destination source credibility, cognitive image, affective image and destination loyalty?

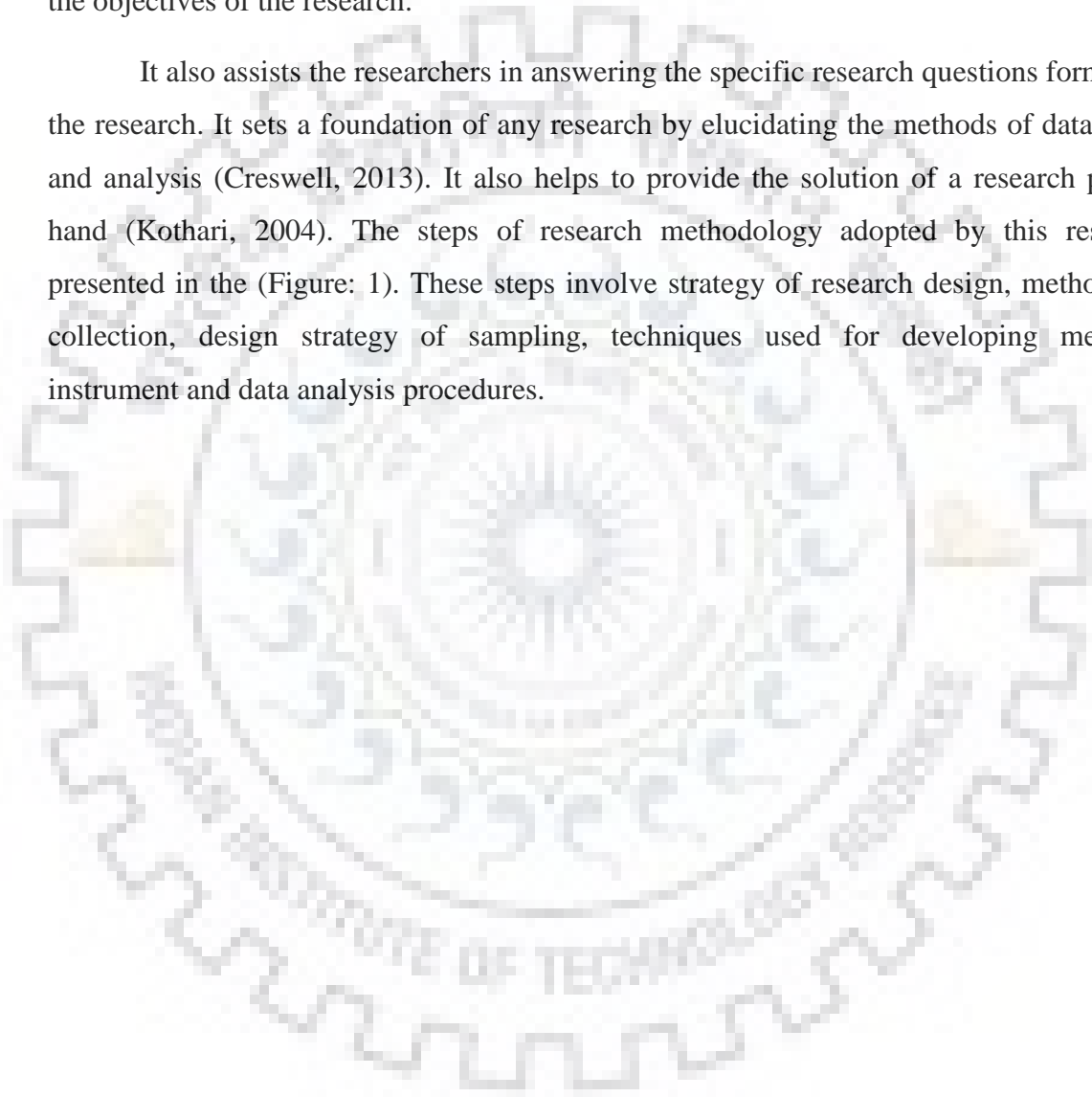
The application of brand or source credibility concept in tourism destination has been unexplored except one such study of Veasna et al. (2013) in the extant literature. The study of Veasna et al. (2013) emphasized a need to investigate the relationships among destination source credibility, affective image and destination loyalty (Veasna et al., 2013). There has been no such study found which investigated the effects of destination source credibility on cognitive image and affective image separately. Similarly, the effect of destination source credibility on destination loyalty has not been examined previously in the literature. Hence, this research has made an attempt by investigating the interrelationships among these constructs empirically.

**Research Questions 3:** What are the relationships among these variables?

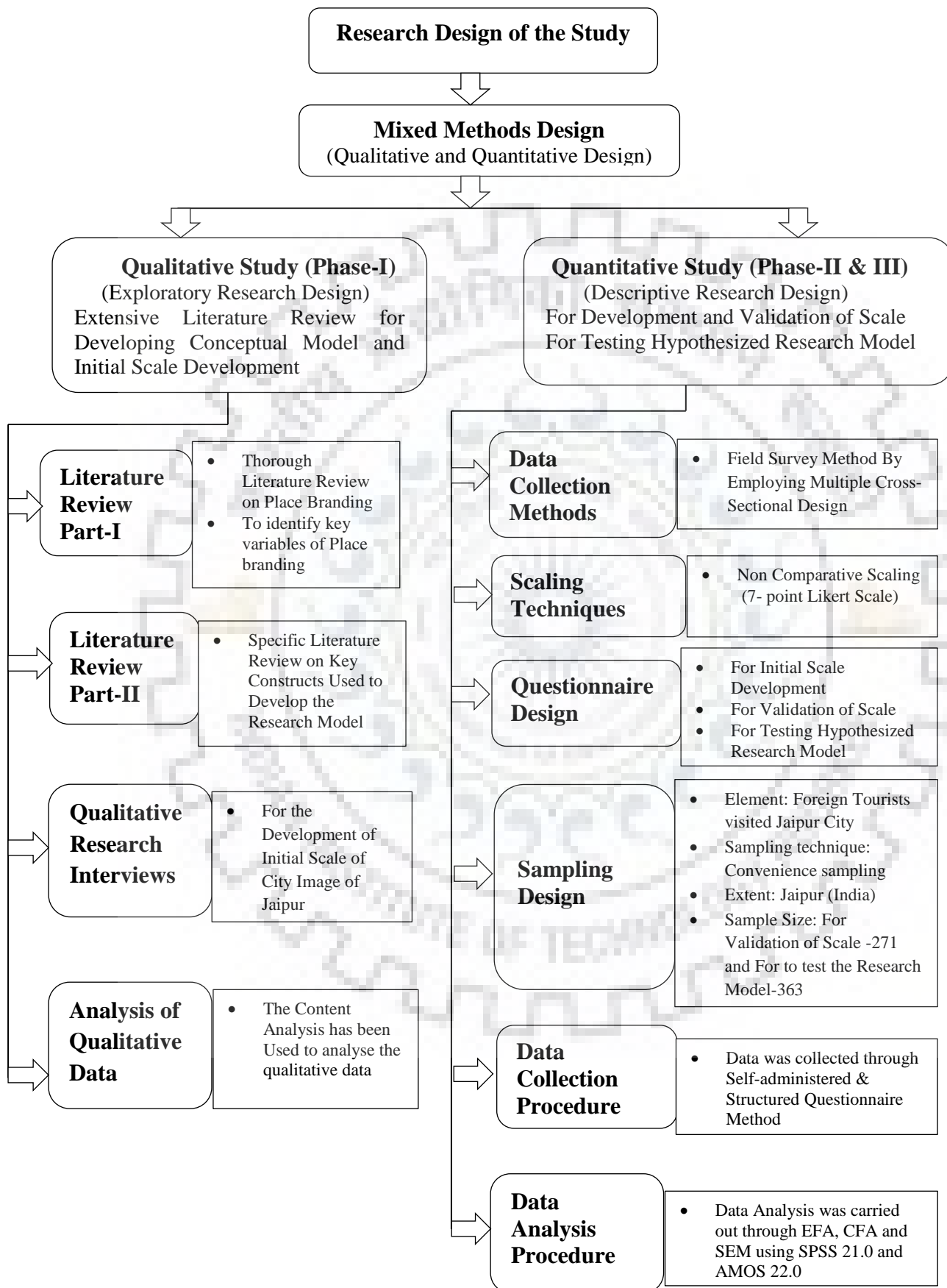
### **4.3 Research Methodology**

The research methodology has been acknowledged as a systematic, theoretical analysis of the various methods which are applied to undertake the research. It is the general research strategy that describes the way in which research is to be carried out and it also delineates the methods to be employed in the research. The purpose of the research methodology is to provide the guidelines and directions to the researchers at every stage of the research process for achieving the objectives of the research.

It also assists the researchers in answering the specific research questions formulated for the research. It sets a foundation of any research by elucidating the methods of data collection and analysis (Creswell, 2013). It also helps to provide the solution of a research problem at hand (Kothari, 2004). The steps of research methodology adopted by this research are presented in the (Figure: 1). These steps involve strategy of research design, methods of data collection, design strategy of sampling, techniques used for developing measurement instrument and data analysis procedures.



**Figure: 4.1 Flow of Research Methodology**



#### **4.4 Research Design**

The research design has been called as a framework or blueprint to undertake the marketing research project (Malhotra and Dash, 2016). The Yin (1994) defined the research design as “the logical sequence that connects the empirical data to the study’s initial research questions and ultimately its conclusions” (p. 28). Research design has been categorised into three groups that include exploratory, descriptive, and causal (Malhotra and Dash, 2016). The present research has applied the combination of both exploratory and descriptive research design (mixed method research design) to accomplish the objectives of this research. First, the current research used exploratory research design to understand the concept of place branding and subsequent to identify its key variables (i.e. antecedents, mediators, and outcomes).

This research design has been employed by conducting thorough review of literature related to place and destination branding and undertaking the interviews of numerous experts from both industry and academia. Hence, this research design supports in developing the theoretical model of place branding with the perspective of foreign tourists and to achieve the first objective of this research. Exploratory research design also used to recognise crucial construct of branding such as destination image and its dimensions with the perspective of foreign tourists visited Jaipur city of the state Rajasthan in India. Exploratory research design also lays a foundation for achieving the second research objective of the research.

Second, the descriptive research design has also been applied in this research. Descriptive research design deals with the more pre-planned and organized way to solve identified research problem and specific hypothesis while exploratory research design is to be concerned with elusive research problems (Malhotra and Dash, 2016). The descriptive research design has been utilized to determine the degree of association among the constructs of interest and to test specified hypotheses. The current research used cross-sectional research design for collecting the data.

The single cross-sectional research design is known as when one sample has been drawn from the target population only once. The multiple cross-sectional research design involves the two or more samples have been drawn from the target population and each sample being only drawn once. The multiple cross-sectional research design has been utilized for the development of measure of city image of Jaipur (India). Accordingly, single cross-sectional research design has been employed to test the specified hypotheses in the research model. In mixed method research design, researcher considered both qualitative and quantitative

approaches. The combination of both qualitative and quantitative research methods deals with more systematic and holistic perspective of the research problem.

#### **4.5 Mixed Methods Design**

The integration of qualitative and quantitative research and data in a research study has been known as mixed methods design (Creswell, 2013). The advantages of employing a blend of qualitative and quantitative methods together in a single study have been well recognized (Bryman, 2006; Creswell, 2013). The mixed methods design assists to grasp a research problem more accurately (Bryman, 2006). Similarly, this research design provides a comprehensive view of phenomenon under consideration from different perspectives (Silverman, 2006). This research design is more concerned with the legitimized use of multiple methodological strategies when solving research questions within a single study. Hence, mixed methods design has been acknowledged as a more practical approach to research (Edmonds and Kennedy, 2017). The combination of qualitative and quantitative methods occurs at different stages such as formulation of research questions, sampling, collection and analysis of data.

This research uses the blend of qualitative and quantitative methods to understand the deep insight of place branding especially focusing on foreign tourists segment. This research embraces qualitative method to identify the key variables of place branding and for development of initial scale to measure the city image dimensions of Jaipur city (India). The quantitative method has been used for validation of city image instrument and to test the hypothesized relationships in the proposed research model. Thus, the researcher has employed sequential strategy by applying one method after another. The researcher started with qualitative method and subsequently used the quantitative method. The detailed descriptions of these methods are presented in following sections.

#### **4.6 Qualitative Study (Phase-I)**

The qualitative research design has been used in initial stage of this research. The qualitative research has been employed by conducting extensive literature review and for developing initial scale to measure city image dimensions of Jaipur (India). In qualitative research stage of this present research, the thorough literature review was conducted to understand the concept of place branding and for identification of the crucial dimensions or variables of place branding. The review of literature has been carried out in two stages which include part-I and part-II of literature review. Subsequently, the qualitative interviews were conducted for initial scale development of city image especially concentrating on foreign tourists. Thus, the qualitative



interviews were found useful to gain in-depth insights from the expert of the field and to find out all pertinent information related to the dimensions of city image construct of Jaipur (India).

### **Literature Review:**

The first part of literature review was especially conducted to understand and explore the concept of place brand and place branding. This part of literature review has also been undertaken to identify the key variables or constructs of place branding. These crucial variables or constructs were used to advance the theoretical model of place branding in context of foreign tourists. This review included 147 articles of place branding published in three major global databases during January 2004 to April 2014 (last 10 years). The articles involved in this review, were concerned from the major three target audiences of place branding (i.e. tourists, residents, investors). In this review, the place brand image emerged as a key construct in building the place brand for a particular city or country. The detailed descriptions of this review have been presented in the chapter-2 of this thesis.

### **Conceptualization of Variables through Literature Review:**

The second part of the literature review is focused on all the constructs which are used to develop theoretical model of place branding with the perspective of foreign tourists. Thus, this review included those articles which are particularly concentrated on tourists segment of place branding. First, review of destination image literature was undertaken which involved 41 articles published in various international journals. These articles were collected from numerous global online databases. This review found that destination image has been formed with two components which encompasses cognitive image and affective image. Second, another review comprised the investigation of destination loyalty literature which involved 31 articles published in different global journals. The destination image was found as a key antecedent of destination loyalty in this review.

The literature on tourist's satisfaction was also examined, as satisfaction construct was used to analyse the predictive validity of the scale of city image developed in this research. The literature of source or brand credibility from the traditional branding research was investigated due to lack of destination source credibility literature in tourist destination research. The descriptions of this review have been discussed in detail in the chapter-3 of this thesis.

### **Qualitative Research Interviews:**

The interviews are considered as an important method of the data collection in qualitative research. Interviews are designed to define the meaning of central themes of the subject of research and it covers both factual and meaning level (Kvale, 1996). The interviews are regarded as a useful technique to explore the views, beliefs, motivations and experiences of people on a particular issue. Interviews provide exhaustive understanding of any study phenomenon. The methodological characteristics such as length, participants' numbers (individual or group), and style of questioning of qualitative interviews differ according to the different research designs (Cassell and Symon, 2004). The qualitative research interviews can be carried out face to face, telephonic and via internet (Cassell and Symon, 2004). Qualitative interviews can be undertaken using structured or unstructured method.

This research used qualitative interviews in the development of initial scale of city image for Jaipur (India). First, the qualitative interviews were conducted in the generation of initial pool of items of city image construct. The researcher identified some experts associated with the area of place or destination branding of Jaipur city and they were well informed about the construction of city image scale of Jaipur (India). The in-depth interviews of all these experts were carried out employing the combination of both structured and unstructured method. The experts reviewed the items generated in initial pool to confirm the relevancy of each item about what researcher intended to measure.

Second, the qualitative interviews were again conducted to judge the content and face validity of the measurement instrument. The researcher again selected eleven experts and these include three professors, three industry personnel and five city administrators engaged in the field of place marketing and tourism development of the city. They evaluated each items of city image about representativeness, clarity and conciseness and subsequently, as per the advice of experts, researcher made the decisions to accept or reject the items of city image in the construction of scale.

### **Analysis of Qualitative Data:**

The content analysis has been considered as a useful technique to analyse the qualitative data. Hence, this research used content analysis approach for coding the qualitative data. Qualitative analysis has been acknowledged as a one of various research methods employed to analyse text data (Hsieh and Shannon, 2005). Content analysis has been known as a systematic, replicable technique for reducing many words of text into fewer content categories grounded on

definitive rules of coding (Berelson, 1952; Krippendorff, 1980; and Weber, 1990). A comprehensive definition of content analysis was provided by Holsti (1969). The author defined content analysis as, “any technique for making inferences by objectively and systematically identifying specified characteristics of messages” (Holsti, 1969; p. 14). The selection of type of content analysis has been usually undertaken based on the research problem under investigation and it differs with the theoretical and utilitarian interests of the researcher (Weber, 1990).

Hsieh and Shannon (2005) classified content analysis into three categories which involved conventional, directed and summative content analysis. The directed approach has been driven by a more structured process as compared to the conventional approach (Hsieh and Shannon, 2005). In directed approach of content analysis, researcher practices previous research and well established theory to recognize the crucial variables or constructs as initial coding categories or dimensions. Subsequently, researcher determines operational definitions of construct utilizing the theory (Hsieh and Shannon, 2005). In this research, the researcher has used directed approach of content analysis to describe initial codes of city image construct of Jaipur with perspective of foreign tourists.

#### **4.7 Quantitative Study (Phase-II and Phase-III):**

The quantitative study has been undertaken in the development and validation of measurement instrument of city image of Jaipur in context of foreign tourists (Phase-II) and to test the hypothesized relationships among variables in proposed model of the current research (Phase-III). Hence, the quantitative survey method was used to collect the data in Phase-II and Phase-III of this research. The cross-sectional survey research design was employed for conducting the survey in both the phases of quantitative study. The quantitative research design includes various procedures which are necessary to conduct the whole research. Accordingly, researcher used all the important methods to carry out quantitative research. The quantitative research began with the collection of data. Thus, the detailed descriptions of data collection methods are given as below;

##### **4.7.1 Data collection methods**

The current research employed questionnaire based survey method in both phase II & III of the quantitative study. The survey method is frequently used to collect the data in quantitative studies. The survey method entails obtaining information by asking questions to respondents (Malhotra and Dash, 2011). In this method, respondents are requested to answer

the variety of structured questions regarding their behaviour, intentions, motivations, attitude, awareness, demographic and lifestyle characteristics (Malhotra and Dash, 2011). Survey method has been considered as an effective tool for the collection of data from a large number of respondents on a specific research topic (Creswell, 2013). The researcher applied cross-sectional survey research design to collect the data. The further elaboration of cross-sectional survey research design is presented as below:

### **Cross-Sectional Survey Research Design:**

For conducting the survey in both the phases II & III of quantitative part of the present research, the cross-sectional survey research design has been used for collecting the data. The cross-sectional survey design has been the most commonly used in descriptive research design in the marketing research (Malhotra and Dash, 2011). In cross-sectional design the information has been acquired from a single group of respondents at a single point in time but it cannot be followed-up over the time (Ruane, 2005). Hence, the series of questions are asked through survey by the researcher from wide-range of cross-section of population in order to capture the subject of interest (Ruane, 2005).

This research design has several advantages as compared to other research designs. First, the survey especially self-administered has been considered as a most feasible in large samples and hence, it enhances the generalisation of the study (Babbie, 2007). Second, the data collected through survey are reliable because the responses received are limited to the alternatives mentioned (Malhotra and Dash, 2011). Third, the many variables can be measured and investigated in an effective manner through survey research, thus survey is regarded as a flexible research design (Babbie, 2007; Kerlinger & Lee, 2008). Fourth, the coding, analysis and interpretation of data in survey research are considered to be relatively simple (Malhotra and Dash, 2011). Fifth, the survey design is also economically viable and consumes less time.

Despite the several advantages, survey research has also certain limitations. First, there may be issue regarding the validity of the data in survey research due to structured questions and fixed response alternatives (Malhotra and Dash, 2011). Second, there has been a problem regarding the numerous biases of respondents such as social desirability. The social desirability has been known as a tendency of the respondents to provide responses which may not be precise but these responses may be desirable from a social perspective (Malhotra and Dash, 2011).

For considering all the limitations, in this research, the researcher has established the reliability and validity while developing the instrument of city image of Jaipur in the context of foreign tourists. Researcher also used well established scales for all other constructs with proven reliability and validity in the hypothesized model. Further, the social desirability biasness has also been controlled in this research. Hence, for achieving this, all the respondents were well informed regarding the objectives of this research and they were also instructed to fill their responses by themselves without any interference and not copy responses from others. Further, the appropriate scaling technique was selected to design the questionnaire. The explanation of scaling technique is as follows:

### **Scaling Technique:**

Malhotra & Dash (2011, p.244) defined “Scaling involves creating a continuum upon which measured objects are located”. Scaling has been also called as an extension of measurement (Malhotra & Dash, 2011). In marketing research, the scaling techniques can be categorised into two groups which includes comparative scaling and non-comparative scaling. In this research, researcher used non-comparative 7-point Likert scale (1 = strongly disagree to 7 = strongly agree) for collecting the data. The Likert scale has been extensively used in marketing research. In this rating scale, the respondents are required to specify the degree of agreement or disagreement with each of a series of questions about the stimulus objects (Malhotra & Dash, 2011). The Likert scale has benefits as compared to other scales that it has been easily constructed and administered (Malhotra & Dash, 2011). Several quantitative studies in tourism destination employed 7-point Likert scale to collect the data (Boo et. al., 2009; chi, 2010). The questionnaire was designed to collect the data during the scale development (phase-II) and testing the hypothesized model (phase-III) of the quantitative part of this research. The descriptions of questionnaire design are given as under:

### **Questionnaire Design:**

First, the questionnaire was designed in scale validation for the development of city image scale of Jaipur city of the state Rajasthan in India (phase-II). This survey instrument comprised three sections. The first section of questionnaire contained questions related to socio-demographic profile of respondents which involved age, gender, educational qualification, total income, marital status, travel accompany and country of origin. The second section involved questions related to cognitive and affective dimensions of city image of Jaipur. The cognitive dimension was evaluated on the basis of 11 questions while affective dimension was assessed using 4 questions associated with Jaipur city. The third and last section of this

questionnaire was designed to measure the satisfaction of tourists. The satisfaction construct was measured with 4 items which were adapted from the work of Chen and Phou (2013).

#### **(Appendix-I)**

Second, the questionnaire was designed to test the hypothesized model (phase-III) of this research. This survey instrument included questions related to all the constructs in proposed model of this research and comprised with three sections. The first section dealt with the questions related to socio-demographic characteristics of respondents which comprised the information regarding the age, gender, education, income, and travel experience. The questions related to cognitive and affective dimensions of city image of Jaipur were included in the second section of this survey instrument. The third and final section involved questions to measure the destination source credibility and destination loyalty. The destination source credibility was measured with six items which were adapted from the brand credibility scale developed by Erdem and Swait (2004). Three items to measure destination loyalty were adapted from Lee (2009). The questionnaire was designed in an English and measured based on a 7 point Likert scale ranging from 1=strongly disagree to 7 = strongly agree.

#### **4.7.2 Sampling design**

The subsequent to the process of questionnaire designing, the further step is to choose an appropriate sample for collecting the data (Churchill, 1979). The main aim of sampling is to get a representative sample or a small collection of units from a target population or larger group. Hence, the sampling helps the researcher to study the smaller group and find out accurate generalizations about the target population (Neuman, 2007). The sample has been called as a sub group of the elements of the population selected for the participation in the study (Malhotra & Dash, 2011). The sampling has a crucial role in collection of the data and it separates the target population into smaller group which possesses certain characteristics of the population that is in accordance with research objective.

Therefore, this representative sample provides reliable information for the research. The authors Malhotra & Dash (2011) suggested five steps in sampling design process which include defining the target population, determining the sampling frame, selecting an appropriate sampling technique, determining the adequate sample size and executing the whole sampling process (Malhotra & Dash, 2011). The researcher followed these steps in this research. The detailed descriptions of whole process carried out in sampling design in this study have been provided as under:

### **Target Population:**

The target population is defined as “the collection of elements or objects that possess the information sought by the researcher and about which inferences are to be made” (Malhotra & Dash, 2011; p. 330). Similarly, Neuman (2006) described the target population as a larger group of individuals from which the sample is taken out. Zikmund, (2003) also explained that target population has been considered as a complete group of specific population elements pertinent to the research project.

It is very difficult to define the whole population and most populations are considered very large. Hence, for effective measurement of the population, it is obligatory to take representative sample through survey. The target population comprises the elements, sampling units, extent and time (Malhotra and Dash, 2011). The description of the target population of this research has been presented as under:

#### **Target Population of this Research-**

The target population of this research was foreign tourists older than 18 years and who visited the Jaipur city.

#### **Elements – Foreign Tourists**

The foreign tourists were the target respondents of this research. The foreign tourists were one of the three major target audiences of place branding which has been already delineated in the literature (Kotler, Haider and Rein, 1993). The Government of India has also acknowledged tourism as a crucial for achieving economic growth and generation of employment (Dwivedi, et al., 2009). The foreign tourists are also considered a major source of foreign exchange earnings for the country (MOT, GOI, 2017).

#### **Time –**

The current research has spent different time duration for the collection of data in various phases of the research. This research used primary data which was collected through field survey method. The field survey method for data collection has been regarded as most prevalent among researchers over the world and has been utilized frequently in tourism destination research. The different time duration for data collection has been presented in Table-A.

**Table-4.1** Time period for data collection

<b>Stages of the Research</b>	<b>Time Duration</b>
For Pilot Testing	August, 2016
For Initial Scale Development	September, 2016
For Final Validation of Scale	October, 2016
For Validation Research Model	December, 2016

The data collection for pilot testing was carried out in last week of August, 2016. The data for initial scale development and scale validation was collected during the month of September and October in 2016. The data was again collected in the month of December, 2016 for final validation of the structural model.

**Extent –**

The researcher has chosen Jaipur city as the geographical extent for this research which is the capital of the state Rajasthan in India. The researcher identified various reasons for the selection of this geographical extent and these are presented as under:

- Jaipur has been popular and among the top tourist destination in terms of foreign tourists arrival in India. Jaipur has been most visited city destination of India by international visitors and it is ranked at 5<sup>th</sup> after Delhi, Mumbai, Chennai and Agra (<http://en.wikipedia.org>).
- Similarly, Jaipur has been ranked 73<sup>rd</sup> among the world top 100 city destination in term of foreign tourists arrivals by Euromonitor International which is the world's leading independent provider of strategic market research ([www.euromonitor.com](http://www.euromonitor.com)).
- The Jaipur city, which is known as the holy grail of Indian tourism, boasts its assembly of world-renowned monuments and historical attractions for foreign tourists.
- The Amber fort of Jaipur has been included in the most visited place by foreign tourists in India. Jaipur has also been included in the golden triangle tourist circuit along with Delhi and Agra. It is also known as a gateway to other tourist destination in the state of Rajasthan (<http://en.wikipedia.org>).
- Jaipur is also included in UNESCO creative cities network in the category of crafts and folk art.
- The Jantar Mantar and Amber fort of Jaipur are listed as world heritage sited by UNESCO.



- The researcher has not found any study related to place or city branding in context of India in the literature.

Further, the suitable sampling technique was chosen to collect the data. The details are given as below;

### **Sampling Technique:**

The selection of appropriate sampling technique is another important step in sampling design for the research. According to Zikmund and Babin (2015), there are various techniques available to choose about sampling for the any research study. These sampling techniques are applied as per the need of the research study. These techniques can be categorised into two groups which is known as probability and non-probability sampling techniques.

This research developed the research model of place branding and emphasized tourists as a target segment of place branding with perspective of Indian city Jaipur. The sample involved the foreign tourists visited Jaipur city. Hence, researcher employed convenience sampling technique for collecting the data in this research. Several tourism destination studies which sampled foreign tourists, were used convenience sampling technique (Sahin and Baloglu, 2011; Jalilvand et al., 2012; Chen and Phou, 2013). After finalizing the sampling technique, the adequate sample size was determined. The descriptions of sample size are delineated as under;

### **Sample Size:**

The role of sample size has been found significant in those studies which apply Structural Equation Modeling (SEM) as a data analysis tool. It is very difficult to determine adequate sample size for any study because it depends on numerous factors such as degree of certainty, size of population, margin of error and statistical techniques (Saunders et al., 2012). Malhotra and Dash (2011) also explained that the selection of sample size relies on many qualitative issues which include nature of research, completion rates, importance of decision, analysis tools, sample size other similar studies, resource constraints, incidence rates and number of variables. Appropriateness of sample size influences a significant effect on the reliability of parameter estimates, model fit, and statistical power (Shah and Goldstein, 2006). It is noteworthy that large samples denote the population more accurately, however due to the time and cost constraints, large samples cannot be obtained (Saunders et al., 2012). There are many issues associated with smaller sample size which involve parameter estimates with low

reliability, greater bias in Chi-square and RMSEA fit statistics and greater uncertainty in future replication (Jackson, 2003).

However, there is no single criterion to determine the adequate sample size (Hair et al., 2014). Anderson and Gerbing (1988) recommended 100-150 subjects for the minimum acceptable sample size. The ratio of 5:1 of sample size to number of variables has been considered appropriate (Bentler, 1989). According to Comrey and Lee (1992), a sample size of 100 is considered as poor and 1000 as excellent and hence, sample size minimum 300 is an appropriate for any study. The studies which use to apply factor analysis, the minimum 300 sample size are required (Tabachnick and Fidell, 2006).

It has been usually recommended that sample size of at least ten times per measurement item would be required (Nunnally, 1978; Lee et al., 2010). Similarly, the 10-15 observations were deemed to be necessary for each variable (Hair et al., 2014). Hair et al., (2014) also suggested that in SEM estimation, a minimum sample size of 100 to 150 is needed.

This research followed the suggestion provided by Hair et al., (2014) to determine the appropriate sample size in various phases of this research. The pilot testing was used only for the preliminary evaluation of scale development. Hence, for the pilot testing, sample size of 73 was finalized and in which 55 responses were found suitable for further analysis. For initial scale development, 265 questionnaires were distributed and a total 201 responses were found valid for analysis.

The 389 questionnaires were again distributed and in which 283 responses were received for final validation of scale. Thus, a sample size of 271 of valid responses was confirmed for measurement and structural model in scale validation. The researcher also determined a sample size of 363 valid responses for the final validation of hypothesized model of this research as per the suggestions provided by (Nunnally, 1978; Hair et al., 2014). Following, the whole data collection process of the research is delineated as below:

#### **Data Collection Process:**

In, the current research, data was collected multiple times from foreign tourists who travelled Jaipur city at various phases of this research, thus, this research employs the primary data collection procedure. The both qualitative and quantitative data are used in this research. The qualitative data were collected through in-depth interviews of academicians and practitioners associated in the field of place or destination branding of the Jaipur city and that

was used for initial scale development. The quantitative data was collected through survey in different phases of this research. The data for pilot testing was collected from the students sample and utilized only for initial screening in scale development.

The quantitative data was collected through survey in initial scale development and final scale validation. In survey method, the foreign tourists were targeted who visited Jaipur city. The researcher employed self-administered questionnaires method to collect the data from foreign tourists. The self-administered questionnaire has an advantage in collecting the requisite information from a large number of people, who are spread out over a large area at a comparatively low cost (Strand and Weiss, 2005). The self-administered questionnaire also helps the researcher to achieve confidentiality and anonymity easily and the important potential source of bias has been also eliminated due to absence of interviewers (Strand and Weiss, 2005). The international visitors were approached at different locations or various tourists' attractions of the Jaipur city by selecting random day/time.

The quantitative survey was again conducted to validate the hypothesized research model of this research. All the respondents were informed about the purpose of the research and properly instructed about the filling up the questionnaires. They were also ensured that their identities would be kept confidential. All the respondents were also asked not to mention their names on the questionnaire to control any social desirability bias. A total, 531 questionnaires were distributed to foreign tourists visited Jaipur city and in which 363 valid responses were retained for further analysis, thus yielding a good response rate of 68.36%. After collection of data, the various data analysis techniques were employed to analyse the data. All the procedures of data analysis are described below;

#### **Demographic Profile of Respondents:**

The sample characteristics are presented in Table-1. The various variables which include gender, age, education, annual income, country of origin, information sources and travel experience of the respondents are analysed. The sample was male biased thus the strength of male respondents (57.30%) was higher than female (42.69%) ones. The age of the respondents varied from 18 years to more than 50 years. The respondents having the age between 30 to 40 years (34.43%) are slightly higher than others. The 25.06% of respondents are categorised in the age group of 40 to 50 years. Similarly the 23.69% of respondents are grouped under the age range from 18 to 30 years. The remaining 16.80% of respondents were categorised in age group of more than 50 years. The educational background of the respondents

is also analysed, among the respondents who held graduate or bachelor degree are found mostly (37.75%). The 31.13% of the respondents were qualified as a high school degree level. The 17.08% respondents were having post graduate and doctorate degree. The percentage of professionally qualified respondents was less in number (14.04%).

The respondents from the France were found mostly among all (31.69%). The 21.77% of respondents belonged to the USA. The 19.28% of respondents were observed from the UK. The respondents belonged to various other countries were combined into the category of others (27.26%). The household income of the respondents was also observed. The majority of the respondents (37.19%) were found in the income category of less than \$ 35,000. Accordingly, the 27.82% respondents were kept in the income group of \$ 35,000 to less than \$ 70,000. The 18.73% respondents belonged to the income category of \$ 70,000 to less than \$ 1, 00000. The respondents having the income group of more than \$ 1, 00000 were observed less in percentage (16.26%).

#### **Information Sources:**

The information sources which the tourists collected the information regarding to take decision for visiting the Jaipur city were also identified. The respondents used various information sources such as recommended by friends/relatives, tourism publication/magazine/newspaper, tour operators or agents, TV channels/internet/websites and more than above two sources and these are exhibited in Table-2. As displayed in table-2, TV channels/internet/websites (31.96%) emerged as a crucial source of information which mostly influenced the tourists to visit Jaipur. The above online media was followed the tourism related print media which involved tourism publication/magazine/newspaper (21.76%) influencing tourists' decision making process. The recommendations or word of mouth by friends/relatives (17.90%) were considered the third vital source of information. It was also observed that tour operators or agents (16.80%) appeared as an important source of information for tourists. The 11.58% respondents influenced by more than these two information sources for visiting Jaipur.

#### **Travel Experience:**

The respondents' experience of visiting one or more countries related to tourism was also observed and it was displayed in Table-3. The majority of respondents (41.05%) were having the experience of travelling of less than two countries. Consequently, the 36.91% of respondents travelled between two to three countries connected with tourism. The 15.15% of

respondents were found the travelling experience of three to five countries. The 6.89% of respondents had no prior travel experience.

**Table-4.1** Sample Characteristics

<b>Variable</b>	<b>Category</b>	<b>Frequency (Total Sample Size (363))</b>	<b>Frequency (%)</b>
Gender	Male	208	57.30%
	Female	155	42.69%
Age	18-30 yrs.	86	23.69%
	30-40 yrs.	125	34.43%
	40-50 yrs.	91	25.06%
	More than 50 yrs.	61	16.80%
Education	Senior High School	113	31.13%
	Graduate/Bachelor degree	137	37.75%
	Post graduate or Doctorate	62	17.08%
	Professional degree	51	14.04%
Annual Income	Less than \$ 35,000	135	37.19%
	\$ 35,000 - \$69,999	101	27.82%
	\$ 70,000 - \$99,999	68	18.73%
	More than \$ 1,00000	59	16.26%
Country	France	115	31.69%
	USA	79	21.77%
	UK	70	19.28%
	Others	99	27.26%
Information Sources	Recommended by Friends/Relatives	65	17.90%
	Tourism Publication/Magazine/Newspaper	79	21.76%
	Tour Operators/Agents	61	16.80%
	TV Channels/Internet/Websites	116	31.96%
	More than above two sources	42	11.58%
Travel Experience	Less than 2 Countries	149	41.05%
	2-3 Countries	134	36.91%
	3-5 Countries	55	15.15%
	No Experience	25	6.89%

### **4.7.3 Data analysis procedure**

This research used both qualitative and quantitative data, qualitative data was collected through interviews of field experts and quantitative data was gathered through field survey. The content analysis was performed to analyse the qualitative data. The quantitative data was analysed using the software SPSS 21 and AMOS 22. The different steps of analysing quantitative data such as data screening, descriptive statistics and exploratory factor analysis (EFA) were carried out with the help of statistics software package which is known as SPSS version 21. Further, to analyse the reliability and validity of measurement and structural model of this research, confirmatory factor analysis (CFA) and structural equation modeling (SEM) were performed with using the software AMOS 22. The various steps of quantitative data analysis are described as under:

#### **Data Screening and Preliminary analysis:**

The process of data screening was undertaken in the first step of data analysis. The purpose of data screening was to check for missing data, outliers, and test for the assumptions of multivariate analysis. Thus, the uncommon observations were removed from the data. Following the instructions of Hair et al., (2014), metric-scale item was observed by its standard Z score to identify potential outliers. The normality of data was also examined through value of skewness and kurtosis as per the recommendations provided by Field, (2005). After the completion of this process, the descriptive analysis of data was performed the details which are given as under;

#### **Descriptive Analysis**

In this step, socio- demographic profiles of respondents were examined which included various variables such as age, gender, educational qualification, total income, marital status, travel accompany and country of origin. These variables were assessed through frequency and percentage ratio to categorise them into different sub-groups. The descriptive statistics are required to examine the overview of the sample (Saunders et al., 2012). The descriptive statistics of sample were evaluated to calculate the mean and standard deviations. Further, EFA, CFA and SEM were used; the descriptions of these tools are presented as under;

#### **Exploratory Factor Analysis (EFA)**

The EFA was used in the initial scale development process of this research. The purpose of EFA was to confirm factor structure by identifying the correlation among the set of variables and to eliminate the items on the basis of factor loadings. The factor analysis was

performed using principal component analysis (PCA) with varimax rotation and those factors retained having eigenvalues greater than one. The sampling adequacy was assessed with the help of Kaiser-Meyer-Olkin (KMO) and factor reliability was examined through Cronbach's alpha tests.

### **Confirmatory Factor Analysis (CFA)**

The CFA was used to confirm the factor structure and to analyse the psychometric properties of measurement model. The reliability and validity of measurement were also assessed through CFA. The CFA was performed using maximum likelihood estimation method in validation of both the scale and hypothesized model of this research. In CFA analysis, various model fit indexes were also employed for achieving the model fit of measurement model.

### **Structure equation modelling (SEM)**

The SEM was performed to test the hypothesized relationships and to achieve the model fit of structural model. The SEM has been known as the most suitable multivariate analytical technique which estimates multiple, interrelated and interdependent relationships (Hair, et al., 2014). The SEM works on this assumption in which items or indicators used to measure the latent constructs are reflective in nature (Chin, 1998). Hence, SEM has been best suited for reflective kind of models (Chin and Newsted, 1995). In this research, the SEM analysis was conducted to examine the predictive validity of city image scale to satisfaction construct. Further, the various path relationships were tested using SEM in the hypothesized model.

## **4.8 Conclusion**

This chapter offers detailed descriptions related to the research methodology used to undertake this doctoral thesis. In the beginning, the proposed researched model has been briefly described. Thereafter, it discusses about the research objectives of this thesis and subsequently to achieve these objectives, research questions have been presented. Further, this chapter elaborates the research designed used in this thesis. This chapter explains complete process of mixed method research. Following, it explains all the phases used in qualitative research design. In the end, all the stages of quantitative research design have been described which included data collection methods, scaling techniques, questionnaire design, sampling design, data collection procedure and data analysis procedure.





**CONCEPTUAL MODEL AND HYPOTHESES DEVELOPMENT**

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**5. Introduction**

This chapter elaborates procedure for the development of place branding model in context of foreign tourists who have been considered as a significant target audience of the city branding. Based on thorough literature review and gaps found, the key constructs or variables have been identified for the building of the conceptual model of place branding. The relationships among these constructs have been established with the help of previous literature. Therefore, this chapter thoroughly describes the literature connections of all the relationships established in our conceptual model. Consequently, the built on above literature sources, the hypotheses were formulated by presenting the link among all constructs.

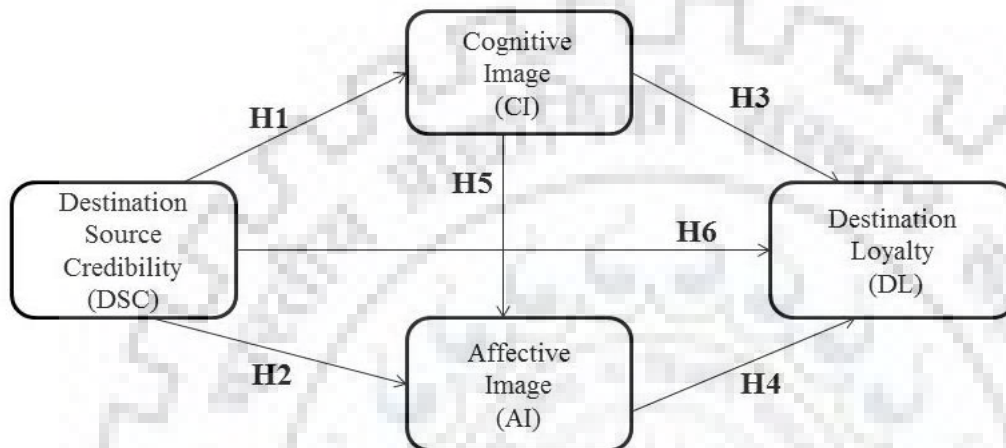
**5.1 Proposed Conceptual Model**

The conceptual model for this research has been developed based on the theories and principles of conventional branding and tourism destination branding found in the literature. The important branding concepts such as brand image, customer loyalty and brand credibility were used to advance the model for this research. The concept brand image has been widely researched and utilized in tourism context and it is known as destination image. The concept of destination image was used to advance the theoretical foundation of destination branding. Thus, destination image is the key to destination branding (Pike, 2009). The formation of destination image has been considered as a total impression of cognitive and affective assessment of the tourists towards a destination (Baloglu & McCleary, 1999; Qu et al., 2013). Hence, the cognitive and affective images are two prominent dimensions of destination image (Baloglu, 1996; Hosany et al., 2007; Qu et al., 2013).

The application of the concept of customer loyalty was used to enhance the theoretical foundation of destination loyalty in tourism destination context. Destination loyalty is also a crucial construct for branding the tourist destination. Similarly, this research also incorporated the concept of source credibility or brand credibility which originated from brand signalling theory. The source credibility is an important concept of branding in customer behaviour literature (Erdem & Swait, 2004) and it is also crucial for destination branding (Bianchi & Pike, 2011; Pike, 2005).

Thus, the conceptual model of this research has been developed by using these key constructs such as destination source credibility, cognitive image, affective image and destination loyalty and this is presented in Figure: 5.1.

**Figure 5.1: Proposed Conceptual Framework of Place Branding**



## 5.2 Model and Hypotheses Development

Grounded on the literature, the relationships among these key constructs have been established and six hypotheses are formulated. It is expected that the research model of this research would increase our theoretical understanding effects of destination source credibility on cognitive, affective image and destination loyalty with the perspective of international visitors.

### ***Destination Source Credibility and Destination Image (i.e. Cognitive and Affective***

***Image***): The terms source and brand credibility were originated from brand signalling theory (Erdem & Swait, 1998). The credibility of the brand has been acknowledged as a significant characteristic of a brand (Erdem & Swait, 2004) and it is vital for creating, developing and building strong brands (Baek et al. 2010). “The brand credibility is defined as the believability of the product information contained in a brand, which requires that consumers perceive that the brand have the ability (i.e., expertise) and willingness (i.e., trustworthiness) to continuously deliver what has been promised” (Erdem & Swait, 2004; pp:192). The literature indicated that credible sources are known as truthful and believable by the consumers and thus it eventually exercises persuasive effect on consumers’ beliefs (Guido et al. 2011).

The concept of destination source credibility was advanced by applying and utilizing the concepts and principles of brand credibility to tourism destination branding. The destination source credibility has been created and established by using all practices and aspects of marketing communication such as destination image advertising (Baek et al. 2010). Thus, destination source credibility has been recognized by the tourists as a believable and truthfulness of claims made through marketing communication towards a specific destination (Phau & Ong, 2007). It is recommended that destination source credibility assists tourists to reduce their information-gathering, information processing costs and perceived risks (Veasna et al., 2013).

The destination image and its management is crucial aspect in destination branding. The concept destination image has been extensively studied in tourism destination literature and this concept has been long research history for more than four decades (Pike, 2002). At the present, the concept has become a widespread phenomenon in the tourism literature (Pike, 2002). It is proposed that destination image has three dimensions such as cognitive, affective and conative and therefore it has been recognized as a multidimensional construct (Gartner, 1993).

Similarly, many researchers admitted that destination image was formed with tourist's rational and emotional evaluations encompassing two interrelated components such as cognitive and affective image (Baloglu and Brinberg, 1997; Baloglu & McCleary, 1999; Alcaniz et al., 2009; Qu et al., 2013). The cognitive component represents the rational evaluations of tourists pertaining to knowledge and beliefs acquired through different sources of marketing communication towards a particular destination attributes. The affective component comprised the emotions and feelings of the tourists towards the different features of destination (Ward & Russel, 1981; Gartner, 1993; Baloglu and Brinberg, 1997). The conative dimension involved the behavioral aspect from the tourists' side and it has been known as consumption behaviour of tourists (Zhang, et al., 2014). The cognitive and affective components are both acknowledged as essential for building and developing comprehensive destination branding model (Qu et al., 2013).

The literature indicated that higher destination source credibility led to improve the perceptions of tourists linked to destination image (Aaker & Keller, 1990; Graeff, 1996; Erdem et al., 2002). The credible destination sources are known to be indispensable for tourist destinations and these are also required to build a favourable destination image (Erdem et al., 2002; Spry et al. 2011; Veasna et al., 2013). Hence, destination source credibility leads to create the positive perceptions of tourists towards a specific destination and helps for building

strong destination image (Grace & O’Cass, 2005; Murray, 1991). It has been argued that destination source credibility affects positively to the destination image and plays a vital role in the development & formation of image (Glover, 2009). The credible destination source contributes in the formation of symbolism, destination image, tourist beliefs and attitudes (Meenaghan, 1995).

Correspondingly, the role and importance of destination source credibility was also found in the formation of tourist emotions, feelings and attitudes (Rajagopal, 2006). The credible destination sources exert significant effects on both cognitive and affective image of a destination which has been dependent on the message communicated through the promotional tools of marketing (Glover, 2009). Hence, credible destination sources are used to improve the knowledge as well as to invoke positive emotions of tourists towards a particular destination (Glover, 2009).

Another study has shown that cognitive and affective dimensions of image are both influenced by source credibility (Maathuis, et. al. 2004). Hinkson (2004) in his study elaborated that advertising campaign “Australia — A Different Light” was used to arouse the emotional feelings and affection in tourists towards Australian destinations. This advertising campaign aroused the feelings and favourable experiences which were resulted from enjoyment, amazement, and fun of celebrities towards a specific tourist destination. The main purpose of this advertising campaign was to evoke favourable emotions among target audiences (Hinkson, 2004).

Based on the above literature background, the hypotheses 1 and 2 are formulated as;

**H1:** Destination Source Credibility has a positive influence on Cognitive Image.

**H2:** Destination Source Credibility has a positive influence on Affective Image.

***Destination Image (i.e. Cognitive and Affective Image) and Destination Loyalty:***

There has been ample research undertaken on the construct of brand loyalty from last many decades by the researchers and they produced plenty of literature on this construct. They have remained still unsuccessful to build the appropriate understanding of decision making processes of consumers (Jacoby & Kyner, 1973). The role of consumer loyalty has been recognized as crucial in developing the successful marketing strategy (Flavian et al. 2001). The repeat purchases or recommendations to others were known as strong indicators of consumer loyalty which was suggested in marketing literature (Yoon & Uysal, 2005). Oliver (1999)

defined loyalty as a deeply held commitment to rebuy or re-patronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behaviour (Oliver, 1999; p.34).

The concept and principle of consumer loyalty have been applied in tourism setting for the development of the concept of destination loyalty and thus destination loyalty has been treated as an extension of customer loyalty concept in tourism destination literature (Baloglu, 2001; Zhang et al., 2014)., The investigation or exploration of tourist destination loyalty is considered as a significant aspect in tourism research (Oppermann, 2000). The image of the destination exerts strong influence on the behaviour of the tourists (Beerli & Martin, 2004). The strong, favourable and positive destination images leads to have higher probabilities to be included in tourist's selection process and being chosen (Echtner & Ritchie, 1991; Alhemound and Armstrong, 1996).

It is argued that the influence of image is not only confined to destination choice but it also exercises great effects on all the stages of the tourists' future behaviour (Ashworth & Goodall, 1988; Mansfeld, 1992; Cooper et al., 1993). The authors admitted that two components of destination image are hierarchical correlated and essential for the building of destination image (Cai, 2002; Gartner, 1993) and it also exercises great impact on future behaviour of tourists (Bigne et al., 2001; Alcaniz et al., 2009). Hence, destination image has been emerged as a crucial factor to assess the tourists' behaviour involving before, during and after the trip experience (Bigne et al., 2001).

Correspondingly, many researchers have revealed the strong and positive relationship between cognitive image and affective image (Baloglu and McCleary, 1999; Beerli and Martín, 2004). The destination image literature suggested that the cognitive dimension of image had direct and positive impact on affective dimension of image (Baloglu and McCleary, 1999; Beerli and Martin, 2004; Li et al., 2010; Martin and Bosque, 2008). There has been strong empirical evidence in the literature that both cognitive and affective image exert significant and positive impact on destination loyalty (Baloglu, 1999; Alcaniz et al., 2009; McDowall & Ma, 2010; Zhang et al., 2014). The plenty of destination image studies are found in the literature which have shown positive linkage between affective image and destination loyalty (Baloglu, 1999; Lee et al., 2005; Kaplanidou, 2007, 2009; Zhang et al., 2014; Papadimitriou et al., 2015). Consequently, the hypothesis 3, 4 and 5 are proposed as:

**H3:** Cognitive Image has a positive and direct effect on destination loyalty

**H4:** Affective Image has a positive and direct effect on destination loyalty

**H5:** Cognitive Image has a positive and direct effect on Affective Image

***Destination Source Credibility and Destination Loyalty:***

It has been emphasized in the literature that brands act as signals and brand credibility plays a leading role in enhancing the brand purchase intention of the consumers (Baek et al., 2010). The brand credibility enables to build confidence among the consumers in the selection of the brands and it also boosts the social status and self-worth of consumers by purchasing the brand (Baek et al., 2010). The brand credibility leads to improve satisfaction, continuous commitment and loyalty commitment of the consumers which eventually diminishes switching propensity and increases the word of mouth (WOM) recommendations (Sweeney and Swait, 2008).

Accordingly, the results of the study of Sweeney and Swait, (2008) advocated that brand credibility develops the customer loyalty among the consumers (Sweeney and Swait, 2008). Another research study investigated the effects of brand credibility on consumer price sensitivity and revealed that brand credibility supports in decreasing the price sensitivity which is a sign of customer loyalty (Erdem et al., 2002). The study of Glover, (2009) investigated the role of source credibility in context of celebrity endorsement used in advertising and found that this source credibility has a positive influence on consumer purchase intention (Glover, 2009). It has been also observed that credible tourist information sources play significant effects on destination choice (Molina & Esteban, 2006).

The destination source credibility has become as a significant factor and it is also valuable in the formation of consideration sets of tourists about the destinations (Erdem & Swait, 2004). Destination source credibility plays a significant role in reducing the uncertainty related to destination brand and it also decreases the information and processing costs (Erdem & Swait, 2004). Therefore, it is suggested that destination source credibility improves the perceived quality and supports in reducing perceived risk and information costs (Erdem & Swait, 1998).

It has been exemplified that brand credibility eventually leads to develop consumer expected utility of a brand and adds the consumer value to a brand (Spry et. al., 2011). The brand credibility is considered to be an important concept which builds the brand loyalty and

consumer based brand equity (Spry et. al., 2011). Consequently, the following hypothesis has been proposed as:

**H6:** Destination Source Credibility has a positive influence on destination loyalty

### **5.3 Conclusion**

The current chapter outlines a research model which was advanced on the basis of existing theories of conventional branding, destination branding, and brand or source credibility. This chapter delineates the influences of destination source credibility on cognitive image, affective image and destination loyalty. Similarly, the influences of cognitive image and affective image on destination loyalty have been elaborated. Further, it highlights the conversion of relationships among key constructs into hypotheses formulation. Subsequently, the detailed descriptions of hypothesized relationships among various constructs and their associations with literature sources have been presented.







## **6. Introduction**

This chapter presents the description of scale development procedure for measuring city image of Jaipur (Rajasthan) India in the context of foreign tourists. It adopts the rigorous and standardised procedure for the development and validation of scale as recommended in the literature. The present chapter enumerates the whole procedure of scale development and validation which includes various phases such as Initial Scale Development, Scale Purification, Scale Refinement and Scale Validation. The current chapter describes the all the six steps used in the procedure of scale development and validation. Thus, this chapter highlights the whole procedure of scale development and validation such as conceptual definitions, domain specification, through literature review, generation of measurement items, questionnaire development and statistical analysis techniques used in the process.

### **6.1 Introduction to the Scale Development**

The development of city or destination image was acknowledged as a first step to undertake the branding efforts for the cities (Gilboa et al., 2015). The recognition of the images held by current target audiences has been considered as an initial procedure to develop the branding strategy for the city (Aaker, 1996). The city image has been defined as the sum of the beliefs, ideas and impressions that a person holds regarding a city (Kotler et al., 1993). The image literature indicated that several studies developed the scale or instrument to measure the image construct in the context of tourist stakeholder (Gallarza, et al., 2002; Echtner & Ritchie, 2003; Byon and Zhang, 2009).

It was observed that scholars produced variety of instruments to measure the city image which posed the challenges in conceptualization of city image construct. There has been lot of contradictions found in the scales of image developed in the context of tourism by the scholars (Gilboa, 2015). An examination of image literature shows that image construct has been extensively studied and it is frequently known as destination image in the context of tourism. The city image has been recognized as an important concept in the branding literature and its relationships are investigated with various variables such as future tourist behaviour (Baloglu and McCleary, 1999; Beerli and Martin, 2004; Qu et al., 2011), tourist satisfaction (Bigne et al.,

2001), service quality (Chen and Tsai, 2007; Lee et al., 2005; Jain et. al., 2013) and personality (Chen and Phou, 2013).

Recently, Byon and Zhang (2009) developed the city image scale by incorporating both cognitive and affective dimensions of image. They highlighted various drawbacks in the city image scales developed or adopted by many authors and scholars. The authors also emphasized that these drawbacks needed to be overcome in future research. According to Byon and Zhang, (2009), the followings shortcomings are;

1. The every city has unique characteristics which form different perceptions or images among target audiences and hence, context specific city image scale is needed. Many scholars supported this argument (Crompton, 1979; Fakeye and Crompton, 1991; Beerli and Martin, 2004).
2. They emphasized that both cognitive and affective dimensions of city image should be incorporated in the development of city image measures or instruments.
3. The authors also identified that previous city image scales or instruments lack statistical validation as most of these studies used exploratory factor analysis (EFA). The more rigorous analytical tool such as confirmatory factor analysis (CFA) was not utilized creating the problems of reliability and validity in their instruments. This argument was also supported by Zenker (2011).
4. The previously advanced city image scales are heavily relied on college student sample and hence the generalizability of these measures on broader settings was restricted.

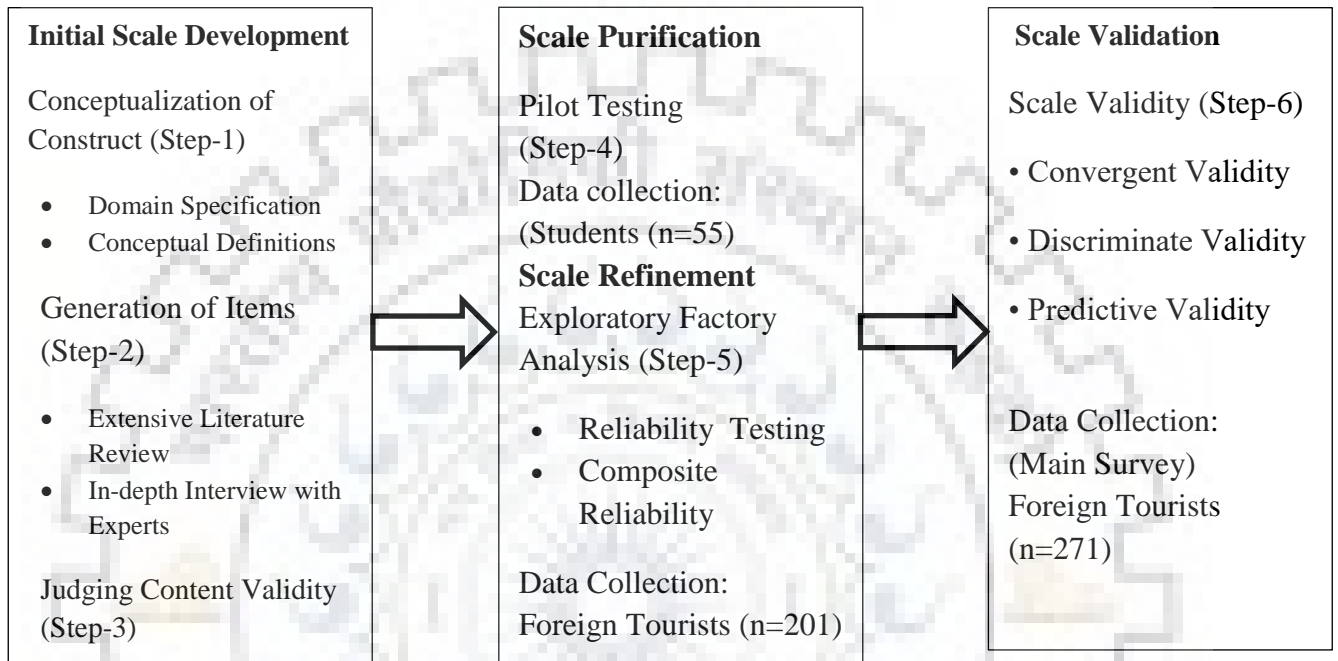
These shortcomings found in the previous city image scales or instruments draw the attention to develop more rigorous measures of city image in the context of tourism. The current research made an effort to overcome this vacuum found in the literature. This city image scale has been developed based on well advanced cognitive-affective theory of image. This scale would be useful for further advancement of image theory to the literature.

## **6.2 Development of Scale**

The procedure of scale development of city image has been based on the accepted paradigm of multi-item scale development in the literature and advocated by Churchill (1979). The suggestions and recommendations provided in the key literature sources are also followed such as Anderson and Gerbing, (1988); DeVellis, (1991); Netemeyer et al., (2003) for the development of valid and reliable instrument of image in the context of tourism. The entire

scale development process is broadly divided into three categories; Initial Scale Development, Scale Purification, Scale Refinement and Scale Validation.

**Figure: 6.1 Scale Development Procedure**



### 6.3 Initial Scale Development

This phase started with conceptualization of image construct. This task was finished with specification of domain and identification of conceptual definitions of image construct. The thorough literature review was undertaken to achieve this goal. In the next step, initial pool of items was generated through literature review and conducting in-depth interviews with experts worked in the area of tourism destination marketing or branding. Consequently, the eleven specialists in the field of tourism destination marketing were invited to judge the content or face validity of these items. All the steps of the development of scale of image are described as:

#### 6.3.1 Step-1 - Conceptualization of construct

The first step begins with the conceptualization of the construct and specification of the domain of city image. The conceptual definitions of image have been identified with thorough analysis of image literature in the context of tourism. This research strictly followed the strong theoretical base provided in the previous image literature to recognize the key conceptual

definitions of image construct. The literature indicates that scales of image for specific places (i.e. city, destination, country) have been advanced by various studies. Gartner (1993) identified three clearly different components of image which involve cognitive, affective and conative image and these components are also considered as hierarchically interrelated (Gartner, 1993).

Cai (2002) elaborated that Gartner's three components are considered analogous to Keller's (1998) three types of brand associations such as attributes, benefits and attitudes (Cai, 2002). The investigations of key literature sources exemplified that image construct has been made up with two conceptual components such as cognitive image and affective image. It has been also found that both these dimensions are consistent with similar instrument developed to measure image for a specific city or destination in earlier studies.

This research uses the widely accepted and recognized definitions of image construct from the literature which proposed by Keller (1998) and Fakeye & Crompton (1991) to define this construct in conceptual term. Keller defines the brand image as "perceptions about a brand as reflected by the brand associations held in consumer memory" (1998: 93). Cai (2002) further explained that above said definition is adopted in tourism setting and hence city image has been defined as perceptions about the city as reflected by the associations held in tourist memory. Correspondingly, Fakeye & Crompton (1991) defined city image as "the sum of cognitive beliefs and affective impressions that an individual possesses of a particular city". Following with previous scales measuring city image, this research also develops the multi-dimensional scale to measure city image from the perspectives of international visitors.

### **6.3.2 Step - 2 Generation of items**

The second step is concerned with the generation of the items of image construct from the literature review. This step is aimed to generate as many items as possible to capture the complete domain of the image construct as elaborated in the domain specification stage. Further, the exhaustive review of literature review was undertaken and by considering previously accepted definitions, all potential items associated with city image construct were generated. As this research develops the instruments of image in context of foreign tourists, thus, efforts have been made to examine carefully all previous scales of image advanced in the context of tourism. This research tried to capture all the relevant items of image in the context of tourism. The research has made all efforts to include city's present surrounding

environments, community offering and other tourists' attractions while generating the items for city image construct in addition to the literature review.

It has been also ensured and confirmed that generated items are appropriate and describe all characteristics of city image for the attraction of foreign tourists. In the next process, researcher identified and invited some academicians and practitioners from the city associated with place or destination marketing and branding. Further, the in-depth interviews with all invited experts were conducted to confirm relevancy of all generated items with the image of Jaipur city from the perspective of foreign tourists. This initial pool of items produced 101 items for cognitive image and 10 items for affective image. The items of affective image were developed based on the work of Baloglu and Brinberg (1997) and Russell et al. (1981). The item writing process also witnessed the special attention for wording clarity and word redundancy of all the items.

### **6.3.3 Step-3 Judging content validity**

This step includes the assessment of all items for the content and face validity. The task of judging content and face validity of items has been achieved with the assistance of experts of the tourism area. The academicians, practitioners and city administrators working in the area of place or destination marketing and branding are invited to judge the content and face validity of the generated items of image. The content or face validity signifies that items should clearly represent the definition and domain of the image construct (Netemeyer et al., 2003). First, the eleven experts (three professors, three industry personnel and five city administrators) working in the field of place marketing and tourism development of the city are selected by the researcher.

They are requested to rate each item of image for one of the three categories i.e. "not representative," "somewhat representative," "clearly representative" (Netemeyer et al., 2003). The items which rated as "clearly representative" by the experts, are only retained for further process. In addition, each expert was also elucidated and requested to evaluate the relevance, specificity and clarity of every item of image. The items generated in the initial pool were modified, revised or deleted as per the inputs received and consensus of experts. Further, in-depth analysis of reduced list of items was undertaken by the researcher. Thereafter, subsequently revisions, deletions and changes were incorporated for each item. At the end of this step, 26 items for cognitive image and 7 items for affective image dimension were finalized for further process.

## **6.4 Scale Purification**

### **6.4.1 Step - 4 Pilot testing**

This step includes pilot testing of scale items with using small sample. As per the recommendations of Netemeyer et al., (2003), pilot testing is used to decrease the number of scale items that do not meet the psychometric criteria. Hence, the purpose of further reduction of items generated in initial scale development phase has been achieved through the conduction of pilot test. The questionnaire containing 33 scale items was developed using seven-point Likert scale.

The above said questionnaire was administered using a sample of graduate and post graduate college students enrolled in tourism management program. The data was collected using convenience sampling technique and 55 responses were found appropriate for this research. The researcher has also provided the instructions to the respondents to evaluate carefully the relevance and format of scale items while answering to all the questions. All the respondents were also advised to provide the details to the researcher regarding any unclear or uncomfortable wording found in the scale items. Researcher has incorporated the rewording of the scale items for clarity and further improvement based on comments received from the respondents. The required modifications and improvements were incorporated to enrich the content validity of scale as per the feedback derived from the pilot study. At the end of pilot study, 15 items for cognitive image and 6 items for affective image dimension were written for the subsequent stage of scale refinement.

## **6.5 Scale Refinement**

### **6.5.1 Step - 5 Exploratory Factor Analysis (EFA)**

The identification of appropriate factor structure of these 15 items was the main objective of EFA. The purpose of exploratory factor analysis was also to identify the uncertainty of the researcher about the connections between the latent and the observed variables of city image. First, the survey was conducted among the foreign tourists visited Jaipur city (India). The Jaipur city is well-known tourist destination among international visitors for its various tourists' attractions. The researcher distributed total 265 questionnaires to the foreign tourists visited Jaipur city by employing convenience sampling technique. The various tourists' spots of Jaipur city were chosen to approach the foreign tourists. The self-administered questionnaire method was employed for the collection the data.

A total 201 valid questionnaires were received yielding a good response rate of 75.85%. The Likert scale was used to rate each item on seven-point scale ranging from 1=strongly disagree to 7 = strongly agree. Subsequently, the 21 items of city image dimensions were submitted to exploratory factor analysis (EFA). The various tests such as Kaiser-Meyer-Olkin (KMO), Bartlett's Test of Sphericity and Cronbach's alpha tests were used to evaluate the data suitability for EFA. KMO test was performed to assess the sampling adequacy. Bartlett's Test of Sphericity was used to analyse the significance of the correlation matrix. The factor reliability was evaluated with the help of Cronbach's alpha. The principal component analysis (PCA) with varimax rotation was used to analyse the data in EFA and factors having eigenvalues greater than one were retained. In the EFA, it was observed that 6 items showed cross loading and weak loading ( $<.6$ ) hence these items were deleted for further analysis. The EFA with remaining 15 items were again performed and the KMO value was reported 0.884 fulfilling the minimum threshold value. The Bartlett's test of Sphericity was also found significant at 0.000 levels. The eigenvalues of four factors were observed greater  $>1$  hence four factors solution of city image was found appropriate for further analysis.

The 74.11% of total variance was explained by these four factors. All these four factors exhibited good factor reliability as Cronbach's alpha ( $\alpha$ ) value of all these factors were surpassed to 0.7. At the end of this analysis, 15 items with four factors were finalized and used for main survey. The cognitive image dimension contained 11 items with three factors and affective image encompassed 4 items with one factor. Hence, the findings of EFA witnessed four factors solution of city image dimension and these were labelled as follows: Infrastructural and Environment (3 items), Unique Attractions of City (4 items), Cultural and Entertainment (4 items) and Affective Image (4 items).

#### **6.6 Step-6 Scale Validation**

The purpose of this step was to confirm the factor structure of city image. Hence, this phase involved the analysis of psychometric properties of the scale. To achieve this objective, 1st order and 2nd order confirmatory factor analysis (CFA) with maximum likelihood estimation was performed. The predictive validity of both cognitive and affective dimensions of city image scale on satisfaction construct was also analysed using structural equation modeling (SEM). The descriptive statistics of the sample was analysed by using SPSS 20.0 and AMOS 21 was employed to perform CFA and SEM.

### 6.6.1 Sample design and data collection

The survey was again conducted among foreign tourists who visited Jaipur city (Rajasthan, India). Hence, the target population of this research comprised foreign tourists over 18 years of age who travelled Jaipur city for the purpose of leisure tourism. The month of October, 2016 was chosen to collect the data due to increased number of foreign tourists' inflow in Jaipur city. The self-administered questionnaire method was adopted for the collection of the data. The key tourists' attractions or various locations of Jaipur city were selected to approach foreign tourists on random day/time by employing convenience sampling technique.

**Table 6.1** Result of Exploratory Factor Analysis

#### Rotated Component Matrix

	Component			
	1	2	3	4
AI1				.615
AI2				.807
AI3				.716
AI4				.645
CE1			.629	
CE2			.872	
CE3			.736	
CE4			.646	
UA2	.821			
UA3	.839			
UA4	.843			
UA5	.860			
IE1		.898		
IE2		.899		
IE3		.822		

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.884
Bartlett's Test of Sphericity	Approx. Chi-Square	2047.732
	df	105
	Sig.	.000



All the respondents were briefed and instructed properly by the researcher about the purpose of the research. They were also provided necessary guidelines regarding the filling up the questionnaires. The entire questionnaire was divided into three sections. The first section of questionnaire involved the questions related to socio-demographic variables of the respondents which encompassed age, gender, educational qualification, total income, marital status, travel accompany and country of origin. The second section comprised questions concerned with 11 cognitive image dimensions and 4 affective image dimensions of Jaipur city. The questions to evaluate tourists' satisfaction were included in the last section of questionnaire. The four items were adopted from the work of Chen and Phou (2013) to measure the tourists' satisfaction. The Likert seven-point scale was used to rate each question. A total, 389 questionnaires were distributed by the researcher and 283 responses were returned yielding the good response rate of 72.75%. The twelve questionnaires were reported incomplete out of 283 questionnaires received. Thus, these questionnaires were discarded for the next part of the research. Accordingly, final sample of 271 respondents were utilized for the further analysis.

**Table-6.2** Sample Description

<b>Variable</b>	<b>Category</b>	<b>Frequency (Total Sample Size (271))</b>	<b>Frequency (%)</b>
Gender	Male	150	55.4
	Female	121	44.6
Age	18-30 yrs.	54	19.9
	31-45 yrs.	95	35.1
	46-60 yrs.	81	29.9
	More than 60 yrs.	41	15.1
Qualification	Senior High School	62	22.9
	Graduate/Bachelor degree	127	46.9
	Post graduate or Doctorate	51	18.8
	Professional degree	31	11.4
Household Income (Annually)	Less than \$40,000	48	17.7
	\$40,000- \$79999	103	38
	\$80000- \$1,19,999	65	24
	\$ 1,20,000 or More	55	20.3
Marital Status	Single	153	56.5
	Married	113	41.7
	Others	5	1.8
Country of	France	63	23.2
	Germany	43	15.9
	Italy	37	13.7

Origin	UK	34	12.5
	USA	36	13.3
	Others	58	21.4
Travel Accompany	Alone	29	10.7
	With Family	148	54.6
	With Friends	89	32.8
	Tour Group	5	1.8

### 6.6.2 Sample descriptive statistics

The final sample involved 271 respondents, in which 55.4% of respondents were male and 44.6% were female. Hence, the proportion of male respondents was observed as slightly higher than female respondents. The age of majority of participants was observed between the range of 31 to 45 years (35.1%) and 46 to 60 years (29.9). The respondents' educational background was also reported as satisfactorily. The 46.9% respondents were graduates while 22.9% respondents were included in the category of senior high school. The annual income of 38% of respondents were found in the category of \$ 40000 to less than \$80000 and 24% participants were classified in the category of \$80000 to less than \$120000. The proportion of single respondents in the sample was fairly high (56.5%) in comparison to married (41.7%) respondents. The proportion of respondents who travelled with family was 54.6% while the participants travelled with friends were 32.8%. The country of origin of the respondents was also observed. The participants from France were reported maximum (23.2%) and the proportion of respondents from other countries were as follows; Germany (15.9%), Italy (13.7%), USA (13.3%), UK (12.5%) and others (21.4%).

### 6.6.3 Analysis of common method bias

The literature indicated that common method variance may create the potential problem in empirical research (Podsakoff, et al., 2003). Method biases have been known as the main sources of measurement error which creates serious problem of validity of the conclusion of the empirical research (Podsakoff, et al., 2003). Numerous study design and statistical techniques are available to decrease the issue of common method biasness (Podsakoff, et al., 2003). This research focused on both the study design method and statistical techniques to minimize the problem of common method biases. All the respondents have been instructed properly to get fair and honest responses and they are also ensured that their responses are kept confidential and anonymous. Additionally, researcher also employed statistical techniques to control the potential problem of common method bias. First, the Herman single factor test was performed

on all the items with unrotated method and fixing one factor to be extracted. The findings indicated that single factor accounted for less than 50% of the total variance and hence this test confirmed that the absence of common general factor in dataset. Second, another statistical technique which recognised as common latent factor (CLF) method was also used to detect the problem of common method bias in the dataset. Further, 1st order confirmatory factor analysis was performed without CLF and standardized loadings of all items were estimated. Thereafter CLF was added in the analysis and again confirmatory factor analysis was performed. The standardized loadings of all the items were again estimated after the inclusion of CLF in the analysis. At the end, the differences of the standardized loadings of all the items with and without CLF were estimated. The results indicated that the differences of both the standardized loadings of all the items were found in acceptable range which exhibited that absence of common method factor in dataset.

#### **6.6.4 Measurement model**

At this stage, 15 items under four factors of city image dimensions were finalized. The cognitive image included 11 items with three factors such as Infrastructural and Environment (3 items), Unique Attractions of City (4 items), Cultural and Entertainment (4 items) while affective image involved 4 items with one factor. Apart from that, 4 items with one factor were also adopted for satisfaction construct to analyse the predictive validity. As recommended by Churchill (1979), the psychometric properties including reliability and validity of city image scale is measured with a confirmatory factor analysis (CFA).

#### **6.6.5 Confirmatory factor analysis (First order)**

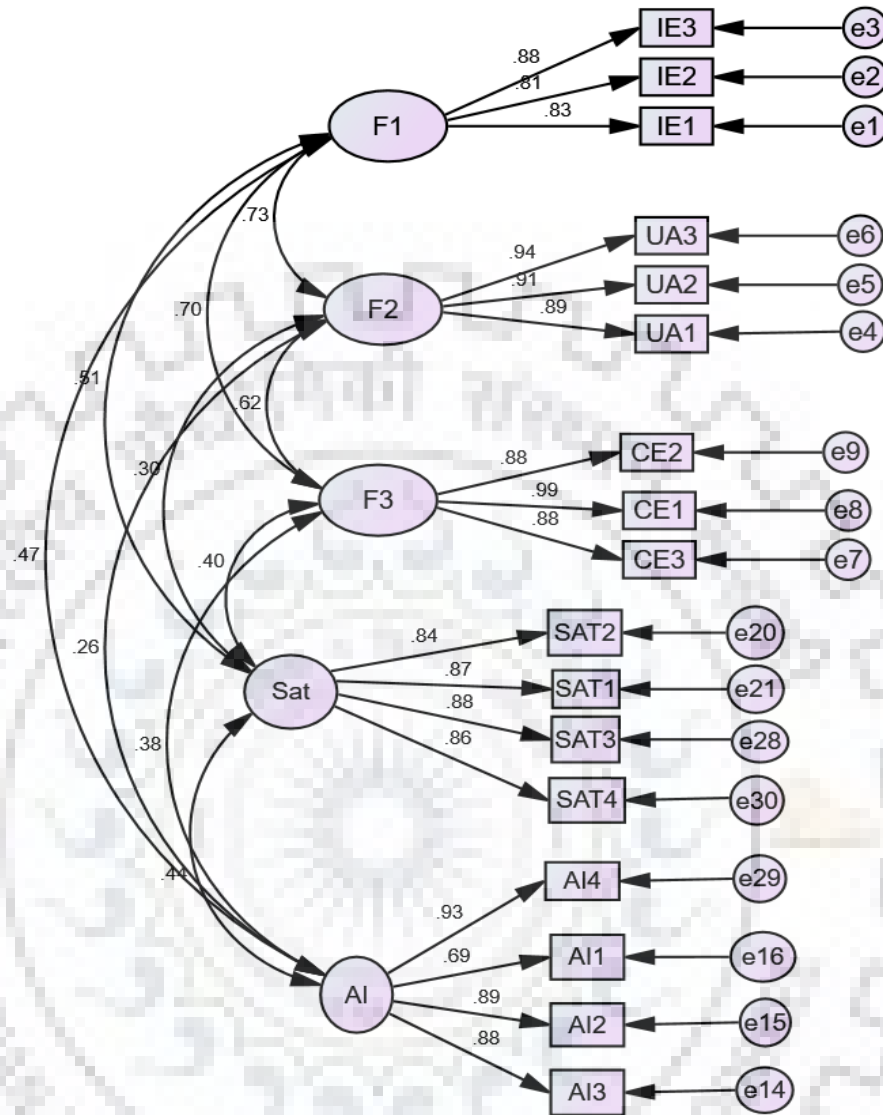
A total 19 items under five factors (i.e. three for cognitive image, one for affective image and one for satisfaction) were submitted to CFA using maximum likelihood estimation method. As per the recommendation of Hair et al. (2010), the several model fit indexes were utilized for the analysis which included the chi-square statistic ( $\chi^2$ ), the normed chi-square ( $\chi^2/df$ ), root mean square error of approximation (RMSEA), CFI, AGFI and GFI. The determination of validity of city image scale was established by the evaluation of convergent and discriminant validity.

The convergent validity was examined by the observation of standardized loadings for each observed variable and the evaluation of statistical significance of the each indicator loadings. The estimation of discriminant validity of the scale was carried out by assessing inter-construct correlations. Further, the Fornell and Larcker, (1981) suggested the more rigorous

way of analysing the discriminant validity in which the values of squared correlation with average variance explained (AVE) for each of the two latent constructs were compared. The reliability of the scale was estimated by assessing the values of Cronbach's coefficient alpha ( $\alpha$ ), Composite Reliability and AVE. The formulae advocated by Fornell and Larcker (1981) were used to evaluate the values of AVE and CR since these were not estimated in AMOS. Then, the 1st order CFA model with five factors and 19 items was run in AMOS which revealed that the data fit the model well. Two items, one for each the factor unique attractions of city and factor cultural and entertainment showed poor standardized loadings in the 1st order CFA analysis. Hence, these two items which exhibited weak standardized loading ( $<.60$ ) were eliminated from the further analysis (Bagozzi and Yi, 1988). Also the model fit indices were not found in permissible range.



**Figure 6.2:** 1<sup>st</sup> Order Confirmatory Factor Analysis (CFA)



The standardized loading of an item equal to or greater than 0.7 would be considered in the acceptable range for establishing good convergent validity (Anderson and Gerbing, 1988). The 1<sup>st</sup> Order CFA with 17 items was again performed and results showed that all model fit indices were observed in the range of minimum threshold criteria ( $\chi^2=181.247$ ,  $\chi^2/df=1.663$ , RMSEA=0.050, GFI= 0.928, AGFI=0.898 and CFI= 0.982).

Furthermore, the values of Cronbach’s alpha, Composite Reliability (CR) and AVE of all the constructs surpassed from the 0.7, 0.7 and 0.5 respectively establishing good reliability of the city image scale (Hair et al., 2010). Moreover, all the values of standardized coefficient of the items were observed to be greater than 0.7 confirming good convergent validity of the model. The discriminant validity was achieved as the estimates of inter-factor correlations

among the five factors were observed less than 0.85. The AVE estimates of all the factors were exceeded from the threshold value of 0.5 and all these estimates reported to surpass the squared correlation among the constructs satisfying discriminant validity of the scale.

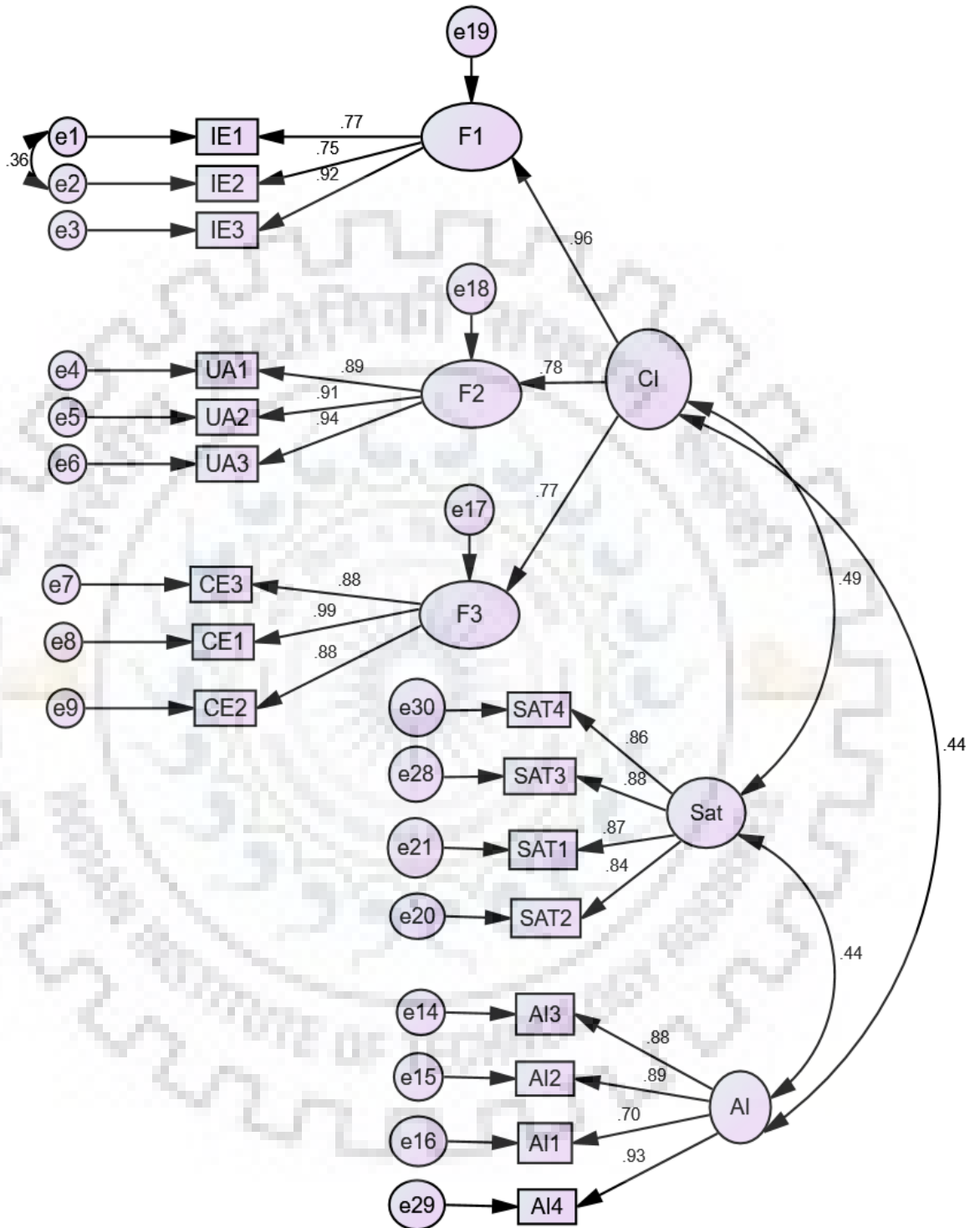
#### **6.6.6 Confirmatory factor analysis (Second order):**

The multi-dimensionality of the city image scale required to be tested in the second order confirmatory factor analysis (Anderson and Gerbing, 1988). Consequently, second order CFA was again performed with the data consisting factors such as infrastructural and environment (3 items), unique attractions of city (3 items), cultural and entertainment (3 items), affective image (4 items) and satisfaction construct (4 items) with total 17 items. In the 2<sup>nd</sup> order model the criteria of at least three items per factor was also followed as advocated by (Bollen, 1989; Kline, 2005). The three factors infrastructural and environment, unique attractions of city and cultural and entertainment were tied into one cognitive image factor in the 2<sup>nd</sup> order model. The results indicated that a good model fit and goodness of fit of the model or Chi-square statistic was observed to be significant ( $\chi^2= 173.387$ ). The value of normed chi-square ( $\chi^2/df= 1.548$ ) was obtained lower than suggested threshold criteria (i.e.,  $< 3.0$ ) and hence was found in acceptable range (Bollen, 1989).

The value of RMSEA (RMSEA=0.045) confirmed that the model had a good fit according to the recommendation of Hu and Bentler (1999). They suggested the following cut-off values of RMSEA; RMSEA=0.06 close fit, 0.06 to 0.08= acceptable fit and 0.08 to 0.10 = mediocre fit. Another model fit indices (i.e. GFI=0.933, CFI=0.985) were found within the threshold criteria of a good model fit as advocated by Marcoulides and Schumacker, (1996) for GFI and Bentler, (1989) for CFI.

The 2<sup>nd</sup> order CFA model exhibited good convergent validity as all the factor loadings were found greater than the suggested threshold value of 0.71(Anderson and Gerbing, 1988). According to the Kline (2005) the good discriminant validity has been achieved when the

**Figure: 6.3** 2<sup>nd</sup> Order confirmatory factor analysis (CFA)



value of inter-construct correlation is lower than 0.85. All the values of inter-construct correlations were observed within the permissible range (i.e. Cognitive image to affective image = 0.44, cognitive image to satisfaction = 0.49 and affective image to satisfaction = 0.44) which proved that 2<sup>nd</sup> order CFA model has good discriminant validity. The AVE values for the

respective constructs were estimated using the formula suggested by Fornell and Larcker, (1981). In the 2<sup>nd</sup> order CFA model all the values of squared correlations were found less than the AVE values. Further, the AVE estimates of all the constructs were achieved the threshold criteria of 0.5 and these estimates also surpassed the squared correlation among the constructs confirming good discriminant validity of the city image scale.

**Table 6.3:** Result of 2<sup>nd</sup> Order CFA

Construct	Factor/Item	Standardized Loading	Critical Ratio	Cronbach's alpha	Construct/ Composite Reliability	AVE
Cognitive Image (CI)	F-1(IE)	0.959	11.955	0.877	0.876	0.705
	F-2 (UA)	0.781	11.070	0.938		
	F-3 (CE)	0.765	-	0.939		
Affective Image (AI)	AI1	0.696	-	0.910	0.914	0.730
	AI2	0.890	13.655			
	AI3	0.885	13.587			
	AI4	0.927	14.114			
Satisfaction (SAT)	SAT1	0.873	18.018	0.919	0.921	0.745
	SAT2	0.842	-			
	SAT3	0.881	18.278			
	SAT4	0.856	17.466			

**Table 6.4:** Model Fit Indices 1<sup>st</sup> Order and 2<sup>nd</sup> Order CFA

CFA	CMIN	Df	CMIN/Df	GFI	AGFI	CFI	RMSEA	PCLOSE
1 <sup>st</sup> Order CFA	181.247	109	1.663	0.928	0.898	0.982	0.050	0.508
2 <sup>nd</sup> Order CFA	173.387	112	1.548	0.933	0.908	0.985	0.045	0.725



The reliability of city image scale was evaluated by using Cronbach's alpha or internal consistency ( $\alpha$ ), Composite Reliability (CR) and AVE. The minimum cut-off value of 0.70 was admitted as acceptable to determine the internal consistency ( $\alpha$ ), and (CR) of the scale (Fornell and Larcker, 1981). Also the AVE estimate of 0.50 has been acknowledged as a standard in the literature to measure the reliability of the scale (Bagozzi and Yi, 1988). The 2<sup>nd</sup> order CFA model showed the good reliability as all the values of Cronbach's alpha, CR and AVE were surpassed from minimum cut-off criteria. Since, AMOS did not estimate the values of CR and AVE and hence these were calculated using the formulae of Fornell and Larcker (1981). The 2<sup>nd</sup> order CFA model was retained for further analysis due to the following reasons: higher inter-factor correlations among the cognitive image factors, better model fit indices and multi-dimensionality of city image scale found in the literature (Qu et al., 2011).

**Table 6.5:** Correlation Matrix among the research construct

Research Construct	Factor	No. of Items	Mean	Std. D.	Affective Image (AI)	Cognitive Image (CI)	Satisfaction
Affective Image (AI)		04	5.495	1.237	<b>0.854</b>		
Cognitive Image (CI)	F-1	03	5.810	1.126	0.444	<b>0.840</b>	
	F-2	03	5.758	1.067			
	F-3	03	5.718	1.120			
Satisfaction		04	5.759	1.086	0.440	0.492	<b>0.863</b>

**Table-6.6** SEM Results-Predictive Validity

Path Coefficient	Standardized Coefficient	CR Value	Contrast
CI-Satisfaction	0.37	5.133	Significant (p<0.001)
AI-Satisfaction	0.28	4.071	Significant (p<0.001)
<b>Model Fit Indices</b>			
CMIN/DF:1.548, GFI: 0.933, AGFI: 0.908, NFI: 0.958, CFI: 0.985, RMSEA: 0.045, PCLOSE: 0.725			

## **6.7 Predictive Validity and SEM Results**

The predictive validity of city image scale was also investigated by using both the dimensions of cognitive image and affective image on satisfaction construct. Thus, for the further analysis, SEM was conducted using AMOS. The two path coefficients were incorporated to examine the direct effects of cognitive image to satisfaction and affective image to satisfaction. The overall structural model was designed using three constructs such as cognitive image, affective image and satisfaction to estimate two path coefficients according to Anderson and Gerbing's (1988) two-step rule. The numerous model fit indices were used to assess the structural model. The model fit indices of structural model were found good ( $\chi^2=173.387$ ,  $\chi^2/df=1.548$ , GFI=0.933, CFI=0.985, AGFI= 0.908, RMSEA=0.045). All the standardized estimates of cognitive image and affective image were found to be significant and greater than suggested threshold value of 0.71 which confirmed good model fit (Anderson and Gerbing, 1988).

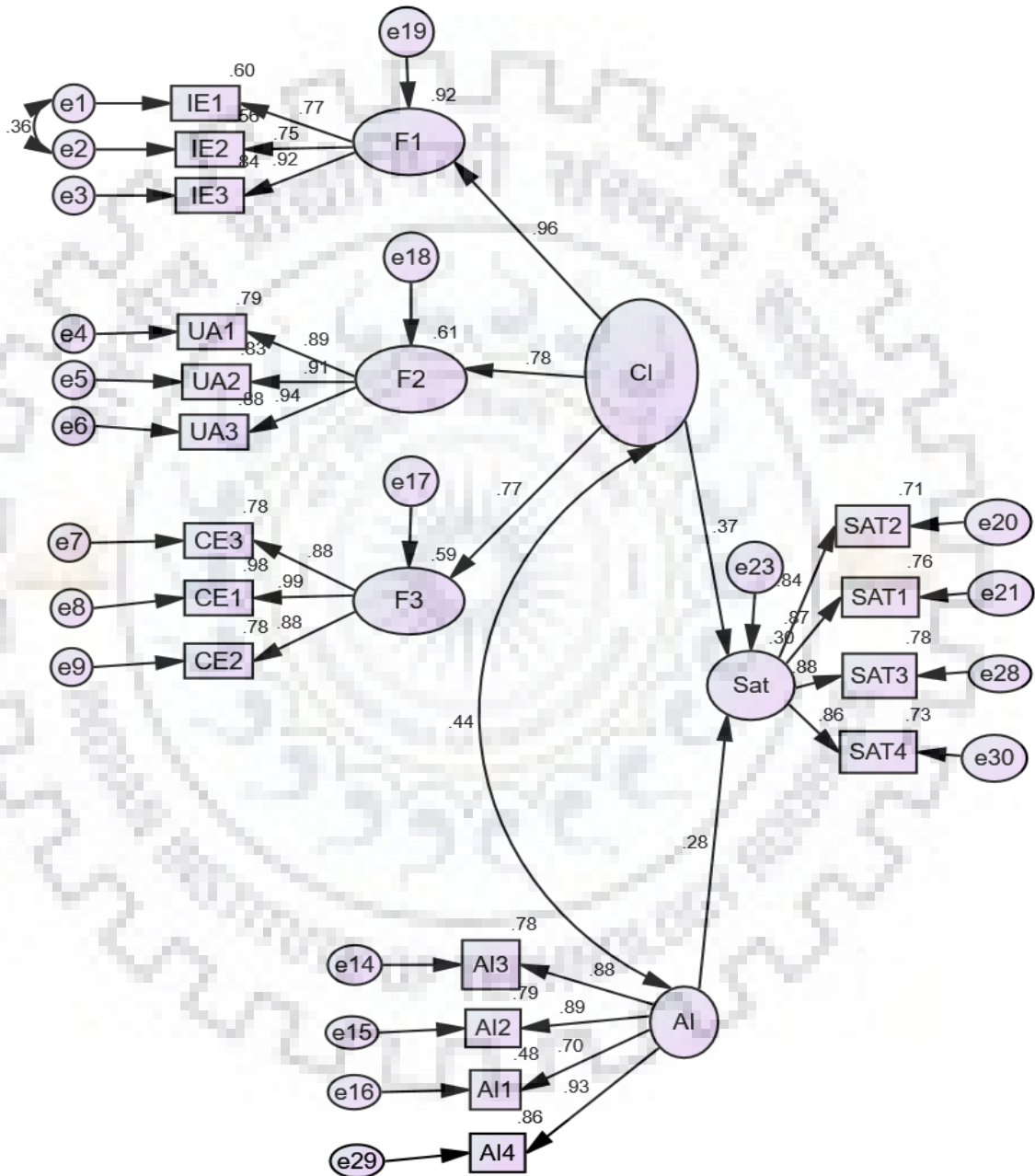
Furthermore, the SEM analysis was performed to evaluate the path coefficients for the hypothesized structural model. The result of SEM analysis demonstrated that both the path coefficients such as cognitive image to satisfaction and affective image to satisfaction were found significant ( $p<0.001$ ). Hence, the results confirmed that both the components of image such as cognitive and affective image explained significant variance of tourists' satisfaction. Accordingly, the research results revealed that both cognitive image and affective image contributed positively in prediction to tourists' satisfaction. The strong and logical evidence in the predictive validity of the city image scale was proposed and empirically validated by this research.

## **6.8 Discussion and Implications**

The current scale was designed to measure the city image of Jaipur in the context of international tourists. The thorough literature review revealed that there was a need to develop sound measurement instrument of city image having psychometric properties. The examination of city image in context of India has been acknowledged as under researched area (Kumar & Nayak, 2014). The Byon and Zhang, (2009) reported in their article that most of the scales of image in the literature were not developed based on the rigorous statistical analysis procedures and these scales were also heavily relied on students' sample. Hence, this scale was developed by using sound statistical techniques such as EFA, CFA and SEM for the statistical validation.

The researcher also tried to fill these gaps found in the image literature by developing this present scale.

**Figure: 6.4** Structure Equation Modelling (SEM) Model Analysing Predictive Validity of Scale



This research has also made a distinctive effort by analysing the predictive validity of both the dimensions of city image such as cognitive image and affective image on tourists' satisfaction. The present scale was developed based on both qualitative and quantitative approach. The qualitative phase included thorough literature reviews, discussions or interviews with experts, analysis of content validity and conducting pilot test.

The initial scale consisting four factors with 21 items was developed based on attitudinal theory of cognition and affection and qualitative phase. The quantitative phase involved survey of foreign tourists visited Jaipur city and thereafter statistical validation was undertaken through EFA, CFA and SEM. Hence, the factors and items in the city image scale were strictly selected based on theoretical support provided in the destination image literature and recognition of special features or characteristics of image of Jaipur city linked with foreign tourists. The affective image factor was initially developed based on the measurement instrument designed by Russell et al., (1981) and Baloglu and Brinberg, (1997). Affective image factor was treated as unidimensional as per the suggestions provided in previous image literature (i.e. Baloglu and McCleary, 1999; Martin and Bosque, 2008; Byon and Zhang, 2010). This research followed the criteria of at least three items per factor for the analysis which was set as a standard in the literature (Bollen, 1989; Kline, 2005). The criteria of at least three items per factor have been considered to obtain better measurement accuracy in the CFA and SEM analysis. The current research also examined the predictability of cognitive and affective image dimensions of city image on satisfaction of the tourists. The prediction of image on satisfaction was found significantly as per the findings suggested by previous studies (Bigne et al., 2001; Lee, 2009). The SEM was performed to analyse the prediction of image on satisfaction and the result indicated that both the dimensions of city image influenced significantly on tourists' satisfaction. Thus, the results of this research was consistent with previous research findings (Lobato et al., 2006; Wang and Hsu, 2010; Chen and Phou, 2013).

The present research developed instrument to measure city image which would provide reliable and valid analytical tool for the assessment of image dimensions of Jaipur city in context of international visitors. The context-specific city image scale focused on the Jaipur city (India) would support city administrators and marketers to evaluate image related perceptions of foreign tourists. This leads to build the Jaipur as an international city brand among the international visitors. The developed city image scale encompassed manageable items which can be easily operationalized by the marketers and practitioners for the effective marketing or branding of the city. It would be recommended that the city marketers and

practitioners should emphasize on hospitality, cuisines, historical and cultural attractions to promote the Jaipur city among foreign tourists. They should also focus on to establish emotional connection among foreign tourists while designing advertising campaign. Thus, marketers and practitioners can easily evaluate least or most important dimensions of Jaipur city for the satisfaction of foreign tourists.

## **6.9 Conclusion**

This chapter delineates exhaustive descriptions of rigorous scale development procedure for measuring city image of Jaipur (Rajasthan) India with the perspective of foreign tourists. In the beginning, it presents the literature review of city image (i.e. cognitive image, affective image) and satisfaction constructs. It describes the whole phases of scale development which included initial scale development, scale purification, scale refinement and scale Validation. The initial scale development phase explains different steps of scale development which encompassed conceptualization of construct, generation of items and judging content validity. This chapter also highlights pilot testing process which carried out by collecting the data in the phase of scale purification. Further, the scale refinement phase elaborates the process of data collection again and the results of EFA employed to identify appropriate factor structure of scale. All the steps of scale validation have also been presented in this chapter. The scale validation phase delivers in-depth discussion of sample design, data collection and results of CFA and SEM applied for validating the city image scale. Finally, it presents theoretical and managerial implications of the scale.



This chapter aims to fulfil the third objective of the research by investigating the structural relationships of existing branding concepts such as destination source credibility, cognitive and affective dimensions of destination image and destination loyalty. This chapter also elaborates the instruments used to measure the constructs of modelling and presents the results of data analysis. The current chapter highlights the results of data screening, descriptive analysis, measurement model testing and estimates of overall structural model. At the end of this chapter, discussions, implications and conclusion were presented.

### **7. Introduction**

The objective of this research was to propose and test the model of place branding in the context of foreign tourists who have visited Jaipur city of the state Rajasthan (India). This research expands the knowledge and understanding of existing place or destination branding literature by examining the structural relationships among the key variables or constructs such as destination source credibility, cognitive and affective dimensions of destination image and destination loyalty. The Jaipur city was selected due to its cultural and historical attractions among the foreign tourists. The data was collected through survey of foreign tourists, who visited Jaipur city during the month of December, 2016 using self-administered questionnaire method. This chapter also describes the instruments used to measure the various variables or constructs in our proposed model. The instruments of cognitive and affective image constructs were developed through rigorous scale development procedure as advocated in the literature. The scales to measure destination source credibility and destination loyalty were adopted from the literature.

The data analysis was undertaken in the three stages. The first stage involved data screening and analysis of descriptive statistics of the sample. The second stage included the performing of confirmatory factor analysis (CFA) to develop measurement model. The CFA was also used to confirm the underlying dimensions of all the constructs in the proposed model and examining the fit of the proposed full measurement model to the data. The structural equation modelling (SEM) was performed to examine the structural path coefficients representing the relations between constructs of interest and investigating the fit of the

proposed full structural model to the data. The data analysis was carried out employing the statistical package SPSS 19.0 and AMOS 20.

### **7.1. Measures**

This research adapted the measurement instruments for numerous constructs from the previous literature. The literature of brand and source credibility was carefully examined to identify the scale of destination source credibility, as there are the few studies available of destination source credibility in tourism destination literature. The researcher identified the scale of brand credibility which has been well recognized in branding literature and developed by the study of Erdem and Swait (1998). Several studies in branding literature adapted the scale developed by Erdem and Swait (1998) to measure the brand credibility construct (Erdem et al., 2002; Erdem and Swait, 2004; Swait and Erdem, 2006; Sweeney and Swait, 2008; Baek and King, 2011; Kemp and Bui, 2011). The researcher found only one study of Veasna et al., (2013) in tourism destination literature which investigated destination source credibility in the context of tourism destination branding. The study of Veasna et al., (2013) also adapted the scale of Erdem and Swait (2004) to measure the destination source credibility. Hence, following the literature, the destination source credibility was measured by adapting 6 items from Erdem and Swait (2004) for this research.

Similarly, the previous loyalty literature was extensively investigated to identify the suitable measure of tourist destination loyalty. The destination loyalty was measured by adapting 3 items from Lee (2009). The only one 13 items (9 items for cognitive image and 4 items for affective image) scale for city or destination image was developed in this research. The detailed description of the scale development and validation procedure was discussed in chapter-6. Subsequently, questionnaire was designed using all the measures stated above.

### **7.2. Data Analysis**

The data analysis was carried out using structural equation modeling (SEM). The SEM was performed using the statistical application package Analysis of Moments Structure (AMOS 20). The data analysis includes the following steps: (i) the development of measurement model using CFA (confirmatory factor analysis); (ii) confirming the factors structures for all the constructs in the proposed model and examining the fit of the proposed full measurement model to the data in CFA; (iii) investigating the structural path coefficients representing the relations between constructs of interest in SEM; and, (iv) examining the fit of the proposed full structural model to the data in SEM.



### **7.3. Structural Equation Modeling (SEM) and Its Application**

The place or destination branding has been multidimensional nature thus structural equation modeling is known as an effective tool to understand this complex construct. The theoretical constructs in marketing or branding have been usually problematic to operationalize in terms of unavoidable measurement error and hence structure equation models are needed to evaluate theory in marketing or branding research. The modeling with latent variables permits to examine the relationships among factors free of measurement error in terms of scale reliabilities (Burkholder & Harlow, 2003).

The paths in a specified casual structure among latent variables for the complex process of place or destination branding are provided in structural equation modeling.

According to Hair, Anderson, Tatham, & Black, (1998), the pre-specified relationships between exogenous and endogenous variables that are measured with multiple items can be tested using confirmatory factor analysis. The confirmatory factor analysis has a major benefit that permits a large set of formal indices to evaluate the quality of the tested model. The use of confirmatory factor analysis as a part of structural equation modeling has been considered more rigorous method that typically examines how well the interim correlation matrix fits a single-factor (Reis & Judd, 2000).

SEM has been used to specify, estimate, and assess models of linear relationships among a set of observed variables in terms of usually smaller number of unobserved variables. SEM has been known as an adequate data analysis technique which investigates the multiple relationships of a constructs simultaneously. SEM has also been acknowledged as a significant technique for representing multidimensional unobserved constructs which concurrently investigates structural relationships that are not well captured by conventional research methods in the area of marketing or branding and psychology (Gefen et al., 2000). In the proposed model, constructs are known as unobservable (latent variable) which represented by multiple observable variable. The SEM has been also called as an extension and generalization of multiple regression technique and factor analysis (Hair et al., 2005). One of the most advantages of SEM technique is to analyze the multiple relationships in a single model. SEM has a greater flexible in how the hypothesized equations are specified (Kline, 2005). The SEM was performed using maximum likelihood (ML) estimation method. Several indices are calculated in AMOS to assess the goodness-of-fit between specified a model and data set. As suggested in the literature, the overall model fit will also be computed (Bentler & Bonett, 1980; Browne & Cudeck, 1992; Hair et al., 1998; Hu & Bentler, 1998; Steiger & Lind, 1980).

The several fit indices such as absolute fit measures containing chi-square index, goodness-of-fit index (GFI), adjusted goodness-of-fit index (AGFI), root mean square of approximation (RMSEA) and incremental fit measures comprising normed-fit index (NFI), incremental fit index (IFI), tucker-lewis index (TLI), and comparative fit index (CFI) are also reported. The fit between hypothesized model and the ideal fit are considered closer when higher the probability linked with the chi-square (Byrne, 2001).

The literature also suggested that the cut-off value of CMIN (minimum discrepancy)/df (degrees of freedom) should be below 3 for the sample size exceeding 200 (Byrne, 2001; Kline, 1998). The GFI has been known as a measure of the relative amount of the sample covariance matrix which accounted for by the model and it is also considered independent of the sample size. The GFI has been adjusted by AGFI for the degrees of freedom in the hypothesized model. The sample size influences both the GFI and AGFI and these are inadequately sensitive to model specification (Hu & Bentler, 1998). The NFI has been called an alternative to the chi-square index. An evaluation of comparative fit independent of sample size has been provided by CFI. The RMSEA has been acknowledged as one of the most useful criteria in covariance structure modeling (Byrne, 2001). The error of approximation in the population has been considered in RMSEA. It also computes that how well the hypothesized model would fit the population covariance matrix if all parameter values are selected optimally. The measurement model fit has been assessed by estimating constructs' reliability and convergent and discriminant validity (Bollen, 1989).

The theoretical constructs are known as a basis for the formation of causal relationships (Hair et al., 1998). The causal model in this research has been specified as a structural equation model. The structural equation model is called as a hypothesis about structure of relationships among observed variables and latent variables in a definite population (Shah and Goldstein, 2006). The sign, strength, and significance of the structural path coefficients are investigated in testing the hypotheses for obtaining structural model fit. The statistical significance of path estimates and the magnitude of standard errors are also presented. The hypothesized model has been applied to the sample in model specification. In the model generation phase, model has been modified by using modification indices to achieve adequate model fit to the sample.

#### **7.4. Measurement Model**

All the constructs of proposed model such as cognitive image, affective image, destination source credibility, destination loyalty were submitted to confirmatory factor analysis (CFA). The first-order CFA was performed using three factors of cognitive image and one factor for

each affective image, destination source credibility, destination loyalty constructs. Following, the recommended two step rule of Anderson and Gerbing (1988), the CFA was employed using maximum likelihood estimation method to analyze the reliability and validity of the constructs in proposed conceptual model. The several model fit indices were used to evaluate model adequacy as advocated in the literature (Hair et al., 2010).

The results of the first-order CFA showed that standardized loadings for all the items surpassed from 0.7 except two items of destination source credibility. According to Hair et al. (2010), the items which demonstrated poor standardized factor loadings should be eliminated from further analysis. The results of first-order CFA also indicated that various model fit indices were not in permissible range. Hence, two items of destination source credibility which displayed weak standardized loadings were deleted and remaining all the items satisfied threshold criteria advocated by Hair et al. (2010). The first-order CFA was again conducted after deleting these two items and thus all the model fit indices were found in acceptable range (Hair et al., 2010).

Further, the 1<sup>st</sup> order CFA model was again tested with 2<sup>nd</sup> order model, which was needed for the high inter correlations among the three factors of cognitive image (Anderson and Gerbing, 1988). Thus, three factors of cognitive image such as infrastructural and environment (3 items), unique attractions of city (3 items) and cultural and entertainment (3 items) were united into one construct. Thereafter, cognitive image (three factors with 3 items for each), affective image (4 items), destination source credibility (4 items) and destination loyalty (3 items) were again submitted to CFA to run 2<sup>nd</sup> order model.

**Table-7.1** Result of 2<sup>nd</sup> Order CFA

Construct	Factor or Item	Standardized Loading	Critical Ratio	Cronbach's alpha	Construct/ Composite Reliability	AVE
Destination Source Credibility (DSC)	DSC1	0.845	16.516	0.858	0.876	0.640
	DSC3	0.850	16.618			
	DSC5	0.723	13.923			
	DSC6	0.773	---			
Cognitive Image (CI)	F1 (IE)	0.777	11.692	0.816	0.884	0.719
	F2 (UA)	0.843	12.232	0.849		
	F3 (CE)	0.919	---	0.858		
Affective Image (AI)	AI1	0.854	16.256	0.905	0.907	0.710
	AI2	0.883	16.815			
	AI3	0.891	16.964			
	AI4	0.735	---			
Destination Loyalty (DL)	DL1	0.891	20.438	0.904	0.904	0.759
	DL2	0.897	20.605			
	DL3	0.825	---			

**Table-7.2** Measurement Model Fit Statistics

Fit Index	CMIN	Df	CMIN/Df	GFI	AGFI	NFI	CFI	RMSEA	SRMR
Recommended Range	-	-	<3.00	≥0.90	≥0.90	≥0.90	≥0.90	≤0.08	
Measurement Model fit Index	278.412	161	1.729 (p=0.000)	0.928	0.907	0.943	0.975	0.045	0.0406

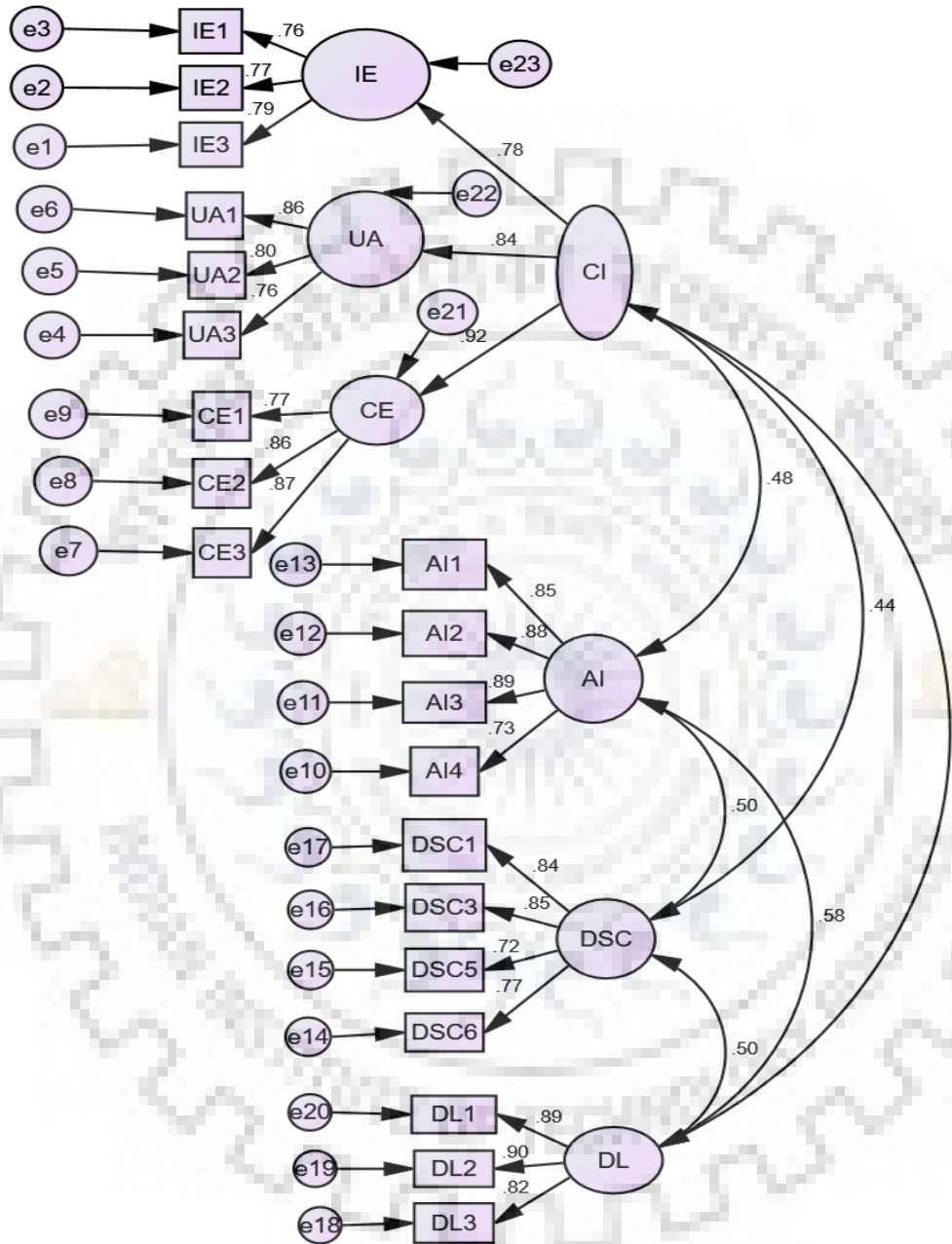
The results demonstrated that overall goodness-of-fit of 2nd order CFA model was found in acceptable range (Table: 7.3). All the standardized loadings were observed greater than the suggested threshold value of 0.71 which revealed the good convergent validity of the model (Anderson and Gerbing, 1988). The results also indicated that all the values of inter-construct correlations were found less than 0.85 (Kline, 2005) establishing good discriminant validity of the model. Another parameter of good discriminant validity has been observed by comparing all values of AVE of the four constructs to values of squared correlation among the constructs. The values for average variance extracted (AVE) were exceeded the recommended value of 0.5. Similarly, these values of AVE were also surpassed the squared correlation among the constructs establishing good discriminant validity of the model.

The internal consistency and composite reliability (CR) were established by observing the value of Cronbach's alpha ( $\alpha$ ). The value of Cronbach's alpha was estimated higher than threshold value of 0.70 (Fornell and Larcker, 1981). Thus, all the values of Cronbach's alpha, CR and AVE estimates crossed from threshold value which confirmed good reliability of the model. The formulae of Fornell and Larcker (1981) were used to calculate CR and AVE estimates since these values were not displayed in AMOS. The 2<sup>nd</sup> order CFA model was used to carry out further analysis (See Table-1 & Fig: 1).

**Table-7.3** Correlation Matrix among the research construct

Research Construct	Factor	No. of Items	Mean	Std. D.	Affective Image (AI)	Cognitive Image (CI)	Destination Source Credibility (DSC)	Destination Loyalty (DL)
<b>Affective Image (AI)</b>		04	3.465	1.918	<b>0.843</b>			
<b>Cognitive Image (CI)</b>	F-1(IE)	03	3.339	1.736	0.482	<b>0.848</b>		
	F-2(UA)	03	3.411	1.824				
	F-3(CE)	03	3.560	1.770				
<b>Destination Source Credibility (DSC)</b>		04	3.530	1.852	0.501	0.437	<b>0.799</b>	
<b>Destination Loyalty (DL)</b>		03	3.051	1.791	0.576	0.693	0.502	<b>0.872</b>

**Figure: 7.1.** The Results of Second Order CFA, Note: CI=Cognitive Image; AI=Affective Image; DSC=Destination Source Credibility; DL=Destination Loyalty; IE=Infrastructure and Environment; UA= Unique City Attractions; CE= Culture and Entertainment



### 7.5. Structural Model

The proposed conceptual model was tested using SEM as a next step of the analysis. After establishing the reliability and validity of measurement model, the structural equation model (SEM) was estimated using maximum likelihood method in AMOS 22.0. The hypothesized relationships among the constructs in the conceptual model were tested in SEM analysis. The

results of SEM analysis have shown that model fit to the empirical data well. The overall model fit indices for the structural model were found in acceptable range ( $\chi^2=278.412$ ,  $df= 161$ ) as per the criteria recommended by Hair et al., (2010) which confirmed that the model fit to the data.

The chi square test for the model was reported significant which has been usually observed in studies having large sample size (Bollen, 1989). The ratio of chi-square to degree of freedom was also observed in permissible range ( $\chi^2/df=1.729$ ). The value of root mean square error of approximation (RMSEA) was found below the threshold limit (0.045) which demonstrated a good overall model fit. The value of comparative fit index (CFI) was also observed greater than the cut-off point (0.90). Furthermore, other goodness of fit indices of structural model were also surpassed the threshold limit (see Table-1).

**Table-7.4** Standardized Path Coefficients of the Structural Model (N=363)

Hypotheses/Path	Standardized Coefficients	t-Value	Contrast
Hypothesis: 1 DSC – CI	0.44***	7.107	Accepted
Hypothesis: 2 DSC – AI	0.36***	5.830	Accepted
Hypothesis: 3 CI – DL	0.50***	8.220	Accepted
Hypothesis: 4 AI – DL	0.26***	4.595	Accepted
Hypothesis: 5 CI – AI	0.32***	5.235	Accepted
Hypothesis: 6 DSC– DL	0.15**	2.874	Accepted
<b>Note:</b> *** $p < .001$ , ** $p < .01$ and significant level at t-value $>1.96$			

**Table-7.5** Structural Model Fit Statistics

Fit Index	CMIN	Df	CMIN/Df	GFI	AGFI	NFI	CFI	RMSEA	SRMR
Recommended Range	-	-	<b>&lt;3.00</b>	<b>0.90</b>	<b><math>\geq 0.90</math></b>	<b><math>\geq 0.90</math></b>	<b><math>\geq 0.90</math></b>	<b><math>\leq 0.08</math></b>	
Measurement Model fit Index	278.412	161	1.729 ( $p=0.000$ )	0.928	0.907	0.943	0.975	0.045	0.0406

## 7.6. Hypothesis Testing

The six hypotheses were formulated related to the proposed model of this research. The main purpose of path analysis is to provide a statistical tool to test and confirm the structural model and evaluation of the hypotheses that representing the linkage among variables of interests (Kline, 2005). Another important goal of path analysis is to make an approximation of the degree of association among the variables to examine the causal relationships thus; this has been acknowledged as a significant tool to evaluate the linkage among the variables (Asher, 1983).

The relative significance of various direct and indirect causal paths leading to the dependent variable has been measured through path analysis. These six hypotheses were tested and the estimated standardized path coefficients along with t-value were displayed in **Table-1**. The results of hypotheses testing showed that all the hypothesized relationships supported at significant level ( $p < .001$  and  $p < .01$ ). The estimated model with standardized path coefficients were shown in **Fig: 3**. The relationship of destination source credibility (DSC) to cognitive image (CI) was found positive and significant ( $H1: 0.44, t=7.107$ ).

Similarly, the direct and significant impact was observed of DSC on affective image (AI) ( $H2: 0.36, t=5.830$ ) and DSC on destination loyalty (DL) ( $H6: 0.15, t=2.874$ ). The findings confirmed that hypotheses H1, H2 and H6 were supported. The impact of CI on DL ( $H3: 0.50, t=8.220$ ) and CI on AI ( $H5: 0.32, t=5.235$ ) were also found significant and positive. The result supported the hypotheses H3 and H5. The AI has also direct, significant and positive relationship with DL ( $H4: 0.26, t=4.595$ ) consequently, the hypothesis H4 has also been supported.

## 7.7. Descriptions of Results in Context of Previous Literature

The results of present research are complement with the findings of previous research studies found in the tourism destination branding literature. The result of first hypothesis shows that destination source credibility positively and significantly influences the cognitive image component of destination image. As the researcher found the few studies of destination source credibility in the context of tourism destination branding which also revealed the similar findings. The study of Veasna et al. (2013) established the positive and significant effect of destination source credibility on destination image (cognitive image) with the perspective of international visitors. Another study of Loureiro (2017) in medical tourism context, demonstrated that credible sources are more effective in creating favourable image.



In conventional branding context, the pioneer study of Erdem & Swait (2004) suggested that brand credibility is a key variable in building brand image. It was also emphasized that higher source credibility will enhance favourable and positive perceptions of an image (Grace and O'Cass, 2005). Similar conclusions were also found by the study of Spry et al., (2011). The findings of the study of Ng et al. (2014) also confirmed the strong and positive relationship between brand credibility and green brand image with the perspective of green marketing or branding.

The result of second hypothesis established the direct and significant influence of destination source credibility on affective image dimension of destination image. This result is also in line with the findings of many previous studies. The results of the study Rajagopal, (2006) found that source credibility is the crucial in building the consumer's emotions and feelings. One more study of Glover, (2009) concluded that celebrities' endorsements (source credibility) are believed to invoke positive emotions of the consumers. The Loureiro (2017) in the results of his study established that the influence of credibility on consumers' pleasure feeling was stronger than on cognitive image.

This research confirms the direct and significant effect of cognitive image on destination loyalty through the result of fourth hypothesis which is also in accordance with the findings of previous destination image literature. The results of the study of Alcaniz et al. (2009) were more comprehensive in the relation of cognitive image and behavioural intentions of tourists. Their findings established that functional component of cognitive image influenced positively to revisit intention while the psychological component of cognitive image had direct and significant effect on the intention to recommend (Alcaniz et al., 2009).

The results of meta-analysis conducted by the study of Zhang et al. (2014) by incorporating previous studies of destination image and destination loyalty were more informative and conclusive. Their findings revealed that cognitive image had a significant effect on all three types of destination loyalty (i.e. attitudinal, behavioral, and composite) (Zhang et al., 2014).

Correspondingly, the results of hypothesis number four and five are also in line with previous destination image studies. In rural tourism context, the results of the study Li et al., (2010) showed that affective image of tourists had a significant impact on revisit intention. The findings of the study Zhang et al. (2014) also confirmed the positive and significant effect of affective image on all three types of destination loyalty. The structural relationships among affective image to word of mouth intention and cognitive image to affective were also

investigated by the study of Papadimitriou et al., (2015) across the three stakeholders (i.e. residents, past tourists and prospective tourists). Their findings established that affective image exert positive and significant effect on word of mouth intention across all three samples of residents, past tourists and prospective tourists (Papadimitriou et al., 2015).

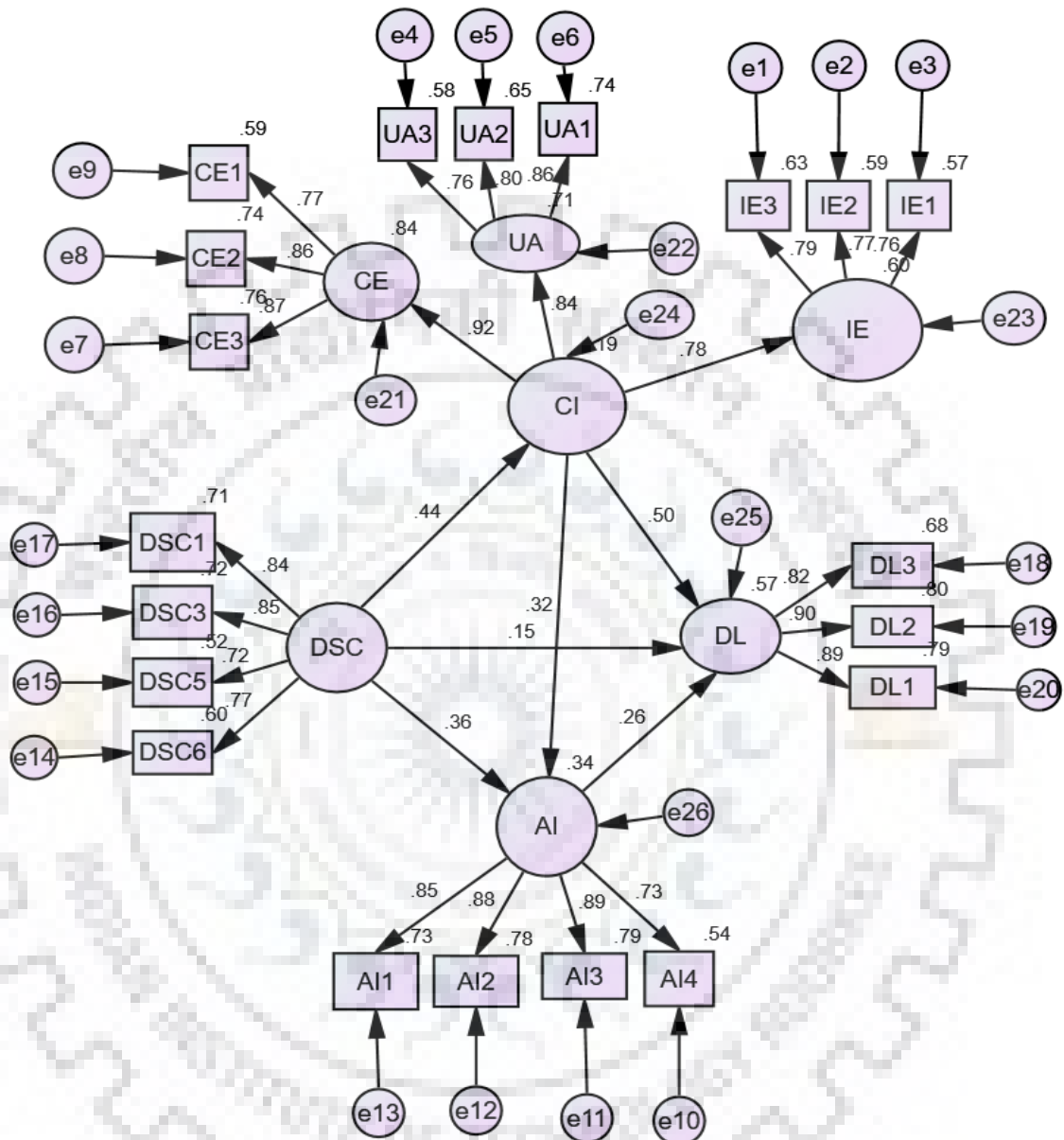
The findings of the study Wang and Hsu (2010) supported the positive and favourable influence of cognitive image on affective image of tourists. Further, the results of the study Styliadis et al. (2015) again confirmed the positive and favourable structural relationship between cognitive and affective image with the perspective of domestic tourists. Similar findings were examined between these two constructs across three samples of residents, past tourists and prospective tourists (Papadimitriou et al., 2015).

The result of structural relationship between destination source credibility and destination loyalty (H4) has been found positive and significant by this research which is a novel finding in tourism destination branding literature. Many studies in conventional branding literature established the positive and favourable relationship between brand or source credibility and consumer loyalty. The result of the study Sweeney and Swait (2008) revealed that brand credibility significantly influences the consumer loyalty among the consumers of retail bank. In the corporate branding context, it was concluded that credibility of celebrity endorser had significant effect on corporate loyalty (Kim et al., 2014).

## **7.8. Discussion**

As per the thorough analysis of the literature, it has been observed that destination image is regarded as a key construct for the building and development of strong destination brand for a particular destination (i.e. city or country) (Chen and Phou, 2013). This research was designed to identify the crucial constructs of destination branding such destination source credibility, cognitive image, affective image and destination loyalty and investigated the interrelationship among these variables. It was also found that the effects of destination source credibility on destination image and destination loyalty were completely overlooked in destination branding literature except one study (Veasna et. al., 2013).

**Figure: 7.2.** The Results of SEM, Note: CI=Cognitive Image; AI=Affective Image; DSC=Destination Source Credibility; DL=Destination Loyalty; IE=Infrastructure and Environment; UA= Unique City Attractions; CE= Culture and Entertainment



This research extended the destination branding literature by incorporating the concept of brand credibility to the context of tourism destination. Hence, this research examined the interrelationship among these key variables by testing the six hypotheses using structural equation modeling (SEM). The recent empirical study of Veasna et. al., (2013) demonstrated that the effect of destination source credibility on destination image was significant. This research investigated the impact of both the destination source credibility on cognitive and affective image separately. The results of this research showed that the effects of destination

source credibility on cognitive image and affective image were found significant. The findings of this research also confirmed that destination source credibility not only favorably influenced the tourists' cognitive perceptions but also associated for developing and building the emotional connection towards a particular destination.

Furthermore, this research also developed the theoretical base by incorporating traditional branding concepts such as brand credibility and brand loyalty to tourism destination branding. The significant and positive impact of destination source credibility on destination loyalty was established by this research. Conceptually, the findings of this research has been found in line with the study of Sweeney and Swait (2008) which examined the effect of brand credibility on customer loyalty in conventional branding literature. The findings also revealed that cognitive image had positive and significant effect on affective image. Similarly, both the cognitive and affective images influenced positively and significantly on destination loyalty. Consequently, these results are considered as a complement with the findings of previous studies such as Baloglu (1999) and Baloglu & McCleary (1999).

## **7.9. Conclusion**

The present chapter provides detailed explanation regarding results of empirical testing of hypothesized relationships of research model advanced in this thesis. It delineates the data analysis techniques used to test the research model empirically. This chapter starts with descriptive analysis of sample taken for validating the research model. It highlights the instruments used to measure the various constructs of the research model. This chapter describes the findings of CFA which applied to test the measurement model. Subsequently, it presents results of SEM which was used to test the structural model and hypotheses formulated in this thesis. In the end, it highlights the discussion, theoretical and managerial implications of these findings.

## RESEARCH SUMMARY, FINDINGS, CONCLUSION, LIMITATIONS AND RECOMMENDATIONS

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### 8. Introduction

Place branding has become a global phenomenon among various countries, regions and cities of the world. The importance of place branding has mounted due to its increasing role in influencing and enhancing the competitiveness and attractiveness of countries, cities and regions. The domain of place branding was emerged by using the academic domains of urban policy, tourism and mainstream branding (Hankinson, 2010). Place branding has multiple target audiences which include tourists, residents, investors and exporters. Place branding also exists in numerous forms which involves branding of nations or countries, cities, regions and tourism destinations (Hankinson, 2015). The place branding has also many stakeholders which makes this field more difficult. Thus, place branding has been considered as a multidimensional and complex construct. It was observed by thorough review of literature that place branding in context of one specific target segment such as tourists was frequently called as destination branding. The destination branding also involved the branding of nations, regions and cities for the target audience of tourists.

This research started by framing research question that how the destination branding can be measured and what variables encompass the destination branding construct. Another research question focused on the identification of key variables of destination branding construct. From the review of literature, multidimensional construct destination image emerged as a key construct of destination branding. The destination image has two components which are called as cognitive image and affective image. This research also found that destination loyalty was another significant construct of destination branding.

The literature of traditional branding suggested that brand credibility or source credibility was an important construct for branding. This research applied the concept of brand credibility or source credibility to tourism destination context. This research advanced the destination branding theory by incorporating the concept of brand credibility or source credibility to worldwide famous tourist destination of Jaipur city of the state of Rajasthan in India. The construct of brand or source credibility in tourism context has been regarded as destination source credibility in this research. This research developed the model of place

branding by incorporating these key constructs of destination branding such as cognitive and affective image, destination source credibility and destination loyalty. This model was tested among the foreign tourists visited Jaipur city. It was hypothesized in this research that developing the model through rigorous scale development procedure, and estimating the measurement and overall model would support in the advancement of the evolving concept of destination branding.

This research also investigated the relationships among the variables in the place branding model. Before testing the model, the scale of destination image was developed through the rigorous procedure as advocated in the literature. The scale was developed by conducting pilot testing and two major surveys of foreign tourists visited the Jaipur city in India. For the testing model and examination of relationships among variables, another survey was conducted among the foreign tourists visited the Jaipur.

This research advances the place or destination branding theory by applying the brand or source credibility concept to tourists' destination. This research also provides the pertinent practical implications to understand the measurement of place or destination brands. This chapter highlights the findings of the research and thereafter theoretical and managerial implications are discussed. Subsequently, the major limitations of this research are presented. Finally, the recommendations or directions for future research are discussed.

## **8.1 Research Findings and Discussion**

This research used an integrated approach to advance the place branding model. The model is developed to understand the key variables for a city destination of Jaipur (India) with a perspective of foreign tourists. The current research empirically validated the structural relationships among the key constructs of the proposed model which encompassed destination source credibility, destination loyalty, cognitive and affective image dimensions of destination image. This section presents the objective wise key findings of this research and its related discussions.

### **Findings of the First Objective**

The first objective of this research is to develop a valid and reliable model of place (destination) branding. This objective has been designed by identifying the gaps in the previous literature. The review of literature indicated that there was a strong need of empirically tested models for branding places or destinations (Gertner, 2011; Hanna & Rowley, 2013). Several researchers also focused to identify the various significant variables to develop a city

destination as a brand (Qu et al., 2011; Veasna et al., 2013). The researcher also recognized that there is no empirically valid and reliable place or destination branding model related to Indian perspective existed in the extant literature.

The researcher used exploratory and qualitative research design to achieve this objective. The process began with thorough review of place and destination branding literature. The literature review was undertaken to explore the in-depth understanding of place (destination) branding construct and to identify the key variables of this construct. This research focused solely on foreign tourists visited Jaipur city during their trip to India, thus researcher did literature review by especially emphasizing the tourists. The comprehensive review of literature revealed that destination image is a crucial variable for destination branding. The destination image was conceptualized with two dimensions such as cognitive image and affective image. This conceptualization of destination image has been well-established as cognitive-affective theory in tourism destination literature. The destination loyalty was found another important variable for branding of destination. The destination loyalty is an application of well-developed theory of consumer loyalty in tourism context. The researcher also found that destination source credibility is very valuable construct in building the place or destination brand. Thus, this research used the brand credibility and source credibility theory from traditional branding literature and applied it to tourism destination context. As a result of a thorough analysis of the literature review, the researcher integrated all these key variables and proposed the conceptual model of place (destination) branding.

### **Findings of the Second Objective**

The second objective of this research is to develop and validate the scale to measure the city image dimensions. This objective is also developed on the basis of gaps found in the literature. The several researchers admitted that each city or destination has unique characteristics or dimensions representing image of a particular place (Fakeye and Crompton, 1991; Beerli and Martin, 2004; Byon and Zhang, 2009). It has been found from literature review that no such scale of the city image related to Indian perspective is available. Hence, there is an imperative to develop a scale of the city or destination image in Indian context. This research designed a new scale of city image of Jaipur (India) in context of foreign tourists. This research not only fulfils the gaps and but also improves the shortcomings of previous scales found in the literature. The valid and reliable city image scale was designed as per the multi-item scale development procedure suggested in the extant literature (Churchill, 1979; Gerbing, 1988; DeVellis, 1991; Netemeyer et al., 2003).

The researcher employed mix method research design by incorporating both qualitative and quantitative approach to develop the measurement instrument of city image. The qualitative research method was used to conceptualize the city image construct and generation of initial pool of items through exhaustive review of literature and conducting in-depth interviews with experts. The qualitative research method also involved the content analysis to analyse the qualitative data. The quantitative research method comprised the survey of foreign tourists who visited Jaipur city. The quantitative data was analyzed by employing EFA, CFA and SEM.

The scale development process began with conceptualization of city image construct. The conceptualization of image construct was completed by doing comprehensive review of destination image literature. This step resulted in two components of destination or city image, the cognitive image and affective image. In the next step, all the possible items for cognitive image and affective image (destination image) were generated through literature review. Further, the in-depth interviews of various experts were conducted to identify interrelated and relevant items with the image of Jaipur city. At the end of this step, initial pool of 101 items for cognitive image and 10 items for affective image was generated. Subsequently, again the experts were invited to judge the content and face validity of all generated items. The items in the initial pool were altered, improved or deleted as per the suggestions of the experts. In this step, 26 items for cognitive image and 7 items for affective image were confirmed for further analysis. Then, the pilot testing was conducted with using small sample to reduce the items further for next step. The pilot testing produced 15 items for cognitive image and 6 items for affective image components.

Consequently, the EFA was used on these 21 items for further refinement of scale. The main aim of EFA was to identify suitable factor structure of these items. Thereafter, the questionnaire was designed and the survey was conducted among foreign tourists who visited Jaipur city. After the data collection, the EFA was performed to test the data suitability and factors reliability. The superfluous items of the scale were also eliminated through this analysis. At the end of EFA, the 4 factors of city image of Jaipur (India) emerged comprising three factors for cognitive image and one factor for affective image. The cognitive image involved infrastructural and environment (3 items), unique attractions of city (4 items), cultural and entertainment (4 items) and affective image covered four items.



Next, in the scale validation phase, first the CFA was used to analyse the psychometric properties and to confirm the factor structure of city image scale. For fulfilling this, the survey was again conducted and data was collected accordingly. Thereafter, the first and second order CFA with maximum likelihood estimation method was performed using AMOS 21.0. The CFA was also employed to check reliability & validity of the scale. The results of first order CFA demonstrated that two items, one from unique attractions of city factor and other from cultural & entertainment factor were weakly loaded (<.60). Thus, these two items were eliminated from further analysis. The findings of first order CFA also revealed that all the model fit indices were within permissible range. The reliability values of all the constructs were surpassed from the threshold values. Similarly, all the constructs demonstrated good convergent validity and discriminant validity.

Subsequently, second order CFA was also performed to satisfy the criteria of at least three items per factor (Bollen, 1989; Kline, 2005). The results of second order CFA demonstrated that the model was a good fit for data ( $\chi^2= 173.387$ ,  $\chi^2/df= 1.548$ , RMSEA=0.045, GFI=0.933, CFI=0.985 and AGFI=0.908). The reliability values of all the constructs were also found in acceptable range. Correspondingly, the second order CFA model also displayed good convergent and discriminant validity. The researcher made following observations in the second order CFA model;

- (1) Higher inter-factor correlations among the cognitive image factors
- (2) Good model fit indexes
- (3) Multi-dimensionality of city image constructs

The extant literature suggested that above three criteria are in the favour of second order CFA model. Hence, this CFA model was taken for next part of the analysis.

Further, in the scale validation phase, the predictive validity of city image scale was analysed using the satisfaction construct. The structural equation modeling (SEM) was performed to examine the predictive validity of city image scale. In the SEM, two path coefficients were employed to estimate the direct effects of cognitive image to satisfaction and affective image to satisfaction. The findings of SEM revealed that the overall model fit indices for structural model was good ( $\chi^2= 173.387$ ,  $\chi^2/df=1.548$ , GFI=0.933, CFI=0.985, AGFI=0.908, RMSEA=0.045). All the standardized estimates were achieved significant and surpassed the minimum threshold value (0.71) exhibiting good model fit (Anderson and Gerbing, 1988). The results of SEM also confirmed that both the path coefficients (cognitive image-satisfaction,

affective image-satisfaction) were found significant ( $p < 0.001$ ). The findings also confirmed that both the dimensions of city image explained significant variance in satisfaction of foreign tourists. Hence, the new developed instrument of city image contributed positively in prediction of the satisfaction of tourists. This result was quite consistent with earlier image studies (Lobato et al., 2006; Chen and Phou, 2013).

It was observed in the previous literature that the scales of destination image were mostly developed using the application of EFA (Aksu et al., 2009; Hosany et al., 2006; Chalip et al., 2003; Fakeye and Crompton, 1991). The study of Byon and Zhang (2009) also indicated about these shortcomings and confirmed that previous measures were having the serious problems of reliability and validity. Even, the EFA was not used by the study of Byon and Zhang (2009) in development of scale of destination image. This research applied rigorous statistical procedure using EFA, CFA and SEM to develop valid and reliable scale of city image. By doing so, this research filled the void found in the destination image literature. This research improved the generalizability of the image measures in broader tourism destination setting as sample of foreign tourists was collected from large city Jaipur.

The review of destination image literature revealed that the several studies identified various factors of cognitive image in different contexts for the development of the scale of destination image. Initially, Baloglu and McCleary (1999) developed the scale of destination image by identifying three cognitive image factors such as quality of experience, attractions and value/environment while the study of Beerli and Martin (2004) recognized five factors of cognitive image such as natural and cultural resources, general tourist infrastructure, atmosphere, social setting and environment, and sun and beach.

Further, the study of Byon and Zhang (2010) developed a three-factor model of cognitive image with 14 items incorporating infrastructure, attraction, value for money, and enjoyment. Recent study of Papadimitriou et al. (2015) identified three factors of cognitive image which included services/experience/ atmosphere, unique city attractions and activities/events.

The above evidences exemplifies that the items or factors of the cognitive image of a city image mainly depends on the characteristics of the specific city or destination. Similarly, the several authors also emphasized that each destination or place has unique characteristics or specific attributes representing the destination image (Fakeye and Crompton, 1991; Beerli and Martin, 2004). The studies of Baloglu and McCleary, (1999) and Byon and Zhang, (2010) identified natural environment and value of money factors of cognitive image but both these

factors were not found suitable in the context of image of Jaipur city. Therefore, these factors were eliminated at the initial stage (qualitative phase) of scale development. This city image instrument was strictly designed according to theoretical support provided in the literature. This image instrument was also developed keeping in mind the unique features of Jaipur city in the context of foreign tourists. The measure of affective image was designed based on the seminal work of Russell et al., (1981) and Baloglu and Brinberg, (1997) and was modified as the context of present research. This research treated affective image as a unidimensional construct by following the previous destination image literature (i.e. Baloglu and McCleary, 1999; Byon and Zhang, 2010).

### **Findings of the Third Objective**

The third objective of this research is to empirically validate the relationships among the destination source credibility, cognitive image, affective image (i.e. destination image) and destination loyalty. The researcher observed that the source credibility concept has not been fully explored in the tourism destination context. The relationships among these key constructs of destination branding were not investigated previously (Veasna et al., 2013). It was also identified that no such study related to Indian context was available in the extant literature. Thus, the third objective of this research was designed to fill this gap of tourism destination literature.

The researcher used descriptive and quantitative research design to achieve the third objective. The data was collected through the survey of foreign tourists who visited Jaipur city. A sample of 363 valid responses was determined for the validation of proposed research model. The quantitative data was analysed using CFA and SEM.

First, data with all the constructs such as destination source credibility, cognitive image, affective image (i.e. destination image) and destination loyalty were submitted to confirmatory factor analysis (CFA). The CFA was conducted for confirming the factor structure and to achieve the reliability, validity and the model-fit statistics of measurement model. The findings of first order CFA demonstrated that two items of destination source credibility were weakly loaded and hence these items were eliminated from further analysis. After that, second order CFA was performed and the results of this analysis revealed that all the model fit indices of measurement model were found in acceptable range. The findings of second order CFA also established the good reliability, discriminant and convergent validity of the measurement model.

The six hypotheses were formulated to examine the interrelationships among the constructs in the proposed model. Then, structural equation model in AMOS 20 was designed involving all the key constructs or variables. Further, SEM with maximum likelihood estimation method was used to test the hypothesized relationships among the constructs. The SEM results showed that the overall fit indices for structural model were found within acceptable range ( $\chi^2=278.412$ ,  $df= 161$ ,  $\chi^2/df=1.729$ ,  $p = 0.000$ ). Similarly, other fit indices of structural model were also achieved according to the suggested threshold (GFI=0.928; AGFI=0.907; NFI=0.943; CFI=0.975; RMSEA=0.045; SRMR=0.0406). These results indicated the overall good model fit with data. On establishing the suggested model fit, all the hypotheses were tested through SEM. The findings of hypothesis testing showed that all the six hypotheses were supported. Therefore, all the hypothesized relationships were found statistically significant. The results exhibited a direct and positive relationship between destination source credibility and cognitive image (H1: 0.44,  $t=7.107$ ). Similarly, the paths destination source credibility to affective image (DSC-AI) and destination source credibility to destination loyalty (DSC-DL) were also significant. These paths relationships confirmed that there were direct and positive relationships between destination source credibility to affective image (H2: 0.36,  $t=5.830$ ) and destination loyalty (H6: 0.15,  $t=2.874$ ). Therefore hypotheses H1, H2 and H6 were supported. Thus, destination source credibility influences positively to both the dimensions of destination image and similar effect is found in the path of destination source credibility to destination loyalty. These findings established the source credibility theory to the context of tourism destination branding.

The impact of cognitive image on destination loyalty (CI-DL; H3: 0.50,  $t=8.220$ ) and cognitive image on affective image (CI-AI; H5: 0.32,  $t=5.235$ ) were found significant and positive confirming the support of hypotheses H3 and H5. Consequently, the path affective image to destination loyalty (AI-DL) exhibited that affective image has significant and positive relationship with destination loyalty (H4: 0.26,  $t=4.595$ ). Finally, the support of hypothesis H4 was confirmed. The results revealed that both the dimensions of destination image enhance the loyalty of tourists towards a particular destination. This research further established the strong and positive relationship between destination image and destination loyalty in Indian context. Thus, these findings are in line with previous literature (Qu et al., 2011).

## **8.2 Research Contribution**

This research offers numerous implications to the extant literature of place branding especially in the context of tourists. The findings of the present research provide directions for academicians as well as practitioners and managers to implement successfully destination branding strategy for a particular city destination. All these implications of this research have been elaborated as below;

### **8.2.1 Theoretical implications**

The implications of this research for the academics or theory are discussed below;

1. The brand and source credibility are recognized as the crucial constructs for building and developing strong brands (Baek et al. 2010). The traditional branding literature indicated that the concepts source and brand credibility originated from brand signalling theory (Erdem & Swait, 1998; Erdem & Swait, 2004). The explorations of these concepts were mostly ignored in tourism destination branding literature. The current research has contributed theoretical by borrowing the concepts of brand and source credibility from traditional branding literature and applied it to tourism destination setting. The findings of this research established that source credibility theory can be successfully implemented in the context of tourism destination branding. Hence, this research makes an important theoretical contribution to the tourism destination literature by supporting the source credibility theory.
2. This research investigated the effects of destination source credibility on cognitive image and affective image separately. The results revealed that the relationships among these constructs were positive and significant. Although, the study of Veasna et al., (2013) has shown the positive influence of destination source credibility on destination image but this study has not examined the effects of destination source credibility on cognitive and affective images separately. The present research expands the theoretical base of destination branding literature by identifying the relationships between destination source credibility and destination image more precisely.
3. The findings of this research established that the effect of destination source credibility on destination loyalty was found positive and significant. These results are complement to the findings of the study of Sweeney and Swait (2008) which explored the positive effect of brand credibility on customer loyalty in traditional branding context. Thus, this research made a distinctive effort in the theoretical literature of tourism destination

branding by exploring the new relationship between destination source credibility and destination loyalty.

4. In addition, this research also examined the influences of cognitive image to affective image, cognitive image to destination loyalty and affective image to destination loyalty. Although, findings of many previous studies revealed positive relationships among all these constructs (Baloglu & McCleary, 1999; Baloglu, 1999; Zhang et al., 2014). This research has empirically validated all these relationships in Indian context that would further improve the theoretical base of cognitive-affective and consumer loyalty theories in tourism destination literature.
5. This research developed the reliable and valid scale to measure destination image for a specific city. This scale was designed by using more rigorous statistical analysis procedures such as EFA, CFA and SEM. Therefore, this instrument comprises more sound psychometric properties. This scale would support academicians and researchers to gain in-depth understanding for the construction of robust, compact and effective measures. The future researchers may use the principles and methodology of this scale to develop better measures or scales across the research fields. The Byon and Zhang, (2009) in their study stated the various shortcomings of previous destination image scales, hence, this scale adds to theoretical literature by improving all these flaws of the extant literature.
6. Several scholars advocated the strong need to develop the context specific destination or city image instrument because each destination has its own unique characteristics (Crompton, 1979; Fakeye and Crompton, 1991; Beerli and Martin, 2004; Byon and Zhang, 2009). In addition, the researcher found that the destination or city image scale of Indian context did not exist in the present literature (Kumar & Nayak, 2014). This research contributed significantly to the tourism destination literature by constructing the measurement instrument of city image with the perspective of Jaipur (India). It was also observed in the literature that the previous measures of destination or city image were merely based on cognitive dimensions. Furthermore, this research expands the theoretical literature, developing the scale of the city's image using both cognitive and affective dimensions.

7. The measurement instrument developed by this research may be utilized by the academicians or researchers in future to investigate the relationships of destination image with different variables such as overall image, future behaviour/loyalty, attitude etc.
8. The proposed city image scale designed for the foreign tourists who travelled to Jaipur city of India for leisure purpose only. Consequently, this research adds a novel measurement instrument especially for foreign leisure tourists to present destination image literature.

### **8.2.2 Managerial implications**

The implications of this research for the city administrators and practitioners or destination marketers are presented as under;

1. The findings of this research exhibit that destination source credibility positively influences the cognitive component of destination image. The city administrators and destination managers need to pay more attention on destination source credibility. They should focus on the use of accurate and credible information sources consistently in all promotional programs of city branding. These would enhance the cognition perceptions of the tourists towards a particular destination. That would lead to build positive and strong cognitive image of a city and it would increase the inflow of tourists to the city.
2. This research also established the positive and favourable effect of destination source credibility on affective dimension of destination image. The city administrators and destination managers/marketers are very much concerned to build strong feelings and emotions of their tourists towards a city destination. They should use source credibility as a strategic tool to design their promotional campaign. That will evoke tourists' emotions towards a specific destination. This practice will develop strong affective image of a city destination which eventually attract more tourists. The literature also indicated that the affective image may be diverse among various destinations (Baloglu & Brinberg, 1997). Thus, it can be employed for an effective positioning strategy for a destination branding.
3. The results of the present research have also shown the positive, favourable and significant role of destination source credibility in enhancing the destination loyalty of foreign tourists. Thus, the city administrators and destination managers/marketers should emphasize on destination source credibility to develop destination loyalty for

city or destination branding. They need to choose trustworthy, expertise, attractive, competent and credible celebrities for designing advertising campaign for effective city branding. By doing this, they may capitalize the endorsing power of celebrities more effectively to build city or destination brand. Additionally, the competent authorities have to deliver more credible and precise electronic information related to specific destination. That would facilitate the tourists to take more easily and accurate decisions in selecting the destinations. This strategy would be useful to achieve the repeat visitation or destination loyalty of foreign tourists towards a certain city destination.

4. The findings confirmed the positive and favourable relationship between cognitive image and affective image. Similarly, the direct and significant effects of both the components of destination image on destination loyalty were also found. The city administrators and destination managers/marketers should promote the cognitive attributes of a city in all their promotional messages. This strategy will also build affective image among the tourists. Consequently, the better promotion of both these components of destination image will enhance the tourist destination loyalty. Therefore, these findings would help the competent authorities to design better destination branding strategies and to manage successful destination brand development.
5. The city image scale designed by current research is a concise and accurate tool. The use of this instrument is not difficult and time consuming. Hence, city administrators and managers/marketers would be able to operationalize it very easily for their practical use.
6. The city image instrument highlights numerous attributes of Jaipur city. These attributes may be utilized successfully for promotional campaign of city branding by the concerned authorities.
7. The scale contains elements from both cognitive and affective components which are essential for Jaipur city. The administrators and managers/marketers would find it easy to establish the city image by recognizing and focusing the core values of the city. These would also be useful to evoke the sensibilities of foreign tourists that ultimately build the city brand.
8. The marketers and practitioners associated with hospitality industry may also take the advantage from this scale enormously. The hospitality industry may provide better services and experience to its tourists keeping in mind the cognitive and affective



elements of Jaipur city. This would not only establish strong city image but also develop a favourable organizational image.

9. The city administration and hospitality organizations may design training programmes for their employees using the cognitive and affective elements of city image. Such programmes would improve the interpersonal, communication and behavioural skills of their employees. The hospitality organizations and city administration can set high standards through these programmes to better serve the tourists. It would be useful to meet the expectations of tourists and facilitate organization-customer interaction. It would also provide the organizations a competitive advantage that build strong organizational and city image. Thus, this strategy would be significant for the administrators and practitioners to develop city brand.
10. The results of this research confirmed that the source credibility, image and loyalty concepts can be successfully implemented to a city. Accordingly, these results may also be applied easily to other normal city settings that would assist administrators and managers/marketers in devising destination branding strategies for other cities.

### **8.3 Limitations of the Research**

Although the present research provided the significant findings to the theoretical development of the destination branding literature. The results of this research should be interpreted carefully by considering some of its limitations. Thus, several limitations have been identified in the current research and these are presented as under:

First, this research has been conducted on a single city or tourist destination Jaipur (India) hence the results may not be generalized to other tourists' destinations or cities around the world. Similarly, the city image scale developed in this research is relevant only for the context of Jaipur city (India) accordingly this scale cannot be applied directly to tourists' destinations or cities around the world.

Second, in this research destination source credibility (DSC) has been treated as a single factor and measure of DSC is adapted from Erdem and Swait (2004), however it has been observed that the study of Spry et al. (2011) measured the DSC using two sub dimensions such as Expertise and Trustworthiness, therefore the results of this research only validated the measure of DSC developed by Erdem and Swait (2004).

Third, the data have been collected by employing convenience sampling method in this research which adds to another limitation. The respondents were approached as per their

availability and accessibility to the several tourists' spots of Jaipur city for data collection. Thus, there may be concern regarding the coverage of whole population of foreign tourists visited to the Jaipur. Fourth, this research has focused on foreign tourists who travelled to the Jaipur city; hence, the results may not be generalized to those foreign tourists who have not travelled to Jaipur city.

Fifth, there may be one more limitation which includes the time period of the data collection for this research. The data were collected during the months of August, September, October and December, 2016. Although most of the foreign tourists visit the Jaipur city during this period, consequently, there may be concern regarding seasonal bias as the data were not collected throughout the whole year.

#### **8.4 Recommendations for Future Research**

Nevertheless, the findings of this research provide valuable information to the academicians, practitioners and policy makers that could be used to investigate and understand the nature and process of destination branding. Every study suffers from some specific limitations and these limitations open the opportunities to extend the work in further research. Hence, the limitations of the current research open the avenues for tourism researchers and academicians for future research. The potential and significant scope for future research has been presented as under:

First, the findings of this research are restricted to one location thus; further research would be needed to include more cities and countries to enhance the understanding of destination branding. Similarly, the current research developed the city image measure in context of Jaipur (India) therefore future research would be required to verify the validity, reliability and applicability of the destination image for different contexts and settings. This would enhance the generalization of the city image scale. Second, the other study of Spry et al. (2011) developed the measurement instrument of brand or source credibility using two sub dimensions such as expertise and trustworthiness, accordingly, future research should replicate this research incorporating the scale developed by Spry et al. (2011). Hence, further research would explore the applicability of measure of brand or source credibility advocated by Spry et al. (2011) in tourism destination context. Third, the convenience sampling used in this research has certain drawbacks, therefore for reducing the selection bias and enhancing the generalizability future research would be needed to replicate this research by employing random sampling techniques for collection of data.

Fourth, destination satisfaction and destination attachment were identified as the two another significant constructs by the study of Veasna et al., (2013) in building the destination branding model, hence future research would be required to add both these constructs in the proposed research model of the research for further investigation. Fifth, this research focused on only external stakeholder (i.e. tourists) of place branding for development of the scale, consequently, future research should develop the scale considering internal stakeholders (i.e. investors and residents) of place branding.

Sixth, the city image scale developed in this research significantly predicted to tourists' satisfaction, thus future research should examine other theoretically relevant criterion variables such as actual behaviour (Kaplanidou and Vogt, 2007). Previous studies found certain mediating variables between city image and satisfaction which included service quality, trip quality and perceived value (Castro et al., 2007). Thus, these variables would be needed to examine in future research.

## **8.5 Conclusion**

This chapter summarizes the outcome of the research which was undertaken in this doctoral thesis. The chapter starts with thorough discussion on research findings which revealed from the development of city image scale and empirical investigation of the research model advanced in this thesis. Thereafter, it explains the contributions provided by this research. The research contributions are discussed into three sub sections which involved theoretical, methodological and managerial implications. Further, the numerous limitations of this research are presented. These limitations would need to be addressed in future research and hence, the future research directions are highlighted. This research would accelerate the pace of place or destination branding research especially with the perspective of India.



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## PAPERS PUBLISHED FROM THE RESEARCH WORK

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### Papers Published from Thesis Work in International Journals

1. Acharya, A., and Rahman, Z. (2016). Place branding research: a thematic review and future research agenda. *International Review on Public and Nonprofit Marketing*, 13(3), 289-317. (Status: Published) (Scopus, ABDC-C Ranked) (Springer)
2. Acharya, A., and Rahman, Z. (2019). Development and Validation of a Scale for Measuring City Image. *International Journal of Business Excellence*. (Status: Accepted for Publication and Under Progress of Online Publication) (Scopus, ABDC-C Ranked) (Inderscience)

### Research Papers Published/Presented in International Conferences

1. Acharya, A., (2013) “An Identification of Significant Destination Attributes of India as a Tourist Destination”, in the conference proceedings of **International Conference on Research in Marketing (ICRM 2013)**, (A Refereed International Conference), organized by **Indian Institute of Technology (IIT) Delhi**, New Delhi, December, 21-22, 2013.
2. Acharya, A., and Rahman, Z., (2015) “An Investigation of Destination Image Literature: A Review”, in the conference proceedings of **6th IIMA Conference on Marketing in Emerging Economies**, organized by **Indian Institute of Management (IIM) Ahmedabad**, January 7-9, 2015.
3. Acharya, A., and Rahman, Z., (2015) “Exploring the Motivations of Tourist for Travelling From the Literature” in the conference proceedings of **International Conference on Evidence Based Management 2015 (ICEBM2015)** organized by **Birla Institute of Technology and Science (BITS) Pilani**, March 20-21, 2015.
4. Acharya, A., and Rahman, Z., (2016) “An Examination of Tourist Destination Loyalty Literature” paper presented in the conference of **7th International Conference on Excellence in Research and Education** organized by **Indian Institute of Management (IIM) Indore**, May 5-8, 2016.





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## **Appendix-I**

### **QUESTIONNAIRE FOR SURVEY**

(To be filled out only by foreign tourists visited Jaipur city in India)

Alok Acharya  
[acharyaalok78@gmail.com](mailto:acharyaalok78@gmail.com)  
Department of Management Studies,  
Indian Institute of Technology Roorkee

Dear Respondents,

The purpose of this questionnaire is to identify some valid and reliable responses for the “Development and Validation of a Scale for Measuring City Image”. This survey questionnaire contains some scale items, which you can voluntarily respond, or you may quit at any time if you feel to do so. Information collected through this questionnaire will be kept confidential and anonymous. Also, it will be used exclusively for academic purposes. Although the results of this research will be published, it will be devoid of any identifying information. The respondent identity will also be kept confidential.

The research has been explained to me and all my questions have been satisfied. I may suggest additional questions, if I feel it is required in my case. In case of further questions regarding the respondents’ rights or anything regarding researcher’s affiliation, can contact Dr. Zillur Rahman, Associate Professor and Head, Department of Management Studies, IIT Roorkee, at [yusuffdm@iitr.ernet.in](mailto:yusuffdm@iitr.ernet.in)

**Introduction:** The purpose of this research is to develop and validate multi-dimensional scale for measuring city (destination) image. This research focuses on the Jaipur city of the state Rajasthan in India with the perspective of international visitors. Before asking to share your perception about image of Jaipur city, it is required to clarify the meaning of the term city or destination image.

**City or Destination Image:** The city or destination image plays a significant role in branding of cities. The city branding has multiple target audiences such as tourists, investors and residents. The determination of city image with perspective of these target audiences has been considered as a crucial for branding of cities. All these target audiences have different-different perceptions about city. Thus, city image with the perspective of tourist's segment has been known as the sum of the beliefs, ideas and impressions that a tourist holds regarding a city. The city image has been formed by tourist's perceptual and emotional understanding towards an object which resulted in cognitive and affective component of image. The city image which focused on tourists as a target audience is also known as destination image. It has been recommended that while developing the scale of city image, both the dimensions of image such as cognitive and affective image should be considered.

**Satisfaction of Tourist:** The satisfaction is regarded the post purchase assessment of the tourists. More favourable city image leads to higher level of tourist satisfaction. It has been also known that both the dimensions of city image such as cognitive and affective images have a significant role in increasing tourists' satisfaction. Higher level of tourists' satisfaction results in repeat visits of tourists on same destination.

#### **About Questionnaire:**

The present questionnaire has been designed into three sections. The first section of this questionnaire includes the questions related to brief profile of the respondents. Thus, first section involves the different socio-demographic variables of the respondents. The second section offers the questions related to city (destination) image involving both cognitive and affective dimensions of Jaipur city. The third section takes information regarding the satisfaction of foreign tourists. All the respondents are required to specify their agreement or disagreement with each of the items mentioned in section II and III, using a 7-point scale ranging from "strongly disagree" to "strongly agree".

1. Please read each question carefully before answering them.
2. Indicate your decision by placing a tick ("✓") in the box to the right of the questions.
3. Kindly ensure to complete all questions.



## Section: I Personal Details

1. Please indicate your gender:

Male	Female
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2. Please indicate your age (in years):

18-30 yrs.	31-45 yrs.	46 -60 yrs.	More than 60 yrs.
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3. Please mention your educational qualification:

Senior High School	Graduation/Bachelor Degree	Post-Graduate or Doctorate	Professional Degree
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4. Please mention your marital status:

Single	Married	Others
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5. Please mention your household income in US Dollars (Annually):

Less than \$40,000	\$40,000- \$79999	\$80000- \$1,19,999	\$ 1,20,000 or More
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6. Please mention your country of residence:

France	Germany	Italy	UK	USA	Others
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7. Please mention, with whom are you traveling on this visit?

Alone	With Family	With Friends	Tour Group
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## Section: II

For each of the statements listed below, please tick the appropriate box, where 1= Strongly disagree; 2= Somewhat disagree; 3= Disagree; 4= Neither agree nor disagree; 5= Somewhat agree; 6= Agree; 7= Strongly agree.

S.No.	Questions	1	2	3	4	5	6	7
1.	Jaipur City offers good quality of infrastructure facilities (Rail, Road and Airport etc.) for visitors							
2.	Jaipur City has good quality of hotels and accommodation facility for visitors							
3.	Jaipur City offers well hospitality and courtesy to the visitors							
4.	Jaipur City has interesting historical attractions (Forts, museums, historical buildings, monuments etc.) for visitors							
5.	Jaipur City has many religious attractions for visitors							
6.	Jaipur City offers good shopping facilities							
7.	Jaipur City provides good place for children and family to visit							
8.	Jaipur City offers variety of cultural activities (Festivals, concerts and others events) for visitors							
9.	Jaipur City offers good gastronomies or regional and international cuisines to the visitors							
10.	Jaipur City offers wide variety of outdoor activities for Adventure and Relaxation to the visitors							
11.	Jaipur City offers unpolluted or Clean environment for visitors							
12.	Jaipur City is a relaxing tourist destination							
13.	Jaipur City is an exciting tourist destination							
14.	Jaipur City is an interesting tourist destination							
15.	Jaipur City is a delightful tourist destination							

**Section: III**

For each of the statements listed below, please tick the appropriate box, where 1= Strongly disagree; 2= Somewhat disagree; 3= Disagree; 4= Neither agree nor disagree; 5= Somewhat agree; 6= Agree; 7= Strongly agree.

S.No.	Questions	1	2	3	4	5	6	7
1.	My visit to Jaipur is worth my time and effort							
2.	Compared to other tourist destinations, Jaipur is a much better one							
3.	My experiences with Jaipur are excellent							
4.	Overall, I am satisfied with the travel experience in Jaipur							

Thanking you for your kind cooperation and valuable time.



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### **QUESTIONNAIRE FOR SURVEY**

(To be filled out only by foreign tourists visited Jaipur city in India)

Alok Acharya

[acharyaalok78@gmail.com](mailto:acharyaalok78@gmail.com)

Department of Management Studies,  
Indian Institute of Technology Roorkee

Dear Respondents,

The purpose of this questionnaire is to identify some valid and reliable responses for the “Developing a Model of Place Branding: An Empirical Analysis Using Source Credibility”. This survey questionnaire contains some scale items, which you can voluntarily respond, or you may quit at any time if you feel to do so. Information collected through this questionnaire will be kept confidential and anonymous. Also, it will be used exclusively for academic purposes. Although the results of this research will be published, it will be devoid of any identifying information. The respondent identity will also be kept confidential.

The research has been explained to me and all my questions have been satisfied. I may suggest additional questions, if I feel it is required in my case. In case of further questions regarding the respondents’ rights or anything regarding researcher’s affiliation, can contact Dr. Zillur Rahman, Associate Professor and Head, Department of Management Studies, IIT Roorkee, at [yusuffdm@iitr.ernet.in](mailto:yusuffdm@iitr.ernet.in)

**Introduction:** The purpose of this research is to empirically validate the proposed model of place branding using source credibility. This research focuses on the Jaipur city of the state Rajasthan in India with the perspective of foreign tourists. Before asking to share your view about various constructs used in advancing the model, it is required to clarify the meaning of all the constructs.

**Place or Destination Branding:** The place branding is used as a holistic term for branding countries or nations, regions and cities. The places are competing with other places for residents, tourists, investors and resources. The place which has positive image or reputation

gets it easier to compete for all these resources. The place branding has been known as a process to communicate the positive image to the target audiences. The positive place image or reputation helps to achieve competitive advantage and hence, it is not only useful to attract target audience but also increase the economic and social development of places. The place branding strategy used for nations, cities and regions with the perspective of tourism, has been acknowledged as destination branding. This research focused on tourists as a target segment of place branding.

**City or Destination Image:** The city or destination image plays a significant role in branding of cities. The city branding has multiple target audiences such as tourists, investors and residents. The determination of city image with perspective of these target audiences has been considered as a crucial for branding of cities. All these target audiences have different-different perceptions about city. Thus, city image with the perspective of tourist's segment has been known as the sum of the beliefs, ideas and impressions that a tourist holds regarding a city. The city image has been formed by tourist's perceptual and emotional understanding towards an object which resulted in cognitive and affective component of image. The city image which focused on tourists as a target audience is also known as destination image. It has been recommended that while developing the scale of city image, both the dimensions of image such as cognitive and affective image should be considered.

**Destination Source Credibility:** The source credibility generally has been considered as the positive characteristics of senders (communicators) that will have a great impact on acceptance of message by receivers. Source credibility refers to message source's (e.g. celebrity) perceived ability (expertise) or motivation to provide accurate and truthful information (trustworthiness) that influences favourably on beliefs, attitudes, opinions, and behavior of consumers. The source credibility theory which applied on tourism destination setting is known as destination source credibility. It denotes to the degree to which a tourist perceives the claims made about a destination to be truthful and believable.

**Destination Loyalty:** The consumer loyalty refers to repeat purchases or recommendations to others of the brands. The application of consumer loyalty on tourism destination setting has been viewed as a destination loyalty. Destination loyalty denotes to tourists' revisit intention and recommend to the destinations for other prospective tourists (i.e. friends or family members).

### About Questionnaire:

The present questionnaire has been designed into three sections. The first section of this questionnaire includes the questions related to brief profile of the respondents. Thus, first section involves the different socio-demographic variables of the respondents. The second section offers the questions related to city (destination) image involving both cognitive and affective dimensions of Jaipur city. The third section takes information regarding the destination source credibility and destination loyalty of foreign tourists. All the respondents are required to specify their agreement or disagreement with each of the items mentioned in section II and III, using a 7-point scale ranging from “strongly disagree” to “strongly agree”.

4. Please read each question carefully before answering them.
5. Indicate your decision by placing a tick (“√”) in the box to the right of the questions.
6. Kindly ensure to complete all questions.

### Section: I Personal Details

7. Please indicate your gender:

Male	Female
------	--------

8. Please indicate your age (in years):

18-30 yrs.	30-40 yrs.	40 -50 yrs.	More than 50 yrs.
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9. Please mention your educational qualification:

Senior High School	Graduation/Bachelor Degree	Post-Graduate or Doctorate	Professional Degree
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10. Please mention your household income in US Dollars (Annually):

Less than \$35,000	\$35,000- \$69999	\$70000- \$99,999	More than \$ 1,00,000
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11. Please mention your country of residence:

France	UK	USA	Others
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12. Please mention, from where you got the information for traveling the Jaipur?

Recommended by Friends/ Relatives	Tourism Publication/ Magazine/Newspaper	Tour Operators/ Agents	TV Channels/ Internet/ Websites	More than above two sources
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13. Please mention, how many country or countries you travelled before this visit?

Less than 2 Countries	2-3 Countries	3-5 Countries	No travel Experience
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## Section: II

For each of the statements listed below, please tick the appropriate box, where 1= Strongly disagree; 2= Somewhat disagree; 3= Disagree; 4= Neither agree nor disagree; 5= Somewhat agree; 6= Agree; 7= Strongly agree.

S.No.	Questions	1	2	3	4	5	6	7
1.	Jaipur City offers good quality of infrastructure facilities (Rail, Road and Airport etc.) for visitors							
2.	Jaipur City has good quality of hotels and accommodation facility for visitors							
3.	Jaipur City offers well hospitality and courtesy to the visitors							
4.	Jaipur City has interesting historical attractions (Forts, museums, historical buildings, monuments etc.) for visitors							
5.	Jaipur City has many religious attractions for visitors							
6.	Jaipur City offers good shopping facilities							

7.	Jaipur City offers variety of cultural activities (Festivals, concerts and others events) for visitors							
8.	Jaipur City offers good gastronomies or regional and international cuisines to the visitors							
9.	Jaipur City offers wide variety of outdoor activities for Adventure and Relaxation to the visitors							
10.	Jaipur City is a relaxing tourist destination							
11.	Jaipur City is an exciting tourist destination							
12.	Jaipur City is an interesting tourist destination							
13.	Jaipur City is a delightful tourist destination							

### Section: III

For each of the statements listed below, please tick the appropriate box, where 1= Strongly disagree; 2= Somewhat disagree; 3= Disagree; 4= Neither agree nor disagree; 5= Somewhat agree; 6= Agree; 7= Strongly agree.

S.No.	Questions	1	2	3	4	5	6	7
1.	Information claims from Jaipur as a tourist destination are believable.							
2.	Over the time, my experiences with Jaipur as a tourist destination led me to expect it to keep its promises.							
3.	Jaipur as a tourist destination is committed to delivering on its claims.							
4.	Jaipur as a tourist destination has a name you can trust.							
5.	Jaipur as a tourist destination has the ability to deliver what it promises.							
6.	Jaipur as a tourist destination delivers (or would deliver) what it promises.							



S.No.	Questions	1	2	3	4	5	6	7
1.	You are willingness to revisit Jaipur city.							
2.	You are willingness to recommend to others about Jaipur city.							
3.	You would say positive word-of-mouth to other potential tourists about Jaipur city.							

Thanking you for your kind cooperation and valuable time.

